Date: June 18, 1980

From: Office of the Vice Chancellor for Educational Services

Subject: Individualized (Campus-Based) Common Admission Application Form

This Memorandum authorizes the development of an Individualized (Campus-Based) Common Admission Application Form and provides guidelines (attached) for its use.

This change, which allows for the development of a campus-based application package, does not affect any of the services provided for the campuses, high schools, and students by the Center for Access Services. The yearly Application Guidebook will continue to be distributed to the high schools, the applications will be processed through the Application Processing Center, the application fee and structure (including fee waivers) will remain the same, and all other data entry and information services will continue. As in the past, all applications for full-time attendance are expected to be processed through the Application Processing Center.

Background

During the 1979-80 application processing year, the Center for Access Services, with cooperation and participation of three campuses (Buffalo College, Fredonia, and Plattsburgh) developed an individualized common application form. They packaged the common application form from the University Application Guidebook with information and graphics about the campuses; they used the application forms for answering mail requests, for direct mail solicitation, and for admission to continuing education programs.

The Individualized Common Application Forms have been found to have several advantages for the campuses and applicants: 1) lighter in weight, it is less costly to mail; 2) greater identity accrues for the campuses, whose message can be more personal; and 3) the application form is less detailed for the applicant interested in one campus, particularly for the adult student.

Reaction of the guidance community to the new forms, measured through those counselors involved in the planning, has been favorable; careful use of the campus-based forms should not complicate the process for school counselors.

To avoid unnecessary duplication of effort and confusion in the guidance community, the campus-based applications cannot be distributed to high school guidance offices (except by community colleges in the area of local sponsorship) and at college fairs.
Questions regarding this Memorandum should be addressed to the Center for Access Services, Dr. J. Norman Hostetter, Assistant Vice Chancellor for Access Services, a division of the Office of Educational Services, State University of New York, State University Plaza, Albany, New York 12246.

James S. Smoot

Attachment

This memorandum addressed to:

Presidents, State-operated Campuses
Presidents, Community Colleges
Deans, Statutory Colleges

Copies for information only to:

President Neville
Vice President Cook
Guidelines for the Individualized (Campus-Based) Common Admission Application Form

The following guidelines, recommended by the Admissions Advisory Committee, have been adopted to govern the production and use of the campus-based application form:

1. The common application form must be printed in its present form (primarily for auditing and data entry purposes). Application items common to all applicants can be pre-printed (such as college name and code in Items 12 & 13).

2. A mailing envelope (supplied by the Application Processing Center) for the SUNY Application Processing Center must be included with the campus-based form.

3. The following information must be included in the application brochure:
   a. An explanation that the individualized application can be used for applying to any of the campuses participating in the common program, with reference to the Guidebook and where it can be obtained.
   b. Explanation of the application fee structure.
   c. Mailing instructions.
   d. Transcript requirements.
   e. Reference to items on the application form which are optional (i.e., items 22, 29, 51 and 29-34).
   f. The social security number statement from the Guidebook which states the authority for soliciting the SSN.
   g. A listing of curriculum offerings (including codes from the Guidebook) and how to complete the curriculum questions on the application.
   h. College and county code tables.

4. Other information which would be useful to the applicant can be included:
   a. The Application Processing Center's toll-free number for information about campuses and the application process.
   b. A description of the Admissions Assistance Service for applicants whose applications have been rejected.
   c. A description of the Application Processing Center in the application process. (References to APC should emphasize that admissions decisions are not made at APC).
   d. Tuition deposits.
   e. Filing dates, notification dates.
   f. EOP information.

The campus-based forms may be used for: direct mail campaigns, direct campus inquiries, and continuing education programs.

Specifications for the campus-based application, including sample paragraphs and tables, will be sent to the Directors of Admissions and Directors of Continuing Education.