

ABSTRACT

This project analyzed the existing official Texas A&M University-Corpus Christi (TAMU-CC) record-maintaining system called **SIS** (Student Information System), installed **EMAS Plus** (Enrollment Management Action System) which is database software to manage recruiting communications used by the TAMU-CC Admissions Office, and customized **EMAS Plus** according to the University's requirements. The main project goal of integrating the pre-existing **SIS** system with **EMAS Plus**, was accomplished along with implementation of an automated data-transfer system from **SIS** to **EMAS Plus**. The project provides user-friendly programs using **FOCUS**, a report-writer tool, which generate various enrollment management reports to meet requirements of the Admissions and Enrollment Services Offices of TAMU-CC.

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1. Background Rational

The mainframe computers at TAMU-CC are becoming increasingly loaded with tasks for an increasing body of administrative users. In addition, these mainframes are somewhat intimidating and highly technical in nature for ordinary users. As a result, the personnel of Admissions and Enrollment offices have found that relying on an already busy and complex mainframe is no longer a feasible way of doing business. Instead, the Enrollment personnel have decided to use **EMAS Plus**, a prospective students management software, to put control of prospective student information within the confines of the admissions office to help manage student communication easily, quickly and efficiently. **EMAS Plus** complements the mainframe services with a front-end, PC-based Windows environment offering “point-and-click” management of phone, written and in-person communication.

The present system (i.e., the mainframe) is lacking a systematic and timely way of following up with inquiries made by the students. When a student requests an application or any other publication like the View Book, Catalog, On-campus housing brochures, etc. their requests are entered into the mainframe system. These requests are processed fortnightly and the information is mailed. Today’s students are much more aware of the operations of colleges and universities than in the past, and their response is more positive when they see specific communication being sent to them in a timely manner. Using **EMAS Plus**, Admissions and Enrollment personnel can generate each day’s personalized mail with a simple point-and-click. **EMAS Plus** is also designed for

coordination of all written and phone communication and instant access to information about the student.

The main-frame system treats all student prospects in the same way, even though some groups have unique characteristics. Students are classified by the different **Stages** in an admission recruitment cycle as:

- **Prospect:** A student identified by the institution and contacted, but he or she hasn't responded.
- **Inquiry:** The student inquires about the institution.
- **Applicant:** The student applies to the institution.
- **Decision:** The student application is accepted, denied or wait listed.
- **Confirmed:** The institution confirms admission of the student application.
- **Enrolled:** The student matriculates.

Further, the EMAS *Plus* system groups students into different **Market-segments** based on shared characteristics such as geographic location, demographic profile, academic background, interests as **Traditional, Non-traditional, Transfer, Graduate, International**. EMAS *Plus* also organizes the student prospects based on their intended **Entry term** (refers to the semester that the potential student would like to enter the institution), market-segments, and admission recruitment cycle stage as classified above into various groups of students.

A standard communication plan is the foundation for sharing information about the institution with a group of students. As a part of this graduate project a communication plan was designed in **EMAS Plus** for each group classified based on

Stage, Market-segment and Entry term as shown above, to provide easy management of communication with the qualified potential student and the institution.

The purpose of this project, the design and implement an interface between **SIS** (Student Information System) and **EMAS Plus** (Enrollment Management Action System) for efficient admission and enrollment management, was accomplished. The system reads relevant data every day from the University's official record maintenance system (**SIS**) and manipulates the data according to the format that can be imported to **EMAS Plus**. **EMAS Plus** was installed and customized to identify the various groups of students. Communication plans were designed as required by the Admissions and Enrollment departments. The portion of this project to write programs generating reports in SIS on the mainframe to be used by the Admissions and Enrollment personnel was successfully completed.

Chapter Two overviews the four major tasks of this graduate project:

- **EMAS Plus** Installation and Customization
- Designing Standard Communication Plans
- Automating data transfer from SIS to **EMAS Plus**
- Writing SIS reports

Chapter Three describes the environment in which the system operates and the types of users. Chapter Four explains the details of the design of the major system components:

- **EMAS** Validation Tables
- Communication Plans
- SIS Focus Modules

- Perl Programs

Finally, Chapter Five summarizes the results and outlines possible future work.