PRESS RELEASE

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Asia Pacific University

APU Becomes First Japanese University to Reach Best-Fit Prospective Applicants with Slate, a Cutting-Edge Admissions CRM

To all members of the press:

On June 1, 2021, Ritsumeikan Asia Pacific University (APU), located in Beppu City, Oita Prefecture (President: Haruaki Deguchi), became the first university in Japan to officially start accepting applications for international undergraduate students and graduate students using Slate, the university admissions platform created by Technolutions (New Haven, USA, Founder/CEO: Alexander Clark, 1994). (APU's Graduate School admissions began operations using Slate in September 2020.) More than 1,400 universities in North America, Europe, and other regions have implemented the system. APU is the eighth university in Asia and first university in Japan to have implemented this system.

As a strategy to attract international students from around the world, APU has been continuously improving the international admissions process through DX (digital transformation) since 2018, prior to the spread of COVID-19. Up to this point, 90% of the application and enrollment documents are processed online, and the launch of APU's Slate application is the culmination of APU's digital transformation of the university's admissions system.

In an ever-changing world, we believe this approach of utilizing the latest, cutting-edge technology is the way to survive in the global competition of student recruitment.

What will be achieved by implementing Slate?

In APU's international admissions, prospective students, both in high school and at the university level, hail from over 100 countries across the globe, and effectively reaching the best-fit student population is an essential factor for encouraging application creation. Conventional methods presented problems of information segmentation and difficulties associated with mailing documents with handwritten signatures by post. Now, with DX through Slate, prospective students can complete the entire process from making an inquiry to submitting their application, completing their admissions interview, and receiving their admission result all on one user-friendly platform, without unnecessary stress. In addition to these benefits, it is now possible for APU, through advanced information management, to make more connections with prospective students and increase

the number of applicants through routine outreach initiatives.

With applicant information now centrally managed on Slate, we are also able to deliver relevant and sophisticated information to prospective students. This is expected to dramatically increase the level of engagement, and in fact, in just one month after implementing this system, the number of applications increased 1.5 times compared to the same time period last year (1st round of international applicants for Spring 2022 enrollment).

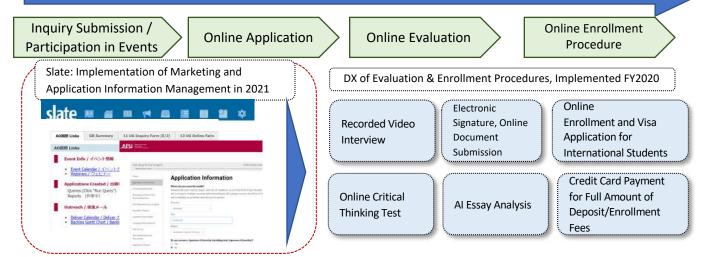## Highlights of DX implementation for APU's international admissions

1. First educational institution in Japan to conduct interviews via video recording
2. Introduced official electronic signatures through use of Adobe Sign
3. In collaboration with Western Union, implemented simplified payments and credit card payments
4. In collaboration with GrooveNotes (Fukuoka, Japan), implemented AI essay analysis
5. In collaboration with Pearson (U.K.) , introduced at-home online assessments to evaluate critical thinking, basic mathematical thinking, and language skills of applicants
6. 90% of application and enrollment documents are now submitted online, etc.

Prospective students, no matter where they live, can now register for online events, ask questions about admissions, submit an application, receive their admission result, pay associated fees, and fill in the student visa application—all as long as they have an internet connection. In addition, by properly conducting interviews, tests, and essays online, we have development a DX-based application process that will reliably identify the quality of applicants.

Examples of Prior Challenges Solved by Slate (To Date)

- Previously, personal information gathered at recruiting events was registered manually, creating a time lag and information fragmentation.

  ➡ Personal information is now automatically registered at the time of inquiry or event registration, eliminating the time lag for follow-up and outreach mailings. Prior to Slate implementation, information such as inquiry content, event registration/participation, etc. for prospective students was not connected and visible in one location. With the use of Slate, interactions and collected information for each prospective student/application is now linked and visible on their individual record.

- In the past, marketing was dependent on the recruiter for each country/region.

  ➡ With Slate, marketing is becoming more automated. Prospective student information is gathered through various ways such as event registration/inquiries, all while being managed in Slate. Once gathered, recruiters for each country/region can approach individuals who need additional follow-up messages and automatic outreach messages are sent to interested parties. This system has eliminated prospective students from missing out on relevant information and reduced the staff workload by about 20%.
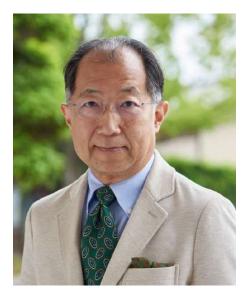
DX of Inquiry to Enrollment Funnel (Consolidation and Visualization of All Data onto One Platform)

Inquiry Submission / Participation in Events	Online Application	Online Evaluation	Online Enrollment Procedure

Slate: Implementation of Marketing and Application Information Management in 2021

DX of Evaluation & Enrollment Procedures, Implemented FY2020

- Recorded Video Interview
- Electronic Signature, Online Document Submission
- Online Enrollment and Visa Application for International Students
- Online Critical Thinking Test
- AI Essay Analysis
- Credit Card Payment for Full Amount of Deposit/Enrollment Fees

Comment by Alexander Clark, Founder & Chief Executive Officer l Technolutions

We are proud to partner with APU to support the application process for both English-language and Japanese-language programs. Slate is trusted by more than 1,400 colleges and universities, including many of the world's top undergraduate, graduate, and professional school programs. We are excited to count APU among our clients and look forward to a successful long-term partnership.

Comment by Professor Hiroshi Yoneyama, APU Vice President

Nearly half of APU's student body consists of international students coming from about 90 countries and regions around the world. APU's admissions counselors are highly professional and passionate individuals who are well aware of the students' diverse talents and experiences, and they work closely with students to help them from application to enrollment. APU also greatly values the strong connections with our overseas offices and educational agents located in various parts of the world.

Slate is not only a tool to seamlessly connect the various operations conducted by admissions counselors as mentioned above, it is also a communications tool to support high school students who have a keen interest in APU from the time of application until they enroll. Even though COVID-19 has virtually halted international mobility, many international students have still chosen to enroll at APU. We believe the negative impact of the COVID-19 pandemic has been significantly minimized by the appeal of APU's education along with the digital transformation of our international admissions through Slate.

APU's goal is to continue to be a university where talented students and graduates from all over the globe as well from across Japan can come together as part of APU's global learning community to positively

Inquiries: Office of the President (Public Relations) Otaki, Jones, Matsumoto, Shaw Tel: 0977-78-1114 Email: r-apu@apu.ac.jp

About Technolutions

Technolutions is a software development firm that specializes in the research, design, and development of information management systems serving the higher education industry. Founded in 1994 by Alexander Clark, Technolutions has served the education industry for more than two decades. In 2000, Technolutions introduced Slate, its flagship information management system. Technolutions has a rich history of being first-to-market with innovative, transformative technologies that keep its clients on the cutting edge.

About Slate

Slate by Technolutions is a comprehensive platform for enrollment management, student success, and advancement. Designed and developed exclusively for higher education, Slate is the only solution that can handle the breadth and depth of the modern student and donor lifecycle. It covers everything from CRM, outreach, and travel management, to online applications and reading, to student advising and donor management. Learn more about Slate at technolutions.com.

Contact for all inquiries about Slate and media requests should be directed to:

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About Ritsumeikan Asia Pacific University

Since its opening in 2000, APU has welcomed international students from 159 countries/regions and has created a multicultural campus where about half of the students and faculty are international. In order to be chosen by top students from around the world as their university destination, APU provides a bilingual education in Japanese and English as well as a dual spring/fall enrollment and graduation system. APU holds three international accreditations (AACSB, AMBA, and TedQual) as an institution that provides world-class education. In the Japan University Rankings 2021 by the British education magazine *Times Higher Education*, APU was ranked as the 5th best private university in Japan for the 4th consecutive year, with especially high marks for Engagement, ranking 3rd among all universities in Japan.

Note: The personal information of international students (undergraduate and graduate) is handled in accordance with the university's Privacy Policy and the EU General Data Protection Regulation (GDPR).

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