



Award Winning Web 2.0 Design for Student Self Service

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Agenda

- Who We Are
- Web 2.0
- Why Capella Went Campus 2.0
- The Student's Struggle
- The Administrators Annoyance
- The IT Departments Irritation
- Big Picture
- Demo



Who We Are

- **Web/Enterprise 2.0 experts and former PeopleSoft employees**
 - Consulting company
 - Focus on portals and self-service
 - Produce some complimentary products
 - Strategy and implementation experts
 - Involved in the development of the Enterprise Portal





Web 2.0

Wikis

Usability

Convergence

AJAX

Web Standards



**"Content without
context in process
is meaningless."**

-Dennis Howlett





Campus 2.0

- **The wild, wild Web 2.0**
- **You just can't throw in Web 2.0 as-is**
 - Structure and control is needed
 - Security
 - E.g. Not everyone can be an author on University pages
- **Take the best of Web 2.0 and mix it with the best of ERP – Campus 2.0!**





Why Capella Went Campus 2.0

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Why Capella Went Campus 2.0

- Confusing spaghetti process
- Usability was reflecting poorly on the premier online university
- Applicants were requiring a lot of assistance from enrollment counselors and help desk
- Admissions process was negatively affecting matriculation rates





The Previous Experience

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Personal Information

*Legal First Name Legal Middle *Legal Last Name

Home Address

***please use the magnifying glass to select information where ever applicable.

*Address 1
Address 2
Address 3
*City *Country *State *Postal Code
*Preferred Phone *Phone Type
*Email Type *Preferred Email
*Gender *Primary Ethnic Group
*Date of Birth *US Social Security Number Check here if you do not have a US social security number
*Marital Status
*Country of Citizenship

 Social Security Number is used for admission account identification, required federal reporting, and financial aid purposes only. Both the submission of your Social Security Number and its use is secure and confidential.

Academic Information

*Graduate or Undergraduate
*Admit Term
*Degree and Program
*Specialization
*Preferred Month Start

*Previous Post-Secondary Experience

Please select if you have attended any post-secondary institution.

*Have you previously attended Capella? Yes No

Armed Forces Information

Armed Forces Organization Armed Forces Status
Installation Location Check here if you are GoArmyED

Application Fee

Academics

Enrollment

- [My Class Schedule](#)
- [Add a Class](#)
- [Drop a Class](#)

You are not enrolled in classes.

Academic History

[Grades](#)

other academic... >>

Finances

My Account

- [Account Inquiry](#)
- [Payment Profile](#)

Financial Aid

- [View Financial Aid](#)
- [Accept/Decline Awards](#)
- [Financial Aid Application](#)
- [Financial Aid Resources](#)

other financial... >>

Account Summary

Anticipated Aid has not been subtracted from the Account Balance.

Past Due	\$	175.00
Current Due		0.00
<hr/>		
Due Now		175.00
Future Due		0.00

Account Balance \$ 175.00

**** You have a past due balance of 175.00. ****
Currency used is US Dollar.

[make a payment >](#)

Personal Information

- [Names](#)
- [Addresses](#)
- [Phone Numbers](#)
- [Email Addresses](#)
- [Education History](#)
- [Work Experience](#)
- [Goal Statement](#)
- [Emergency Contact](#)
- [Demographic Data](#)
- [Acknowledgement Agreements](#)

Contact Information

Home Address

Billing Address

None

Home Phone

Home E-mail

NO_EMAIL@CAPELLA.EDU.1

other personal... >>

SEARCH FOR CLASSES

To Do List

Admissions Checklist

- Official Transcripts
- [Education History](#)
- [Work Experience](#)
- [Names](#)
- [Addresses](#)
- [Acknowledgement Agreements](#)
- [Phone Numbers](#)

[details >](#)

Transcript Request Form

[Non-Capella transcripts](#)

“Why is applying so difficult and confusing?
I constantly feel lost.”

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QUESTIONS?



Call us at: **1.866.303.9107**

Mon - Fri 8:00 a.m. - 6:00 p.m. CT



[Frequently Asked Questions](#)

Application Steps

Getting Started ✓

Personal Information ✓

Education History ✓

Work Experience ✓

Forms & Transcripts

▶ Application Fee

Review Application

Submit Application

Application Status

Application Fee

1

Payment Method

2

Review Payment

3

Confirmation

All fields with a * are required

Home Address

Testing User

test

test, FL 84945

International Transcript Fee: \$0.00

Amount Due: \$75.00

Sub-process guides user and supports main process.

Old form now in logical steps with plain English labels.

Multiple transactions brought into one cohesive process.

Name on Account ?

First name on card *

Testing

Credit Card type

Select

Credit Card Number *

“I am having difficulty finding the required forms to finish my application.

Why isn't everything in one place?”

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QUESTIONS?



Call us at: **1-866-679-9682**

M-Th 7:30 a.m. - 8:00 p.m. CT
Fri 7:30 a.m. - 6:00 p.m. CT

 **Chat with an admissions counselor** 

[Frequently Asked Questions](#)

Application Steps

Getting Started 

Personal Information 

Education History 

Work Experience 

► Forms & Transcripts

Review Application

Submit Application

Application Status

Forms & Transcripts

Forms

The following information is required to process your application for the program you are applying to.

Your Degree Program

PhD in Education specializing in Special Education Leadership

Required Forms

- ▣ [Acknowledgement Form \(pdf\)](#)

Transcripts

We'll pay for transcript fees from US institutions only. Admission guidelines... [Download Transcript Request Form \(pdf\)](#)

Save & Continue


Save & Logout

Form downloads are a part of the larger process.

Where to Send Forms

- **Fax:** 1.888.227.8492
(accessible 24 hours a day)
- **Email:**
applications@capella.edu
Forms requiring a signature may be scanned and emailed instead of faxed.
- **Mail:**
Capella University
Admissions Office
225 South 6th Street, 9th Floor
Minneapolis, MN 55402-3389

Now the applicant knows where to send them!



“Half these fields on the application I have no idea how to fill out – I just end up calling the 800 number.”

QUESTIONS?

Contextual Help one click away on sections or individual fields.

International Information

Fields with a * are required.

English Proficiency

Was your highest degree program taught in English? *

Yes No

More Information

- ▶ [Requirements for International Students \(pdf\)](#)
- ▶ [Learn about TOEFL](#)

Chat with Admissions Support

Frequently Asked Questions

Live Help is one click away

International applicants must have attended an internationally recognized institution. All applicants are expected to read, speak, write, and understand the English language fluently. Those whose language of instruction is not English are required to take one of the following tests: the Test of English as a Foreign Language (TOEFL), Michigan English Language Assessment Battery (MELAB), or International English Language Testing System (IELTS). The only exception to this requirement is reserved for students who have earned a postsecondary degree from a U.S.-accredited university.

Close

Personal Information

▶ International Information

Education History

Work Experience

Forms & Transcripts

Application Fee

Review Application

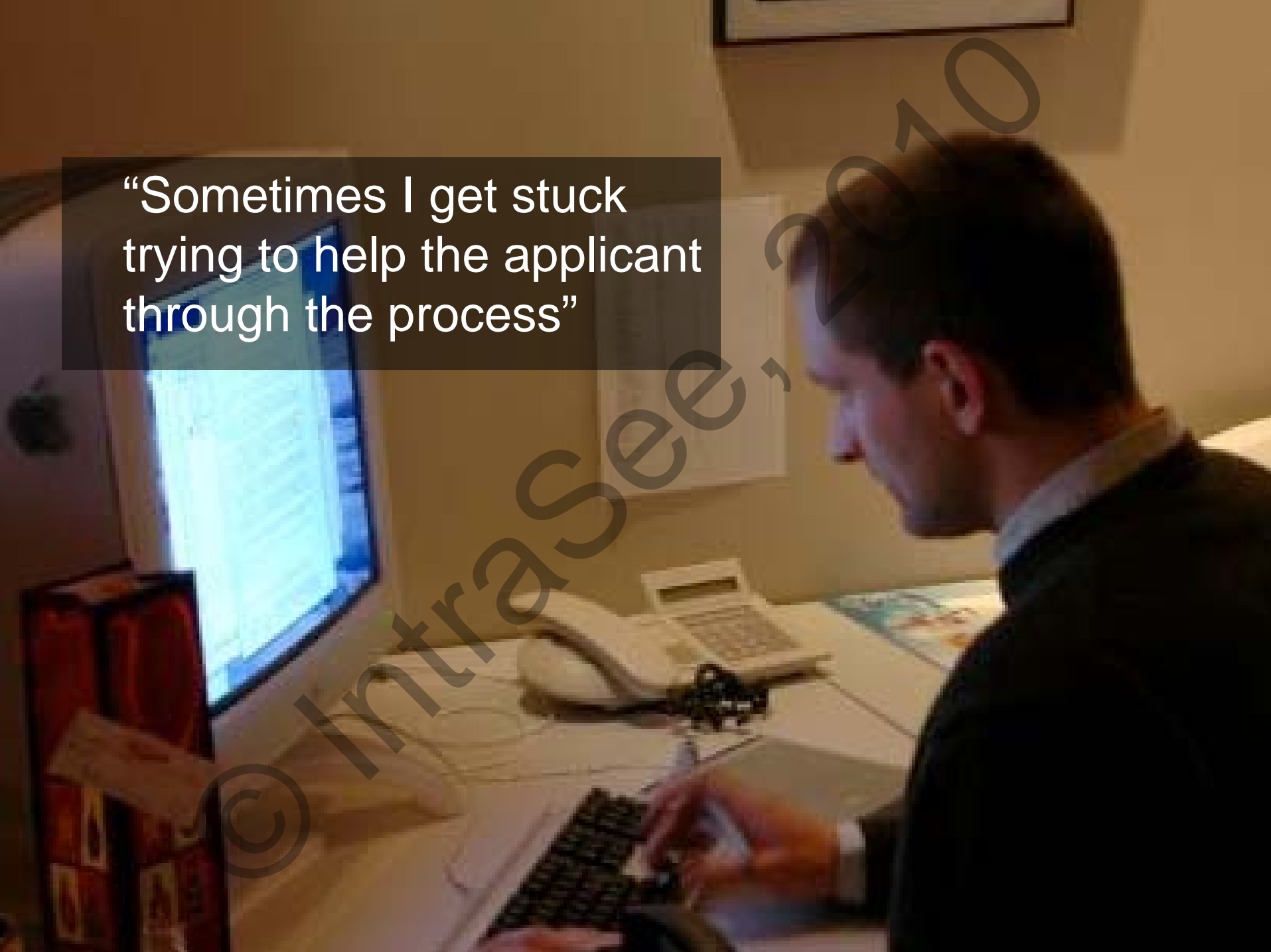
Submit Application

Application Status

Save & Continue ▶

Save & Logout

“Sometimes I get stuck trying to help the applicant through the process”



QUESTIONS?



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Chat with
Admissions Support



[Frequently Asked Questions](#)

Application Steps

▶ Getting Started

Personal Information

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Forms & Transcripts

Application Fee

Review Application

Submit Application

Getting Started

The following information will be used to initiate your application and create an account for you.

All fields with a * are required.

Enrollment Counselor

Assigned EC *

Johanson, Jo Jo

Legal Name

First name *

Tom

Middle name

Last name *

Smith

Home Address

Street Address *

321 Yale test ave

Street Address 2

Street Address 3

City *

Seattle

Country *

United States

State*

Washington

More Information

- Same Interface as applicant

- Applicant information pre-populates from CRM data

- Secured based access: EC cannot acknowledge or accept offer.

email address book.

▶ **An enrollment counselor will contact you** to introduce you to Capella University and answer any questions.

“I probably spend 30% of my time cleaning up bad data or duplicate data.”



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Work Experience

All fields with a * are required.

Work Experience

Please enter your work experience in the fields provided. **Start with your m**

Employer name*

Employed from*

City*

Country*

State*

Job title*

Job description



[Add another employer](#)

- AJAX enabled auto-suggest search against valid organizations
- Ease of use prevents entry of redundant organizations.
- Same data intelligence for Employers and Educational Institutions



Bringing it all together...

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QUESTIONS?



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Fri 7:30 a.m. - 6:00 p.m. CT

Chat with an admissions counselor

Frequently Asked Questions

- Application Steps
 - Getting Started
 - Personal Information
 - Education History
 - Work Experience
 - Forms & Transcripts
 - Review Application
 - Submit Application
 - Application Status

Chat
Integrated Chat to help answer live questions about the transaction.

Process Guide
Step by step guide showing user progress

More Information

- This information will be used to create an account so you can save and return to your application at any time.
- An email will be sent to you with your user ID, a temporary password, and instructions on how to change your password.
- If you do not see the email check your junk mail folder. If you still cannot retrieve please call 1.866.303.9101.
- Be sure to add info@capella.edu to your email address book.
- An enrollment counselor will contact you to introduce you to Capella University and answer any questions.

Related Info
Related content that supports the transaction and helps answer common questions

Transaction
Student system transaction with a Web 2.0 front end using AJAX

initiate your application

Name
First Name*
Last Name*
Legal Last Name*

Home Address
Street Address 1*
Street Address 2*
City*
State*
Zip*

Contact Information
Preferred Phone Number*
Type of Phone*
Preferred Email Address*
Re-enter Email Address*
Type of Email*

Academic Interest
Degree/Area of Study*
Did you receive your highest degree within the US?*

Continue



Demo

Admissions Center

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Questions?

Stop by our booth (#445) for more demos
of how Web 2.0 can enrich your user
experiences