

**KANSAS BOARD OF REGENTS
ACADEMIC AFFAIRS STANDING COMMITTEE**

**VIRTUAL MEETING AGENDA
Thursday, June 29, 2023
9:00 a.m. – 10:00 a.m.**

The Board Academic Affairs Standing Committee (BAASC) will meet virtually via Zoom. You can listen to the meeting at the Board offices, located at 1000 SW Jackson, Suite 520, Topeka, Kansas 66612. Meeting information will be sent to participants via email, or you may contact arobinson@ksbor.org.

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|--|-------------------------|------|
| I. Call to Order | Regent Kiblinger, Chair | |
| A. Roll Call | | |
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II. Discussion Agenda | | |
| A. Act on Kansas Free Application Days | Tara Lebar | p. 3 |
|
III. Adjournment | | |

BOARD ACADEMIC AFFAIRS STANDING COMMITTEE

Four Regents serve on the Board Academic Affairs Standing Committee (BAASC), established in 2002. The Regents are appointed annually by the Chair and approved by the Board. BAASC meets virtually approximately two weeks prior to each Board meeting. The Committee also meets the morning of the first day of the monthly Board meeting. For AY 2023, membership includes:

Shelly Kiblinger, Chair

Cynthia Lane

Blake Benson

Diana Mendoza

**Board Academic Affairs Standing Committee
AY 2024 Meeting Schedule**

<i>Tentative BAASC Academic Year 2023- 2024 Meeting Dates</i>			
Meeting Dates	Location	Time	Agenda Materials Due
September 5, 2023	Virtual Meeting	9:00 a.m.	August 15, 2023
September 20, 2023	Topeka	11:00 a.m.	August 30, 2023
October 3, 2023	Virtual Meeting	9:00 a.m.	September 12, 2023
October 18, 2023	Topeka – Usually canceled	11:00 a.m.	September 27, 2023
October 31, 2023	Virtual Meeting	9:00 a.m.	October 10, 2024
November 15, 2023	TBD	11:00 a.m.	October 25, 2023
December 5, 2023	Virtual Meeting	9:00 a.m.	November 14, 2023
December 20, 2023	Topeka	11:00 a.m.	November 29, 2023
January 2, 2024	Virtual Meeting	9:00 a.m.	December 12, 2023
January 17, 2024	Topeka	11:00 a.m.	December 27, 2023
January 30, 2024	Virtual Meeting	9:00 a.m.	January 9, 2024
February 14, 2024	Topeka	11:00 a.m.	January 24, 2024
March 5, 2024	Virtual Meeting	9:00 a.m.	February 13, 2024
March 20, 2024	Topeka	11:00 a.m.	February 28, 2024
April 2, 2024	Virtual Meeting	9:00 a.m.	March 12, 2024
April 17, 2024	TBD	11:00 a.m.	March 27, 2024
April 30, 2024	Virtual Meeting	9:00 a.m.	April 9, 2024
May 15, 2024	Topeka	11:00 a.m.	April 24, 2024
June 4, 2024	Virtual Meeting	9:00 a.m.	May 14, 2024
June 19, 2024	Topeka	11:00 a.m.	May 29, 2024

*Please note virtual meeting times are 9 a.m., and Board day meetings are 11 a.m. unless otherwise noted.

1. Kansas Free Application Days November 7-9, 2023

- Access – Enrollment Equity Gap
- Access – College Going Rate

Summary and Staff Recommendation

Create Kansas Free Application Days during the month of November. For three days, November 7-9, 2023, Kansas residents, regardless of age or income, could submit a general undergraduate admission application at any of our Kansas public universities or community colleges for free and we would invite the technical colleges and private colleges to join the campaign. These dates immediately follow our Apply Kansas Application month and occur before many of the scholarship priority deadlines for public universities. It would remove the cost barrier for high school seniors and adult Kansas residents who could be thinking about pursuing an undergraduate level certificate, associate degree or baccalaureate degree. With a marketing campaign, this could encourage Kansans to invest in their future through pursuing postsecondary education.

Background

Five years ago, Colorado started an Apply Free day for all residents. Starting with one day in October and by utilizing cable marketing spots advertising in both English and Spanish, residents were given the opportunity to apply free to all undergraduate programs at all state public and some private Colorado colleges and universities. In 2020 their third year, they saw a one-day total of 56,896 applications, a 28% increase over the first year, 44% of those applications were submitted by students of color, 28% submitted by first-generation students and almost 2,000 transfer applications. With the growth they had seen in the program and the madness of processing that many applications in one 24-hour period, Colorado changed to a 3-day window in 2021 and saw an increase in each category over the prior years.

Staff Recommendation

In conjunction with the Apply Kansas efforts, staff recommends creating Kansas Free Application Days this Fall on November 7-9, 2023. All Kansas residents who wish to seek admission to Kansas public universities and community colleges would be eligible to submit their general undergraduate admission application for free starting Tuesday, November 7, 2023 through Thursday, November 9, 2023. This means all of the following applicants are eligible: First-time Freshmen, Transfer Students, Returning Students, and Applicants seeking a second bachelor's degree. (Applicants for graduate-level programs are not eligible).

The actual admission application must be submitted through midnight on Thursday, November 9th to be eligible to have the application fee waived. However, applicants can and are encouraged to begin filling out the application before this time. The application just needs to be submitted during this three-day period. (All colleges and universities have application fee waivers for financial hardship during the entire year. As such, students with financial need may continue to submit fee waivers with their application before or after the Free Application Days.)

As the state continues to look for ways to increase the college-going rate and FAFSA completion, initiatives like this could inspire Kansans, of all ages, who have been thinking about continuing their education to take that first step. While this will benefit Kansans of all ages, Colorado's data has shown that the biggest benefit will be seen from students of color, first-generation and transfer students. By removing barriers for students to pursue a credential, Kansas can create opportunities to increase the number of students who complete their programs and enter the workforce with a degree or competitive skills.

(Model based on [Colorado Free Application Days](#))

Student Advisory Committee Feedback

In March 2023 this proposal was shared with the Student Advisory Committee members soliciting their feedback. Staff received responses both via email and verbally at their meeting on March 22, 2023. Several members shared the proposal with their University President prior to the March 22, meeting. The overwhelming comments were positive regarding an initiative that encourages more access to higher education. The following comment was shared via email,

“My youngest brother, who wasn’t sure what he wanted to do after high school, filled out his first college application when FHSU hosted a free application day. He is now a Tiger, happy with his decision. I also trust the argument that this initiative will benefit students of color and first-generation college students, for which FHSU is home to many. This week would increase accessibility to higher education for Kansans, which I see as a benefit to both the students and the universities.”

While the conversation was mostly positive, the student representatives voiced some challenges their institutions had about lost revenue from these free application days. Would it be possible to replace this lost revenue? Would it be better to start with three days rather than a full week might be a better way to start the program. They encouraged staff to carry the program forward for further consideration.

Following the suggestion from the Student Advisory Committee and conversation from the Board of Academic Affairs Subcommittee meeting on May 17, 2023, the proposal has been adjusted from a five-day to a three-day free application program.

Admission Directors Feedback

Upon meeting with the University admission directors, on Monday, June 19, and Monday, June 26, they shared the late October dates would put additional strain on the college admission staff during the busy college fair and admission travel season. The original Apply Free Days conflicted with several large college fairs which would limit the ability of admission representatives to assist students with Apply Kansas events in the local high schools. After weighing several options, the group noted that selecting early November dates might be a better option to avoid scheduling conflicts while providing more time and support for the most vulnerable student populations in our state. While the November Kansas Apply Free dates place new challenges on our individual institutions, they agreed moving the dates to a later point in the Fall would support more students in the application process.

Following our conversations, the Kansas Apply Free Days proposal has been adjusted from Oct 17-19 to November 7-9.

Additionally, undergraduate admission application fee information that was requested by BAASC in May is detailed in the next two pages.

Dollars Collected from the Undergraduate Admission Application Fee (AY 22)

University	How many total dollars were collected from the undergraduate admission application fee from Kansas residents who applied for Summer 21, Fall 21, and Spring 22?	How many total dollars were collected from the undergraduate admission application fee from non-Kansas residents who applied for Summer 21, Fall 21, and Spring 22?
Emporia State University	\$55,680	\$1,350
Fort Hays State University	\$94,697.10	\$22,212.90
Kansas State University	\$197,040	\$150,880
University of Kansas	\$258,000	\$348,000
Wichita State University	Application fee revenue for KS residents is estimated to be \$380,000. Not requested but important to note is we've provided an estimated \$44,000 in application fee waivers for KS residents in this same time frame.	Application fee revenue for nonresidents is estimated to be \$241,000. Not requested but important to note is we've provided an estimated \$36,000 in application fee waivers for nonresidents in this same time frame.

Note: Pittsburg State University and Washburn University do not have an undergraduate admission application fee.

Information on how the Undergraduate Admission Application Fee is Utilized on each Campus

University	Please describe how the dollars collected from the undergraduate admission application fee are utilized on campus.
Emporia State University	Application fees provide additional revenue for the Office of Admissions in order to generate new applications and recruit new students.
Fort Hays State University	The money is utilized to assist with a wide variety of enrollment management and student success initiatives directed by the Vice President for Student Affairs.
Kansas State University	<p>These fees are utilized to support full-time positions for application and transcript processing in the Office of Recruitment and Admissions.</p> <p>Please note there are several unintended consequences not considered in these questions beyond the loss of application income:</p> <ul style="list-style-type: none"> • An increase in the number of "soft" applications we receive and a decrease in yield. This impacts our workload of staffing to better understand who is really interested in attending vs applied for a school event, this will inflate our budgets for communications and mailings to admitted students as well as impact our ability to predict our incoming freshmen class. • Knowing we may overwhelm our processing staff if hundreds if not thousands of applications come in in a short time. <ul style="list-style-type: none"> o Dates proposed are not ideal as they overlap with the largest college fair in the state and could reduce school participation in the Wichita Futures Fair* o Concern that counselors who hold these application events expect representatives from all major schools to be there to support them - if 200+ high schools are holding these events in a 3-day time frame during college fair travel season, reps will NOT be able to attend the apply events and we will be perceived by the counselors as being unsupportive.
University of Kansas	Application fees fund operations within Enrollment Management (Admissions, Financial Aid, Registrar, etc.). These funds specifically support software for the application itself and positions related to processing applications for admission. Through targeted merit and need-based application waiver programs, KU already waives application fees for 1/3 of the Kansans that apply. Application revenue losses not offset by enrollment growth will require revising the current application waiver programs, diverting funds from other initiatives, etc.
Wichita State University	Application fee revenue is utilized in the following ways: admissions staff salaries, student worker wages, campus tour guide wages, travel to/from college fairs in Kansas and beyond, travel to/from high school and community college activities in Kansas and beyond, college fair registration fees, on-campus recruitment programs, off-campus recruitment programs, scholarships for students, advertising, promotional giveaways, facility rental costs, printed publications and postage, creation of digital and video content, community and public relations events, university signage for events, professional development, ACT prep for students, technology infrastructure for the admissions team, CRM costs including software licensing and texting, Welcome Center building charges, fleet vehicle costs including gas/maintenance and much more.

Note: Pittsburg State University and Washburn University do not have an undergraduate admission application fee.

*K-State submitted its survey before the proposed Kansas Apply Free Days dates were changed from October 17-19 to November 7-9. As of June 26, 2023, the new proposed dates do not conflict with any college fairs.