



## Full Steam Ahead

LEVERAGING OUR WINS TO FUEL SYSTEM CHANGE

NISTS 2024 | St. Louis, Missouri • February 21-23

The following presentation was given at the 22nd Annual Conference for the National Institute for the Study of Transfer Students. Please cite responsibly and direct questions to the original presenter(s).

*Sponsored Session - Parchment*

### **3380 - Empowering Faster Transfer Admissions Decisions With Transcript Automation**

Maximizing Credits and Streamlining Pathways, Enhancing Access, Affordability, and Wellness

Is manual transcript processing delaying credit evaluation and admissions decisions for your prospective transfer students? In this session, discover how you can process transcripts in just a few clicks — and extract more detailed data — to make faster, more informed admissions decisions. Join us for a product demonstration of Parchment Receive Premium + Data Automation. See how quickly and accurately you can convert a PDF or imaged transcript to data and post it to your SIS, CRM, or any other system. Let us show you how transcript automation with Parchment has helped institutions save countless hours by eliminating manual transcript data entry.

**Julie Wakefield**, *Regional Manager, Admissions Enrollment Services*  
Parchment

## **Empowering Faster Transfer Admissions Decisions With Transcript Automation**

Is manual transcript processing delaying credit evaluation and admissions decisions for your prospective transfer students? In this session, discover how you can process transcripts in just a few clicks – and extract more detailed data – to make faster, more informed admissions decisions.

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# ***Empowering Faster Transfer Admissions Decisions With Transcript Automation***

Presented By:

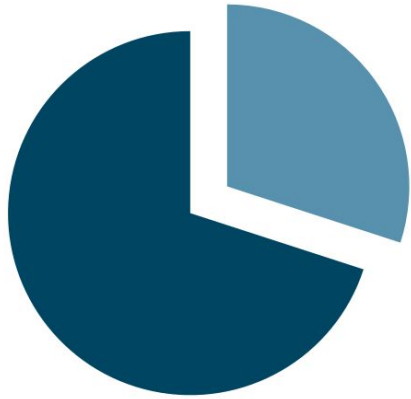
Julie Wakefield - Regional Manager, Admissions & Enrollment Services

Matt Sterenberg - Director, Customer Advocacy



- 1** Introductions
- 2** Why Is Improving Transfer Important?
- 3** Parchment Receive + Data Automation
- 4** Demo
- 5** Q & A

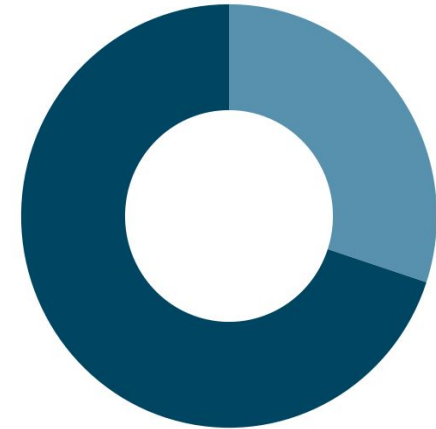




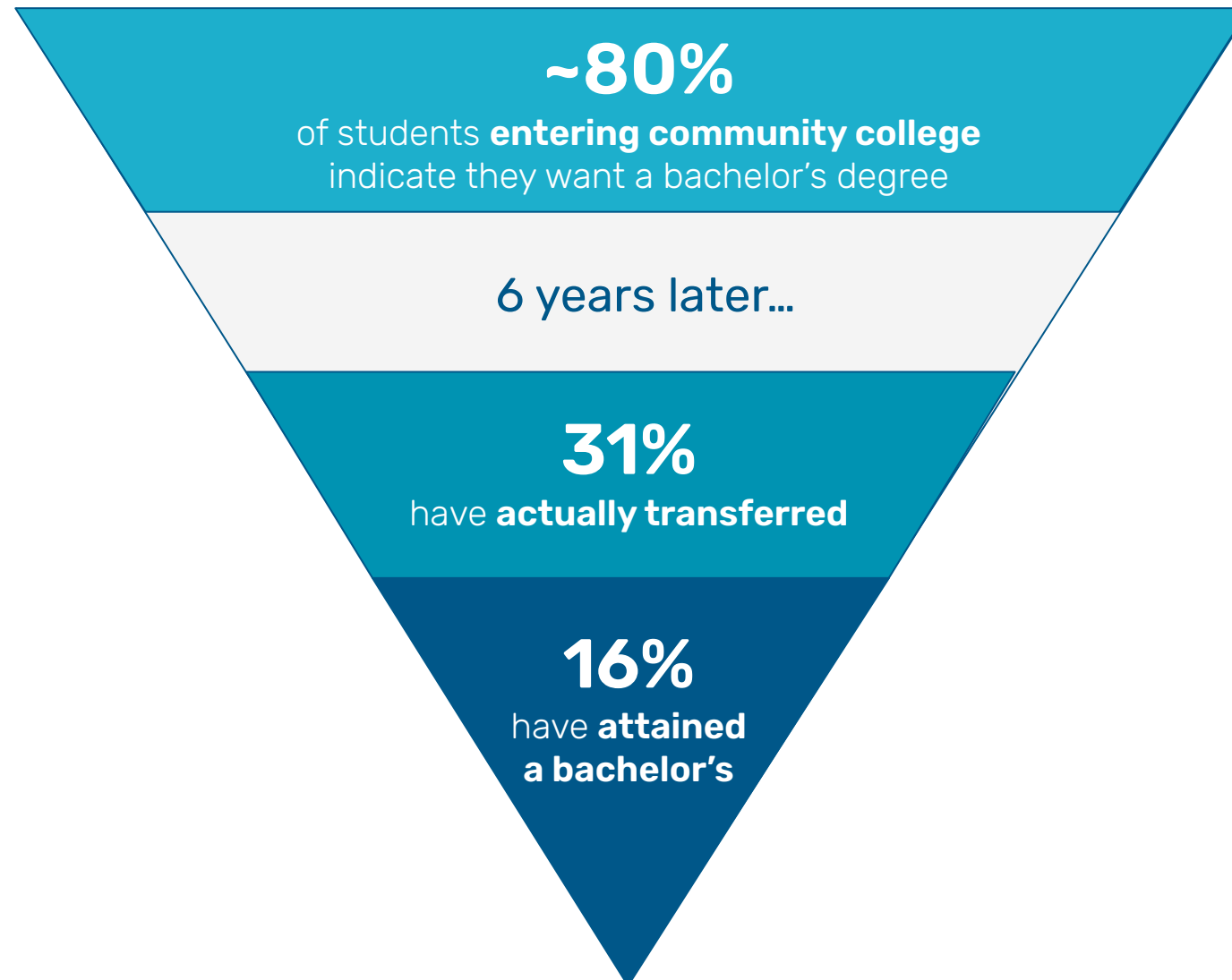
**30% of learners  
will transfer  
at least once**<sup>1</sup>



**1 Million+  
learners transfer  
annually**<sup>2</sup>



**43% of credits, on  
average, do not  
transfer**<sup>3</sup>



Source: The Aspen Institute, 2023

# Parchment's Mission Is to Help Turn Credentials Into Opportunities



COMPREHENSIVE CREDENTIAL PLATFORM

## NETWORK



**4,740**

High School Issuers



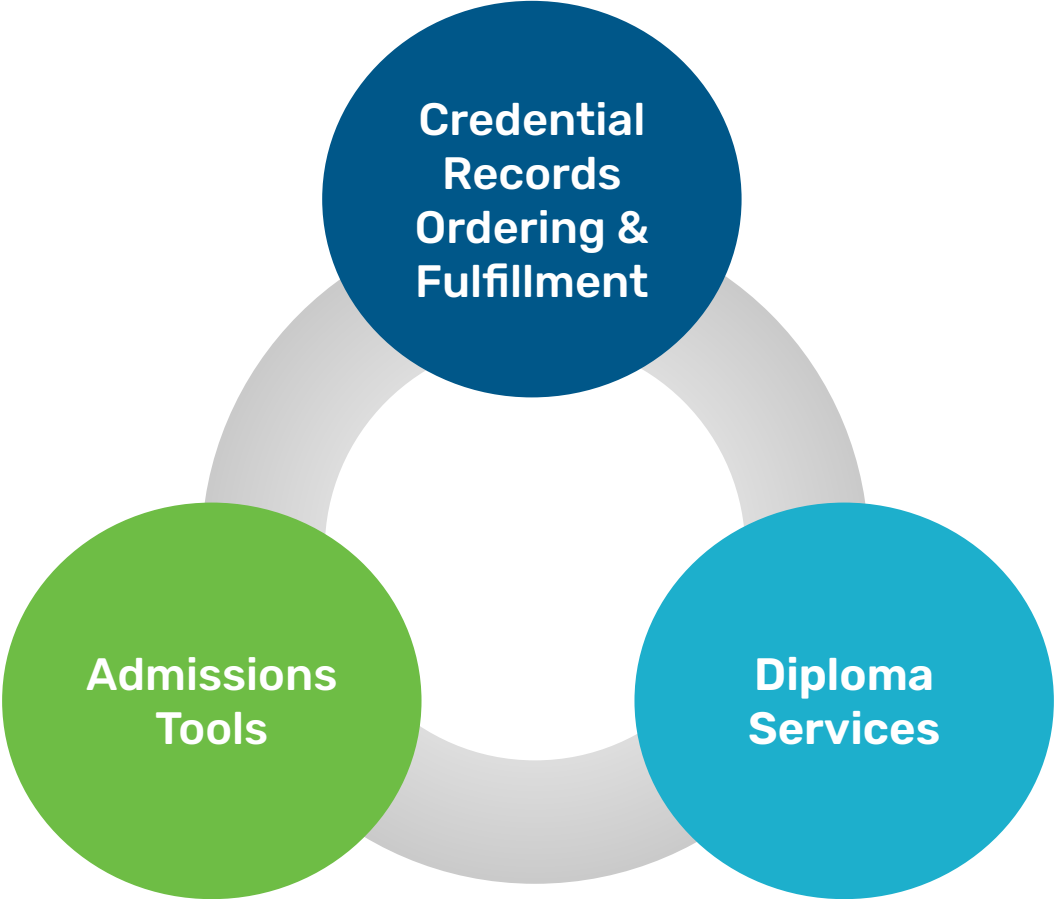
**1,690**

Higher Ed Issuers

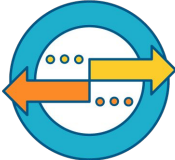


**7,325**

Receivers



## ANNUAL VOLUME



**31M**

Credentials Exchanged



**9.2M**

Out-of-Network Deliveries



**3.7M**

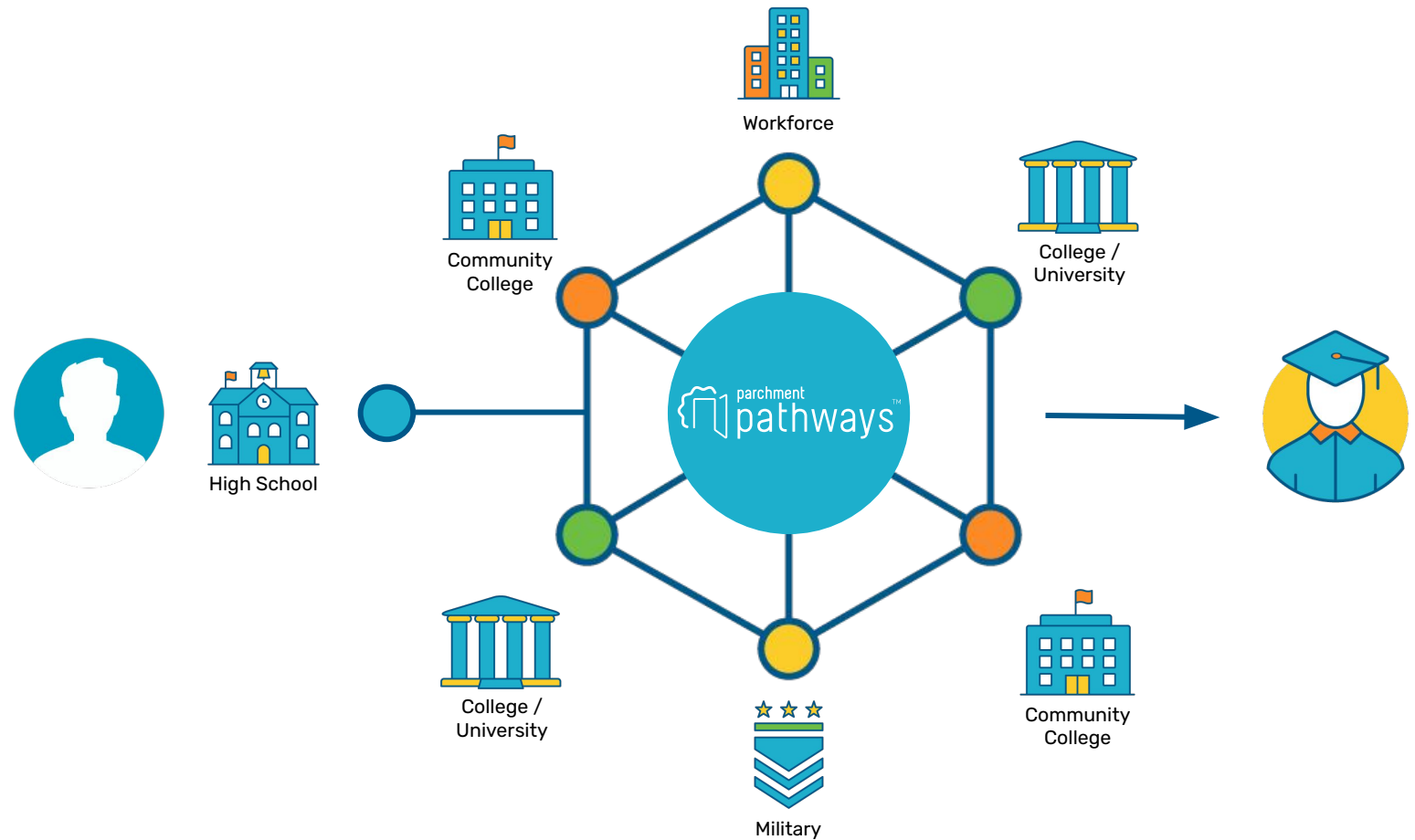
Printed Credentials





- Receive
- Receive, Data Automation
- Recruit
- Course Sharing
- Transfer Articulation
- Dual Enrollment

## Improving the Exchange of Learner Data to Smooth Pathways



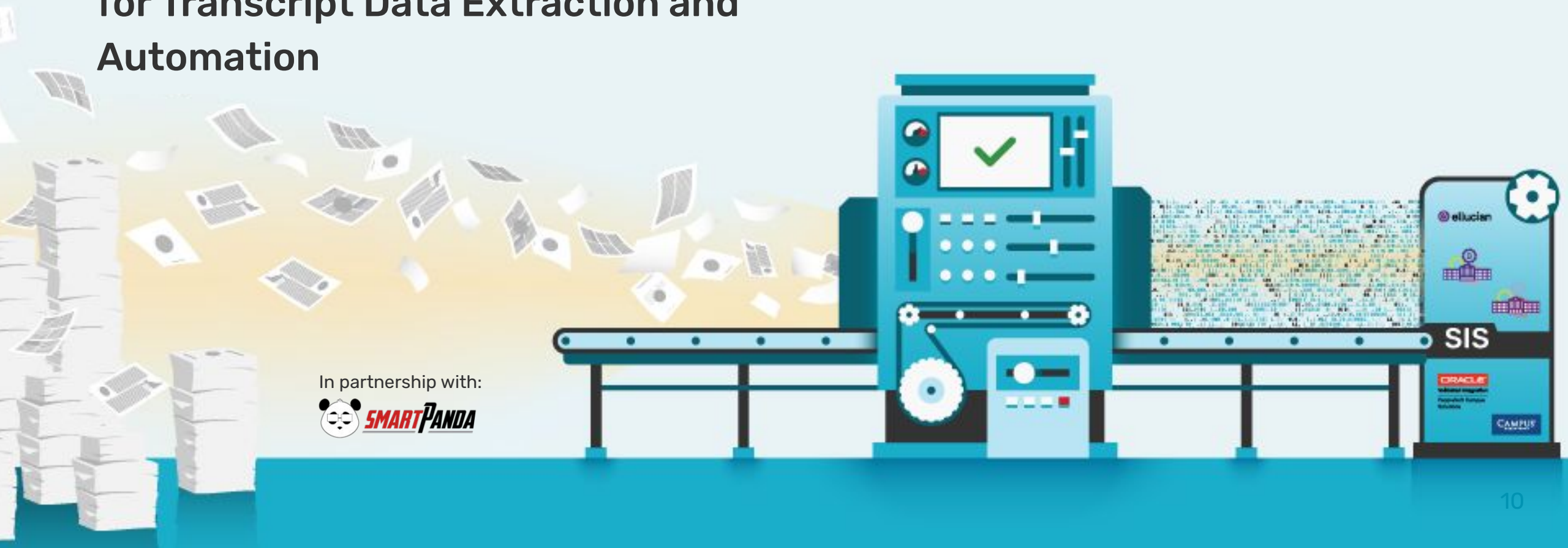
# Student Expectations Are Changing and Redefined





Receive, Data Automation

## Introducing a Powerful New Tool for Transcript Data Extraction and Automation

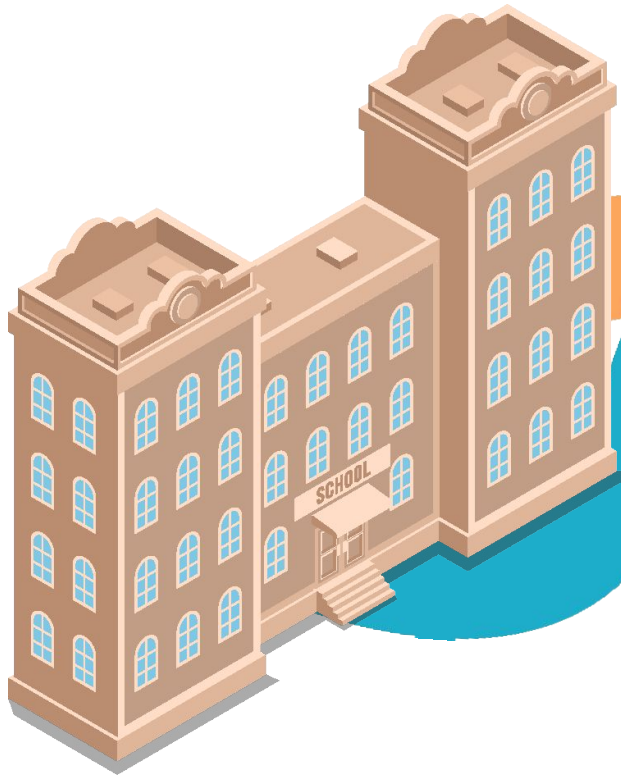


In partnership with:



Transfer students bring diverse perspectives and new talent to the campus and **can offset attrition.**

*(Inside Higher Ed, Feb 2023)*



## **Top 4 suggestions** from students to improve the transfer process

1. Better communication/transparency
2. Making transfer credits transparent
3. Having everything prepared in advance
- 4. Making the process faster**

*(Students' Lived Experiences in Transferring Credits, Nov 2022)*

## Transfer guarantees as a potential norm

“Student transfer in California has been described as a confusing maze of options that is difficult to navigate. This has prompted a push toward transfer streamlining”

### UCLA by the numbers

**3x** transfer admission rate vs **first-year applicants.**



In 2022, UCLA admitted **23%** of transfer applicants



**89%** graduate – a rate higher than those who start as first-year students

*[\(Los Angeles Times Feb 21, 2023\)](#)*



## Tighter budgets are expected in the next several years due to:

1. Pressure on enrollment due to decreasing number of high-school students
2. Decreased interest in higher education

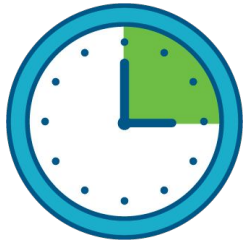
*[\(The Chronicle of Higher Education, Feb 2023\)](#)*

*By valuing employees' time, colleges can help **decrease the endless churn some workers feel after repeated time-intensive, low-productivity activities.***

*[\(Higher Ed Dive, Oct 2022\)](#)*



Receive,  
Data Automation



**Resource Savings and  
Reallocation**



**Quicker Admits = Higher  
Admit Yield**



**Clearer Data for  
Transfer Evaluation  
and Admissions  
Decisions**



**Better Student  
Experience**

1

Receive EDI/XML file in  
Parchment Receive Premium  
inbox.



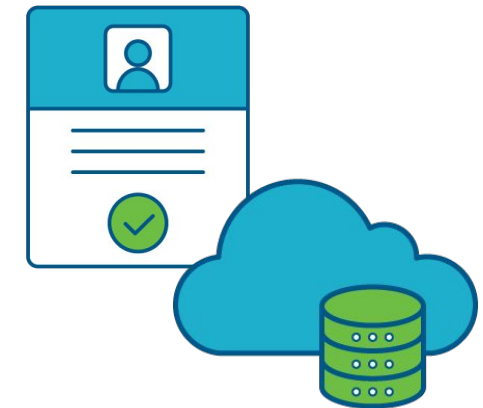
2

Parchment automatically  
reads transcript data.



3

Student data automatically  
posted into SIS or CRM,  
touch-free.





## Inbox Settings

**Destinations** Unified Inbox SFTP Locations Delivery

### Edit Destination

Changes will apply to future documents added to destination only.

#### Name\*

College Transcripts

#### Description

Folder for college transcripts

#### Delivery Method\*

Web Download

SFTP

Save online ⓘ

Integration Partner ⓘ

#### SFTP Server\* [Manage](#)

Julie Demo Folder

#### Auto Routing

Active

#### Package Format

Individual Files

#### Format\*

Data

#### Destinations

[Add](#)

High School Transcripts

College Transcripts

Supplemental high school documents

Applications

School profiles

1

Receive a student's PDF or imaged transcript in Parchment Receive Premium inbox.



2

Parchment automatically extracts transcript data (terms, enrollments, grades, course titles).

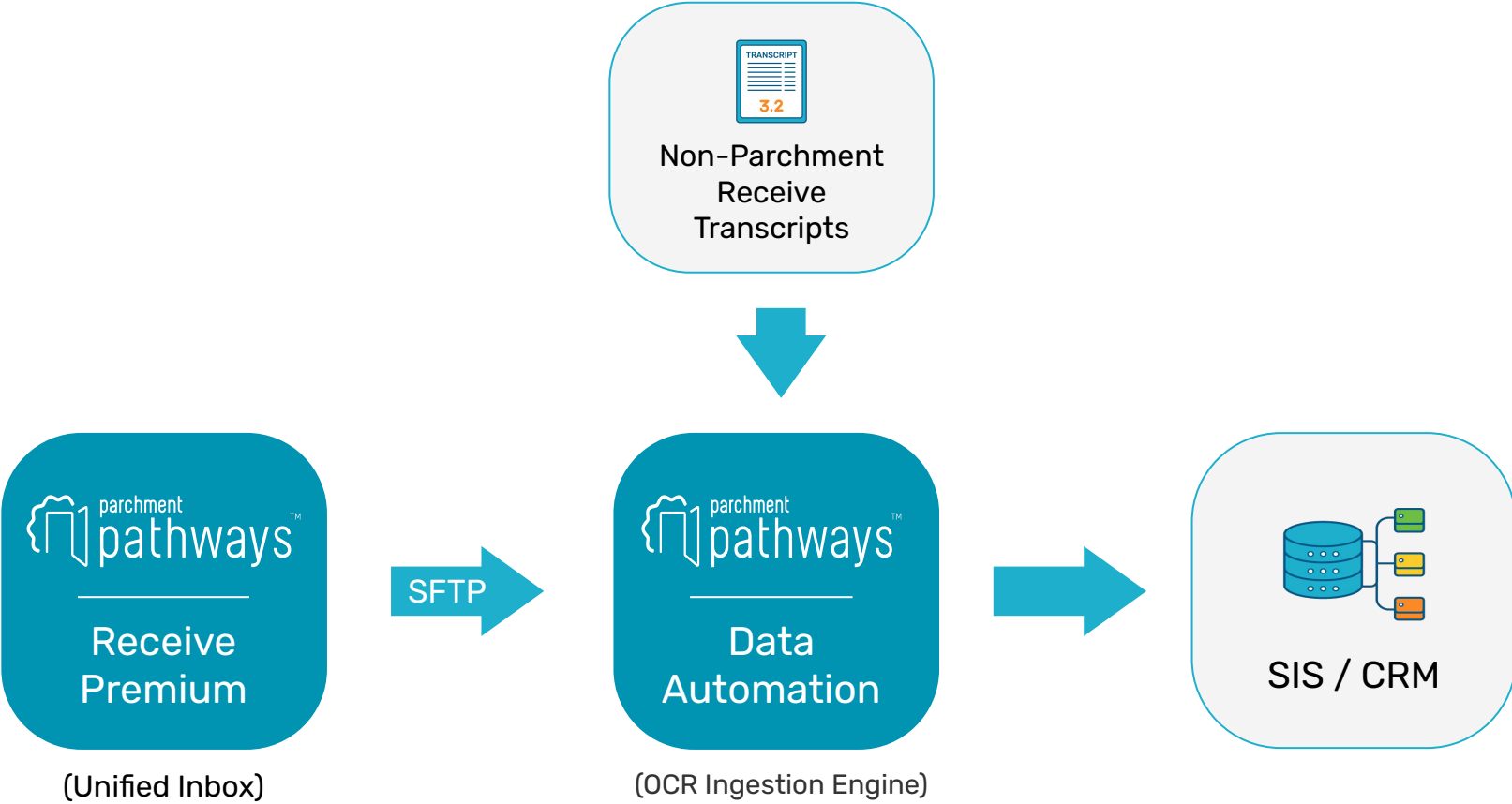


3

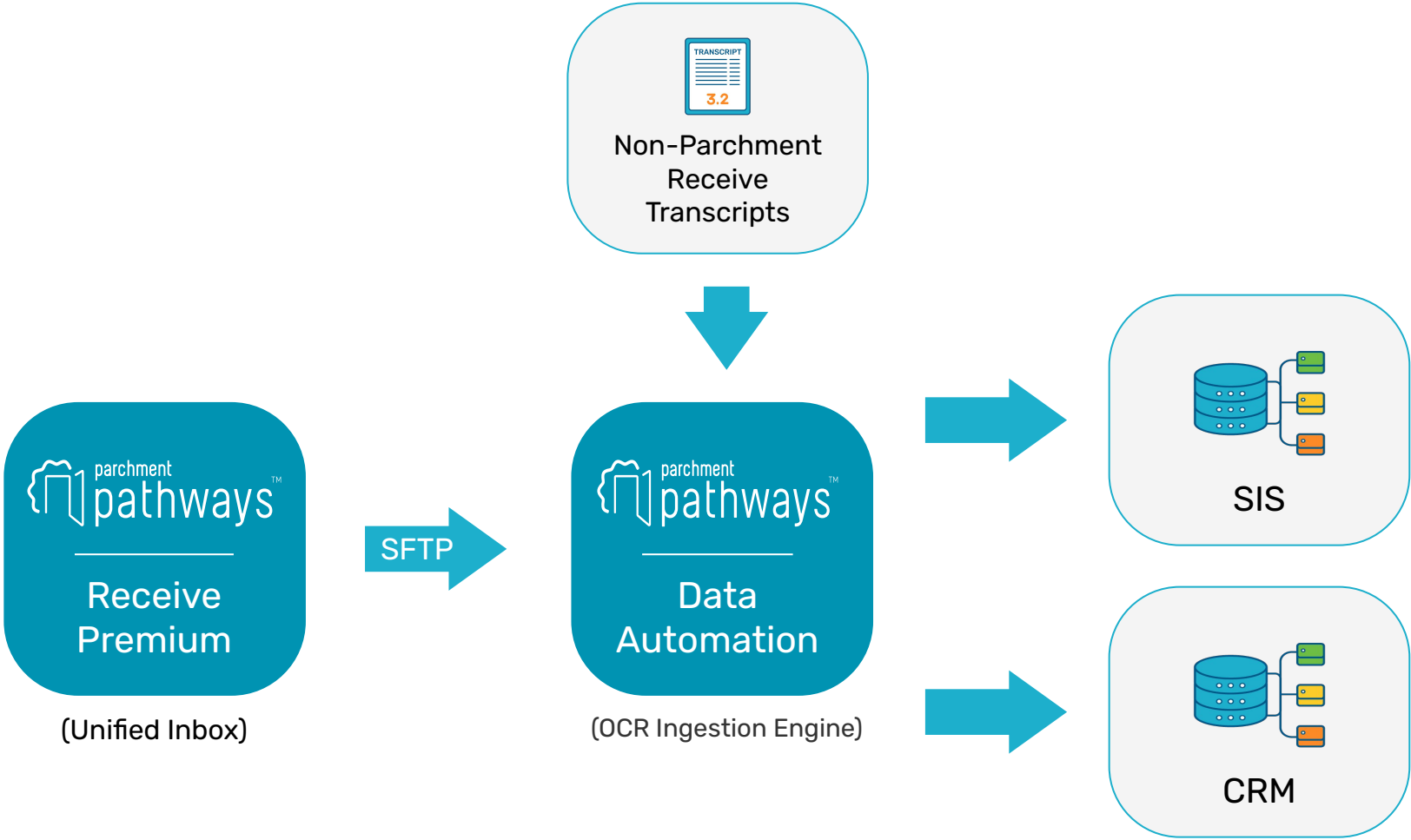
Post student data into SIS or CRM almost entirely touch-free.



# Data Automation - Sample Workflow



# Data Automation - Sample Workflow





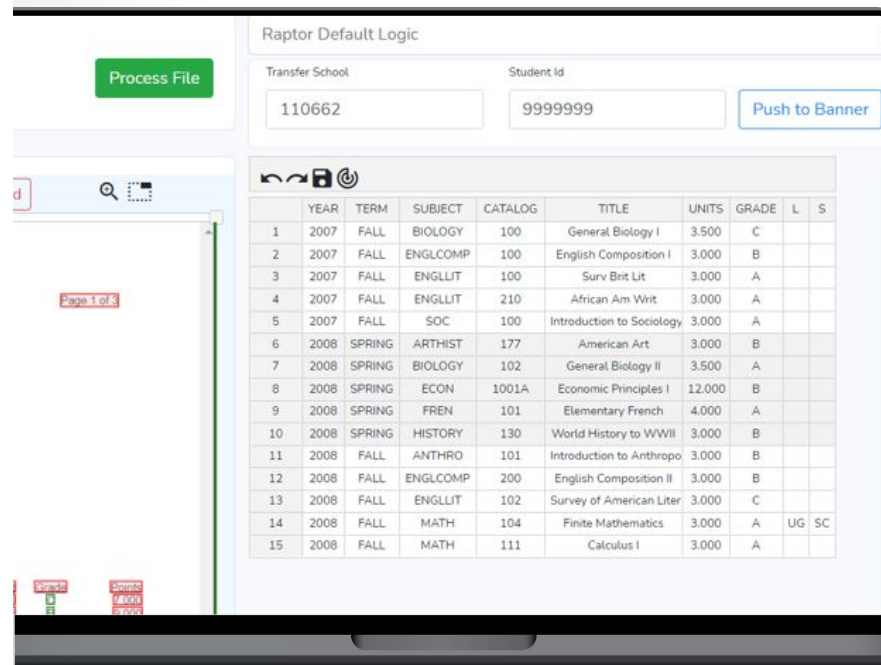
*"Before Raptor, we were completely underwater with processing transcripts, courses, and credit. We have saved countless hours and were able to shave a week off our decision time."*

**– Lisa Lyle, Assistant Registrar**



## Increase your admit yield with faster admissions decisions

- Transcript data directly imported into SIS
- SIS agnostic
- Cloud-hosted
- PDF, Image, EDI, XML transcripts
  - 1 click ingestion via OCR
  - Touch-free data ingestion for EDI/XML files



Raptor Default Logic

Transfer School: 110662 Student Id: 9999999 [Push to Banner](#)

	YEAR	TERM	SUBJECT	CATALOG	TITLE	UNITS	GRADE	L	S
1	2007	FALL	BIOLOGY	100	General Biology I	3.500	C		
2	2007	FALL	ENGLCOMP	100	English Composition I	3.000	B		
3	2007	FALL	ENGLIT	100	Surv Brit Lit	3.000	A		
4	2007	FALL	ENGLIT	210	African Am Writ	3.000	A		
5	2007	FALL	SOC	100	Introduction to Sociology	3.000	A		
6	2008	SPRING	ARTHIST	177	American Art	3.000	B		
7	2008	SPRING	BIOLOGY	102	General Biology II	3.500	A		
8	2008	SPRING	ECON	1001A	Economic Principles I	12.000	B		
9	2008	SPRING	FREN	101	Elementary French	4.000	A		
10	2008	SPRING	HISTORY	130	World History to WWII	3.000	B		
11	2008	FALL	ANTHRO	101	Introduction to Anthropo	3.000	B		
12	2008	FALL	ENGLCOMP	200	English Composition II	3.000	B		
13	2008	FALL	ENGLIT	102	Survey of American Liter	3.000	C		
14	2008	FALL	MATH	104	Finite Mathematics	3.000	A	UG	SC
15	2008	FALL	MATH	111	Calculus I	3.000	A		

**Processing time before: 20+ min**  
**After Data Automation: A few clicks**



## Traditional OCR

- No single place to aggregate incoming transcripts
- Long, difficult implementations
- Complicated onboarding and cost structure
- No machine learning
- No sharing of templates between community, leading to individual institutional maintenance
- Difficult to implement and maintain on-premise hosting



## Receive, Data Automation

- Pulls data into digitized format and brings it into your student system
- Faster to implement
- More cost-effective
- Flexible and intelligent learning engine learns new formats, adapts, and adopts accordingly
- Crowd-sourced templates enable more out-of-the-box automation for your institution
- Cloud-hosted means a much easier implementation for your IT team.

SIS	System agnostic (PeopleSoft bolt on, Banner SHRPEI, SmartPanda Colleague Connector)
Script	Provide a custom import script using SFTP transmission
API	Provide a custom web API
Vendor	Use an existing integration vendor you may already have (Axiom, Constituo, iData or others)
Ethos	Use Ellucian Ethos if you already are using it at your campus (Available for Banner schools)



## OCR DATA AUTOMATION EXPERIENCE



**To Be Routed: 200**

Destinations	Name	App ID	Sender	Set
Transcripts				
Diplomas				
Hyland Outbase SFTP				
Other Docs				

Receive Premium

**Brigham Young University**  
Provo, Utah 84602

STUDENT INFORMATION, COURSE DESCRIPTION, and other data fields are visible on the document page.

OCR Transcript Processing

External Org: 000010026, Student Id: FA0101, Push to PS

We are using Raptor Optimizer

[View Alternatives](#) [Edit Mode](#) [Templates](#)

	YEAR	TERM	SUBJECT	CATALOG	TITLE	UNITS	GRADE
1	2017	SUMMER	REL C	200	The Eternal Family	2.00	A
2	2017	FALL	MUSIC	111R	Basic Vocal Skills	2.00	A
3	2017	FALL	REL A	121	The Book of Mormon	2.00	B+
4	2017	FALL	SFL	260	Family Finance	3.00	C
5	2017	FALL	WRTG	150	Writing & Rhetoric	3.00	A

SIS Ingestion

# Our Extensive Member Network Creates a Meaningful Data Exchange



Typical Project	4-6 weeks
Install	Usually a few days, since in the Cloud and only need to establish connectivity
Customer Testing	Customer testing, training, DEV, and getting comfortable before moving to PROD (TBD)
Batch Mode	Potentially 6-8 additional weeks
Custom	If any customization determined at scope, timeline TBD



We would love to have a discussion with you!  
Just visit:

[parchment.com/start-the-conversation/](https://parchment.com/start-the-conversation/)



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# Q & A

THANK YOU

SPASIBO ARIGATO DO JE DANKE Asante Maita Henyu Shukriya CA'M ON Arigatou Salamat Dìkuji KAMSA HAMNIDA GRACIAS Jerejef ASANTE HVALA Mahalo Diolch Efcharisto CHOKRANE

XIE XIE Achiu KIA ORA Spasibo MAAKE Terima Kasih MERCI YOU OBRIGATO Vinaka GRAZIE THANKS

Khop Khun Krab Gratia TODA DANKIE Kiitos Aitäh ARIGATO Shukran

