

Opportunity Assessment Template

Team Details

Team Members	Sertina Augustine Maliyakal	Date	25-Apr-21
Project Name	GBC Admission Process for International Students	Version Number	1.0
Domain/Department:	GBC International Admissions		

Initiative Details

What is the Vision for this Initiative?

To build a seamless admission process with transparency at every step and provide an enhanced customer experience for International Students who are seeking to gain admission to a program at George Brown College through the international student's admission portal.

Problem and Opportunity Statement(s)

PO001	International Students are currently unable to view processing details of their submitted application during application decision waiting period, resulting in low transparency for students in application processing.
PO002	International Students have to constantly check their submitted application for any status updates which have resulted in higher stress levels.
PO003	International Students currently face difficulties in understanding the details and the documents required for application submission, resubmission and any such scenarios, which has led to confusion among students.
PO004	International Students are also not aware of the application processing timelines, causing an anxiety in the long wait periods.

Description of Change

International students upload required documents and submit their applications through the GBC's "Online Application for International Students" portal. Upon application submission, there is usually a long wait time before hearing back from the International Admission Office. We seek to improve International admission process for in that we would like for students to receive or view status updates on their application during this waiting period. International students must also be able to view detailed information and guidelines on application submission and resubmission. In addition, the students must also be able to view the application processing timelines after application submission which will help them during the application decision waiting period.

Scope (Product, Channel, LOB, Area, etc)

The scope of this change is the Admission process on the GBC Online Application Portal for International Students. The area of this process that we have identified is the waiting period after the application has been submitted till a decision is reached on the application.

Product: GBC Online Application Portal for International Students

LOB: GBC International Students Admissions

The aim is to confirm whether the lack of application updates and long waiting periods is an issue for international students and work towards improving this process.

Constraints: Lack of insight into the steps undertaken by GBC to issue admission offer

Is the Initiative a New Product or Service?	N	Does this initiative align to the Organizational	Y
Is this Initiative for Regulatory Compliance?	N		

Impact Analysis

	Select as High/Medium/Low
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Stakeholders/Groups Impacted	Number of Impacted (#)	Impacts to Role/Job	Impacts to Process	Impacts to Technology	Description of Impacts
International Students	~15000	High	Low	High	The implementation of status updates and automated email in the admission application process will help the international students to have latest update about the progress of their application. It will help in reducing their anxiety and stress, and provide a better clarity during the admission process.
GBC International Admission Department	~5	High	High	High	The implementation of status update and automated email feature will reduce the efforts of admission officers in terms of replying to every queries of students related to their application status or progress. While receiving and verifying the application or documents of student, admission officer can update the status of students application at their end which will reflect in the students' dashboard.
GBC International Student Services Representative	~5	High	High	High	The new functionality will reduce the number of phone calls from the students to the GBC service representative asking for their application status updates. This will help to reduce the waiting time for calls related to other enquiries.

Business Opportunities/Objectives (Measures of Success - Trace these to your P/O Statements Above)

Ref ID	Description	Ref ID	Description
OB001	To implement status updates for application review during the decision waiting period to establish 100% transparency	OB004	To increase student's awareness of application process timelines by 90% by implementing a process timelines banner on the admission portal
OB002	To implement automated email notifications for every application status change to reduce stress levels of student by 50%	OB005	
OB003	To improve the detail of information provided for application submission, resubmission, and waiting period to increase clarity by 75%	OB006	

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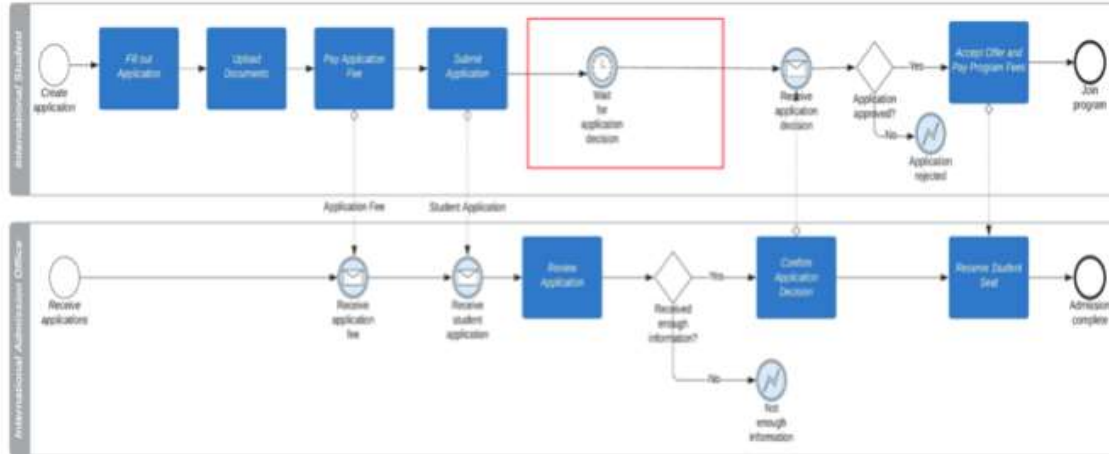
Business Needs

Ref ID	Scenario / User Story	Priority
N***	As a <user type>, I want to <function> so that <benefit>.	
N001	As an International student, I can view the application timelines on the admission portal so that I am aware admission process timelines	M
N002	As an International Student, I can view the status of my application such as under review, incomplete, offer made under a consolidated table in the status tab so that I am aware of my application status	M
N003	As an International student, I can receive automated emails of any change in status of my application so that it's easier for me to know the status of my application	M

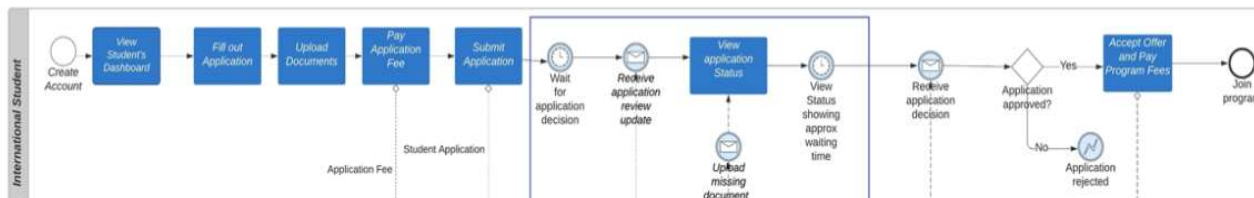
Supporting Details or Documents (Process Maps, Use Cases, UIs):

Additional details:

Current State:



Future State:



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