**Transcript Outsourcing Proposal (Stephanie)**

---Discussion: plan to outsource student transcripts to increase efficiency and convenience through Credentials Solution

- The Registrar lost a staff member who had been handling transcripts
- This would provide students with services that we hadn’t been able to provide previously (overnight, tracking, 24-hour ordering, expedited shipping)
- FERPA compliant; has been vetted through SUNY legal
- Concern: Students have been paying transcript fees to the Registrar’s office ($5/semester), which allows them to have free paper transcripts through the Registrar’s Office
- Discussed two options:
  - A: Continue to charge $5 per semester fee, but encourage use of Credentials
    - Students would have the option- be billed directly for electronic transcripts but can also use our “manual” transcript requests
  - B: Eliminate the $5 per semester fee and charge per request through Credentials
- Recommendation: Continue with $5 fee for a two-year trial period and also provide students with option of using the Credentials services (students would be charged additionally for the electronic services)
  - Assess services and budget impact after two years
  - Note: Can’t change the current transcript fee without going through SUNY system
  - Stephanie will need to work with Financial Affairs to determine what kind of account needs to be set up for income generated from Credentials

---

**Action Steps**

---Jill to discuss accounts with Gerhard (i.e., account for the Credentials fee)
- Recommended fee for Credentials services: $10 (actual cost is $2.50 for an electronic transcript and $4.25 for paper); consistent with other SUNY campuses

**[See handout for details]**

<table>
<thead>
<tr>
<th>Campus Diversity Issues/Workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Day of Reflection: November 7th</td>
</tr>
<tr>
<td>• Afternoon sessions; details forthcoming from Bernadette</td>
</tr>
<tr>
<td>• Encourage attendance of students and faculty</td>
</tr>
<tr>
<td>--Associated Colleges’ Teaching Effectiveness Conference: November 12th</td>
</tr>
<tr>
<td>• All-day Saturday event</td>
</tr>
<tr>
<td>• Encourage attendance</td>
</tr>
<tr>
<td>• Follow-up support for departments is being considered</td>
</tr>
<tr>
<td>--Associated Colleges’ Academic Leader Training: November 18th</td>
</tr>
<tr>
<td>• Chairs, program directors, Cabinet members welcome to attend as participants or as “subject experts”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>External Review: Office of Research &amp; Sponsored Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Greg Paveza will be on campus Wednesday and Thursday to review the Office and make recommendations for improving support for faculty</td>
</tr>
<tr>
<td>--Bette has sent out reminders regarding Open Forums to the faculty</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Position Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>--Instructional Design Specialist</td>
</tr>
<tr>
<td>• Concerns that the pool was too small; re-posted at diverse sites</td>
</tr>
<tr>
<td>• November 10- the committee will begin review of candidates</td>
</tr>
<tr>
<td>--CCI Director</td>
</tr>
<tr>
<td>• Need to finalize the committee</td>
</tr>
<tr>
<td>• Nine candidates</td>
</tr>
<tr>
<td>--SOEPS Dean Search</td>
</tr>
<tr>
<td>• Approx. 15 applicants; identified 7 to vet through Diversity</td>
</tr>
<tr>
<td>• Committee is meeting regularly</td>
</tr>
<tr>
<td>• Plan to hold on-campus interview by the end of the fall semester</td>
</tr>
</tbody>
</table>

--**Bette**: check on review of Cello position; needs approval by Bernadette (Thursday noon deadline for publication to advertise)

--**Bette**, Jill, Alan- create committee for CCI Director
<table>
<thead>
<tr>
<th>Faculty Searches</th>
<th>--Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Review process to date (what is working, where are there glitches?)</td>
</tr>
<tr>
<td></td>
<td>- Challenge- getting offices (beyond Academic Affairs) to move the approvals forward in a timely manner; getting ads posted in a timely manner</td>
</tr>
<tr>
<td></td>
<td>- HR has expanded “other” options to four</td>
</tr>
<tr>
<td></td>
<td>- Diversity statement- should this be required?</td>
</tr>
<tr>
<td></td>
<td>- Would this limit the pool?</td>
</tr>
<tr>
<td></td>
<td>- Does this send the message that there is something wrong on our campus?</td>
</tr>
<tr>
<td></td>
<td>- Wording on diversity already included in qualifications and descriptions of the campus</td>
</tr>
<tr>
<td></td>
<td>- Recommendation from Cabinet- Diversity statement could be an option, but not required for all searches</td>
</tr>
<tr>
<td></td>
<td>- Recommendation- develop a template to guide committees in determining what goes into each section, long/short ad text, sample posting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sabbatical Request Process</th>
<th>--Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- How to deal with “non-conforming” sabbatical requests?</td>
</tr>
<tr>
<td></td>
<td>- E.g., is it possible to take half load at full pay for a year (instead of no load at full pay for a semester)? This would allow a faculty member to continue to teach critical courses while still providing time for scholarly work.</td>
</tr>
<tr>
<td></td>
<td>- Does this contradict the intent of the sabbatical?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dean Review Process</th>
<th>--Review process</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Updates needed to the process?</td>
</tr>
<tr>
<td></td>
<td>- Where are we in the timeline?</td>
</tr>
</tbody>
</table>

**[Discussion deferred for future meeting]**

<table>
<thead>
<tr>
<th>Discretionary Raises</th>
<th>--Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Posting of criteria/rubrics (transparency in the process)</td>
</tr>
<tr>
<td></td>
<td>- Planning for next year- process for non-teaching faculty</td>
</tr>
</tbody>
</table>

**[Discussion deferred for future meeting]**
| **Other/Updates** | --PRR in process |
| | --Chancellor’s award nominations due November 15th |
| **Wrap Up: Follow-up for President’s Council** | --Bette to update PC on Transcript proposal (informational item) |

**Upcoming Meetings:**

- November 8th- Special Guest, Tom Nesbitt (Note: Bette will be out of town)

*BSB; 11/2/16*
Transcript Outsourcing Proposal

In an effort to provide better student service through increased efficiency and convenient ordering options, the Registrar’s Office would like to outsource transcript processing. Effective July 1, 2016, SUNY executed a new master agreement for transcript exchange and production services with Credentials Solutions. Given the SUNY contract and the reputation of the vendor, the Registrar’s Office would like to enter into a contract with Credentials Solutions.

The agreement provides a consistent fee structure across SUNY as well as these benefits and provisions:

- Online ordering and payment processing
- All holds presently on student records will prompt email communication as well as optional cellular text messaging notifying requestors of their hold and how to resolve it
- Requestors can track the status of an order, print authorization forms, and view communication history of each transaction
- Credentials will provide an interface for requestors to be able to access FedEx for expedited shipping
- Electronic transcript request and processing, including data extraction and preferred formatting (XML, EDI, PDF)
- Credentials will print and mail on fully secure paper on behalf of SUNY Potsdam
- Credentials will provide an Institution Transcript Request service that will allow participating SUNY Institutions to request transcripts, on behalf of their admissions applicants and others such as Reverse Transfer candidates, from the applicant’s previously enrolled SUNY Institution at no charge.
- Credentials will provide a Reverse Transfer Credit service that will allow participating SUNY Institutions to offer a FERPA compliant opt-in request to send the student's completed academic work from the currently enrolled SUNY Institution back to the former SUNY Institution for purposes of obtaining an Associate's Degree.
- Credentials will provide Reverse Transfer and Cross Registration interfaces to facilitate the exchange of data.
- Credentials will work with SUNY to promote and create a Transcripts Network HUB for transcript exchange and delivery of electronic student records for SUNY campuses and high schools.
- Credentials will work with SUNY to create a facility that can import transcript data directly into student information systems and imaging systems.

Cost Analysis

Not including Pre-Banner (Vault) Records\(^1\), the Registrar’s Office produces an average of 7717 transcripts per year at a cost of **$8.26 each** (costs detailed below).

**Labor costs**

Presently, processing a transcript takes approximately 15 minutes of staff time to complete.

---

\(^1\) On average we produce approximately 650 Pre-Banner transcripts per year which will continue to be processed on campus even after outsourcing to Credentials.
<table>
<thead>
<tr>
<th>Ave. Salary</th>
<th>Hourly @ 1950 hrs</th>
<th>Hourly with fringe at 56.86%</th>
<th>Salary per minute with fringe</th>
<th>Minutes spent on task</th>
<th>Cost Per Transcript</th>
</tr>
</thead>
<tbody>
<tr>
<td>$32,809</td>
<td>$16.83</td>
<td>$26.25</td>
<td>$0.43</td>
<td>15</td>
<td>$6.45</td>
</tr>
</tbody>
</table>

**Supply costs**

<table>
<thead>
<tr>
<th>Supply</th>
<th>Additional</th>
<th>Cost Per Transcript</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toner</td>
<td></td>
<td>$0.05</td>
</tr>
<tr>
<td>Paper</td>
<td>$0.05/sheet</td>
<td>$0.10</td>
</tr>
<tr>
<td></td>
<td>Average 2 sheets/transcript</td>
<td></td>
</tr>
<tr>
<td>Envelopes</td>
<td></td>
<td>$0.12</td>
</tr>
<tr>
<td>Postage</td>
<td></td>
<td>$0.47</td>
</tr>
</tbody>
</table>

Supply Cost Per Transcript: $0.74

Total Cost

| Labor Cost | 6.45 |
| Supply Cost | 0.74 |
| Subtotal | $7.17 |
| Plus 15% IFR Overhead | 1.07 |
| **TOTAL COST** | **$8.26** |

Additional notable costs not factored in above include the transcript printer $925 (purchased in 2012) fax machine $150 (purchased in 2016), phone charges (by staff to clarify requests).

**Fees: History, Policies, & Rates**

In the Fall of 2002, SUNY Potsdam began charging a per-semester transcript fee of $5 per student in lieu of a per transcript fee which we continue to charge today.

The following SUNY Fee Policies Apply per SUNY Document Number 7804.

**Academic Transcript Fee**

a. Campuses have the option to charge on a per transcript basis or to charge all students on a per semester basis.

b. A fee of up to $10 will be charged for each transcript if a per transcript basis is adopted. The transcript fee cap is inclusive of any 3rd party or vendor charges associated with automated or on-line transcript services.

c. If assessment is on a per semester basis, a cap of up to $10 per semester may be imposed up to a $120 lifetime transcript fee per student. The academic transcript fee must be reported as a broad-based fee and as such is subject to the University Board of Trustees fee policy governing broad-based fees including student consultation. The chancellor’s designee establishes the semester fee cap.

d. Students enrolled prior to Fall 2011, who were charged for transcripts on a per semester basis are guaranteed unlimited lifetime transcripts. As of Fall 2011, new students who
are charged a transcript fee on a per semester basis will be allowed up to 50 free transcripts per year during the first 3 years after graduation and up to 25 transcripts per year after 3 years. If a campus elected to charge a per semester fee, and subsequently moves to an automated or 3rd party transcript service, the campus must provide a “free transcript” alternative to students who paid the per semester fee.
e. Campuses may utilize revenue from the transcript fee to offset the cost of producing and mailing transcripts. Campuses that collect transcript fees must provide such services at no additional cost to the student. Revenue may be recorded in either the revenue offset account or in an Income Fund Reimbursable (IFR) account approved for such purpose.

**Credentials Fees**

TranscriptsPlus Handling fee:  $2.25 per transcript\(^2\)  
$1.75 handling fee

Additionally, there is an annual Maintenance/Licensing/Automation fee of $1,500. This adds a per transcript expense of approximately $0.25

Therefore, a traditionally printed and mailed transcript would cost $4.25 plus postage  
A digital transcript would cost $2.50

Potsdam transcript paper, tamper-proof envelopes, same day processing, and printing are included in above fees.

**Potential Solutions**

**OPTION A**
Continue to charge $5.00 per semester fee; Encourage use of Credentials where students will be billed directly but continue to allow students to “manually” request transcripts from the Registrar’s Office. When using the Registrar’s Office option, they would not be able to send electronic transcripts and would not receive any of the expedited services and communications. When using Credentials students will be billed $5.00 (we can set cost) plus shipping

*Advantages:* “Free” transcripts are still an option, some additional revenue can be collected through setting Credentials fee  
*Disadvantages:* Potential for high volume of requests to continue coming to Registrar’s Office, limited service for students, multiple ordering methods could increase confusion for students.

**OPTION B:**
Eliminate $5.00 per semester fee and charge per request through Credentials per transcript (amount we can set).

*Advantage:* Per semester fee for students would be eliminated which currently serves as the operating budget for the Registrar’s Office.  
*Disadvantage:* Minimal income generated, and difficult to approximate number of transcripts requested. To honor SUNY policy stated above, use of Credentials would have to be limited to students who were enrolled before Fall 2002 and after Spring 2017.

---

\(^2\) Includes online ordering, processing, payment processing, online reporting
Given SUNY Potsdam’s history in regards to the transcript fee and SUNY policies regarding fees, I am of the opinion that Option A is the ideal starting point. The Registrar’s Office maintains the transcript fee; students are given the option of utilizing the Credentials services as well as having the free transcript option.