What’s New at XAP?

June 22, 2010
What’s New at XAP

Agenda

– New Logo & Corporate Website
– Solution Team
– Initiatives for 2010
– Partnerships
– Questions & Answers
Solutions Organization

VP of Solutions & 4 Market Directors

State/Federal – Judy & Judy Kowarsky

K-12 – Lori Wood

Postsecondary – Ron Gaskins

Adult / Workforce – Don Phillips
ADOPT

ADAPT

BUILD
Solutions Group Mission Statement

The XAP Solutions Group will identify, articulate and deliver market-driven products, services and strategies through systematic analysis and business processes that will foster a culture of collaboration across all XAP departments to generate new and sustainable revenue.
Solutions Group Framework

• What is it?
• What does it mean for you?
Market Needs

Discover needs in the market by interviewing customers, recent evaluators, and untapped, potential customers. Validate urgent problems to show their pervasiveness in the market. Leverage existing research that has already been complete within the organization or external sources.

Ownership: Solutions Group
Execution: Market Director

Tasks:

✓ Keep market research (conferences, internal client conference, client visits, advisory groups).
✓ Maintaining documentation of competitors, gap analysis between current solutions and market needs, etc.
✓ Belonging to professional affiliations.
✓ Staying current by monitoring newsletters, websites, blogs.
✓ Interviewing sales and support staff.
✓ Provide market summaries of usage, trends, accounts, etc.
✓ KPI by different clients and their implementation strategies.
Product Roadmap

Illustrate the visions and key phrases of deliverables for the product. The roadmap is a plan, not a commitment.

Ownership: Solutions Group
Execution: Market Directors

Tasks:

✔ Consolidate input and validation from all market sources (clients, staff, stakeholders).
✔ Owner of the list of suggestions and requests from all sources.
✔ Create and update product roadmap for each product. More specificity for near term; less specific for longer term. Rolling task.
✔ Differentiate between customization requests and best practices. If possible, try to develop customizations as best practices. Use configuration to deliver specific solutions that satisfy local needs but can also satisfy needs in other markets or geographies.
Buy, Build or Partner

Determine the most effective way to deliver a complete solution to an identified market problem. Where you have gaps in your offering, analyze whether to buy, build or partner to complete the solution for your market.

Ownership: Solutions Group with input from IT
Execution: Market Directors with inside and outside resources
Tasks:

✓ Identify potential solutions not currently available from Xap that satisfying a market need.
✓ Look at partnering first; before we buy or build.
✓ Consider integration opportunities.
✓ Develop a quick litmus test. Includes:
  • Needs satisfied?
  • Cost effective?
  • Profitable?
  • Experience and market presence of potential partner?
  • Time to market?
✓ Done in conjunction with a business plan.
Feature Brief & BRD Approval

Regardless of whether we buy, build or partner, a Feature Brief and BRD is required to help define the “what.” A formal approval process is required.

Ownership: Business Analysts in conjunction with Solutions Group
Execution: Business Analysts and Solutions Group

Tasks:
- Step 1 – Create a Feature Brief (CSL, Sales or Market Director)
- Step 2 – BRD created
- Step 3 – BRD approved (Solutions Group owns)
- Step 4 – Product Review Committee sets priorities
- Step 5 - Set release
**Launch Plan**

Ensure that all departments are prepared for new product releases and all items are completed to launch the product externally.

**Ownership:** Solutions Group  
**Execution:** Market Directors

**Tasks:**
- Create and execute launch plan for every new product or program (using standard launch plan).
- Re-launching should follow same process.
- Process should be followed with both internal solutions and partnerships.
Portfolio Prioritization

Next Product Release

Future

Improvements

Enhancements

Customizations
Sample: Transitions 4.0

- December 15:
  - Client Requests
  - Market Needs

- January 15:
  - Feature Briefs
  - Feedback to Client

- February 15:
  - BRD
  - Determine effort

- March 15:
  - Prioritization & Effort
  - Determine Release

- April 15 – August 1:
  - Client Communication

- August 1:
  - Release
XAP Products

- **Career awareness**
  - K-6 Students
  - Middle School Students
  - High School Students
  - Postsecondary Students
  - Adults in the Workforce

- **Career exploration, high school planning**
  - Paws in Jobland
  - Choices Explorer

- **Career planning, postsecondary planning**
  - Choices Planner

- **Career planning, postsecondary planning, job resources**
  - Choices CT
  - TestPrep
  - College Scope

- **Career planning, job search, education and skill enhancement planning**
  - Mentor
  - Applications and Transcripts

- **Transitions**
  - Assessments

- **Report Central**
New Transition Portals

CollegeinColorado.org
CFWV.com
GAcollege411.org
CollegeforTN.org
WayToGoRI.org
CSNav.org
What’sNextIllinois.org
Benefits - Portal

- More robust and flexible
- More control over the content
- Contemporary design
- Version control
- Develop object oriented components
- Greater degree of control over security
- Easier to develop web services
Transitions 3.0 Release

- Content block editor
- System definition of transcripts feature availability
- Account name and password retrieval processes
- New Professional Center account type to control access to transcript features
- Export to Excel for Professional Center reports
- Enhancements to parent account connections to student portfolios
- Enhancements to parent sign off of student plans (Professional Center)
- Batch account creation enhancements (Professional Center)
- Technology and infrastructure upgrades
• National Application Center
• Outreach & adoption for clients
• Choices portfolio pre-populating the application
• New partnerships
• New sales – new pricing
  – Standard
  – Enhanced
  – Custom
  – Portal
New Application Architecture

• Keeps existing schema
  – Allows comprehensive tools (Control Center) to stay in service.
• Provides (even) better user experience
• Separates application user experience from reporting/downloads
• Allows for multiple versions, versioning and content management
Undergraduate Application for Admission: 2009 - 2010

3. Personal Information

Applicant Information

Please complete the form below. Mandatory fields marked *.

Identity Information

Social Security number *

Retiree Social Security number *

You are required to include your Social Security number on admission application forms to all CSU campuses pursuant to Section 403.9 of the California Education Code. You are required to include your Social Security number to identify your student records maintained in your association with the campus and, if needed, to help collect debts owed the university. Also, the internal revenue service requires the university to file information returns that include the student’s Social Security number and other information, such as the amount paid for qualified tuition, related expenses, and interest on educational loans. That information is used to help determine whether you, or a person claiming you as a dependent, may take a credit or deduction to reduce federal income taxes.

If you do not have a Social Security number at the time you file the application, you may leave the item blank and the campus will assign a temporary number. However, you should obtain a Social Security number, unless you are prohibited by law from doing so, and submit it to the university by the time you begin enrollment. Failure to furnish your correct Social Security number may result in the imposition of a penalty by the Internal Revenue Service.

California Statewide Student ID *

(for California residents only, if known)

The CSU Student Identifier allows an individual student’s data to be uniquely distinguishable from that of other students and to be consistently identified over their entire K-12 academic career. The CSU Student Identifier is a ten-digit, randomized value that is intended to be stored at the student’s district so that it may be associated with that student. The CSU Student Identifier is non-personally identifiable back to an individual student. The state will not have access to student names. Click here for more information on the CSU Student Identifier.

Birth, Residence, & Citizenship Information

Date of Birth *

Sex *

Are you a citizen or legal resident of the United States? *

If you are a permanent resident of California select your county. Otherwise, select a state or country of residence.

California County *

U.S. State or Territory *

Country *

Place of Birth

City *

U.S. State or Territory *

Country *

Country of Citizenship *

Citizenship Status *

If 'Other visa', select visa type *

If 'transient' select 'US or foreign' or 'other' visa enter IRS Date Issued.

If you have not yet received your visa, please put in an approximate date it will be expected. Be prepared to submit verification.

Born outside the U.S. what year did you move to the U.S. *

Ethnic identity *

If you selected 'American Indian or Alaskan Native' specify tribe.

This application provides you with an opportunity to report your race/ethnic identity. However, you may use the web to provide the CSU with more complete information regarding your race/ethnic identity. If you wish, whether your others can view any data collected on the website. Any information you submit on the website will be made available to the university that is applicants for this program.
Benefits – Online Application

• More efficient
• Provides greater design flexibility
• Contemporary design
• Enhances the user experience
• Seamless transition for campuses
• Cost effective
eTranscripts National

- Based on eTranscript California
  - PESC award
  - Only system that is format independent
  - PESC XML Standards

- eTranscript STATE
  - College to College
  - High School to College

- Seeking partnerships

- College to College articulation
Postsecondary Electronic Standards Council

• Three eTranscript Awards in two years
  – Georgia
  – eTranscripts California
  – CFNC.org

• Board Member

• Co-Chair of ePortfolio Workgroup

• Member of EdUnify Workgroup
The Value of Report Central

Access To Relevant Reports

Authorized users access reports in accordance with their roles and responsibilities

Clients Generate Reports

Data on demand as clients generate standard reports with criteria and filter controls

Retrieve saved reports

Sponsors Set Up Parameters

Output options: PDF, Word & Excel

Tailor aggregate summaries to meet Monitoring & program accountability needs
Partnerships

• CollegeWeekLive
• Dynamic WebPrint
• MappingYourFuture
• Seeking partnerships
  – Media graphics
  – Communications
  – Social Media
  – Additions to eTranscript offering
  – CRM
Questions & Answers
Let’s continue to work together!