



MONTANA
UNIVERSITY SYSTEM

MUS Apply Montana Update

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OCHE



Applications



~33% Increase overall apps

~11% Increase AM apps

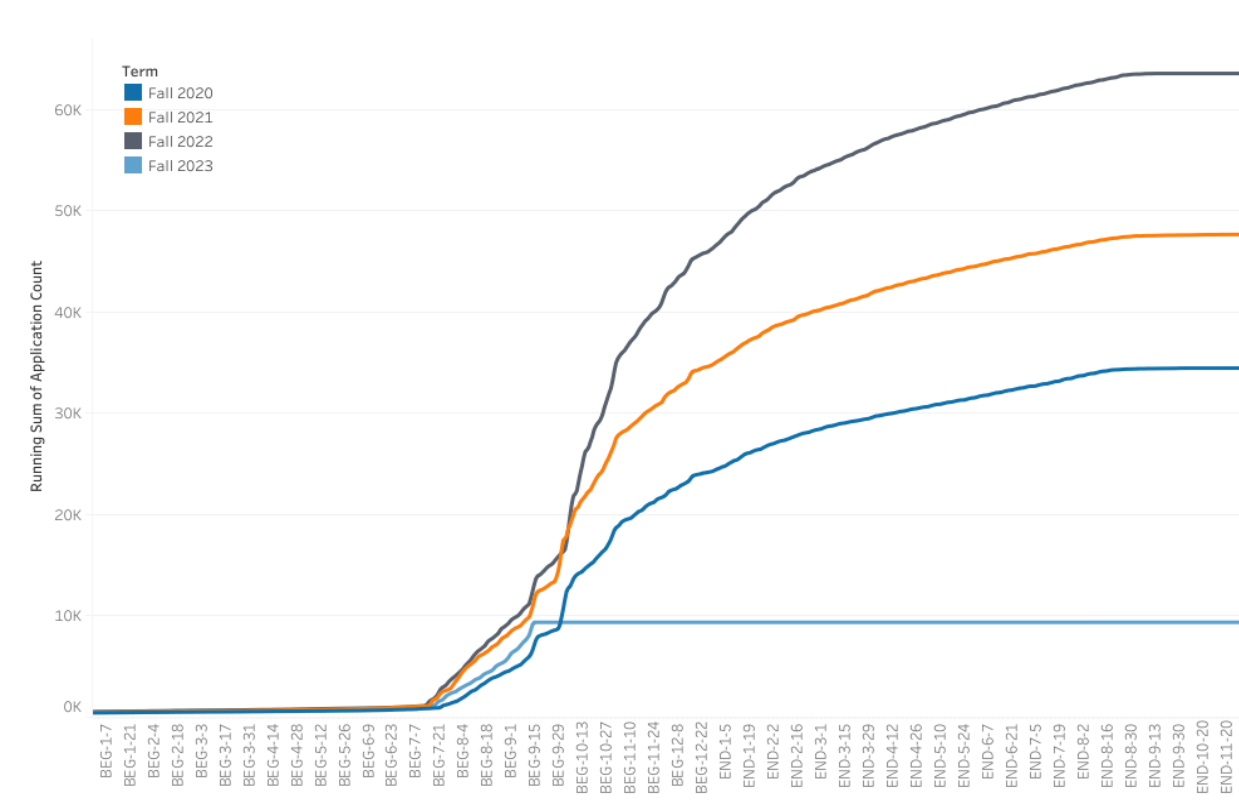
~7% Increase in distinct apps

~7% Increase in matriculation

MUS Applicants by Term/App Cycle

Running total of applications received over application cycles. The BEG- designation indicates applications received in the year prior to the term, while the END- designation indicates the months in the same year as the term.

Measurement Period: Fall
Term: Multiple va..
Student Campus: All
Residency Status: All
Application Count Type: All Applications
Final Admission Status: All





~Distinct vs. total apps

~2.1 apps per distinct

~22% vs. 17% total matriculation

~Apply Montana vs. External

The screenshot displays the 'My Application' dashboard for the Apply Montana system. At the top, there is a navigation bar with the 'Apply Montana' logo, a user profile for 'Sam Smith' (CAS ID: 208168211), and a 'Sign Out' button. Below the navigation bar, there are four main tabs: 'My Application', 'Add Program', 'Submit Application', and 'Check Status'. The 'My Application' tab is active, showing a dashboard with the following components:

- My Application**: A heading with a sub-description: "This dashboard is your application home providing access to each part of the application you need to complete and a high level overview of your progress."
- Latest Notifications**: A list of two notifications:
 - "Your Montana University System application is ready for your review" dated 07/27/2022.
 - "We're transferring your Montana University System Information" dated 07/27/2022.A "View My Notifications" button is located below the list.
- Progress Overview**: A 2x2 grid of progress indicators for different sections:
 - Personal Information**: 0/6 Sections Completed (represented by a person icon).
 - Academic History**: 0/3 Sections Completed (represented by a graduation cap icon).
 - Supporting Information**: 0/2 Sections Completed (represented by a folder icon).
 - Program Materials**: 0/5 Sections Completed (represented by a book icon).



Apply Montana Analytics



Overall Performance: Sitewide

Montana University System

Mar 4, 2022 - Sep 14, 2022

Users

28,247

↑ 91.7% from previous 195 days

Pageviews

67,037

↑ 85.2% from previous 195 days

Pages / Session

1.83

↑ 5.5% from previous 195 days

Bounce Rate

56.21%

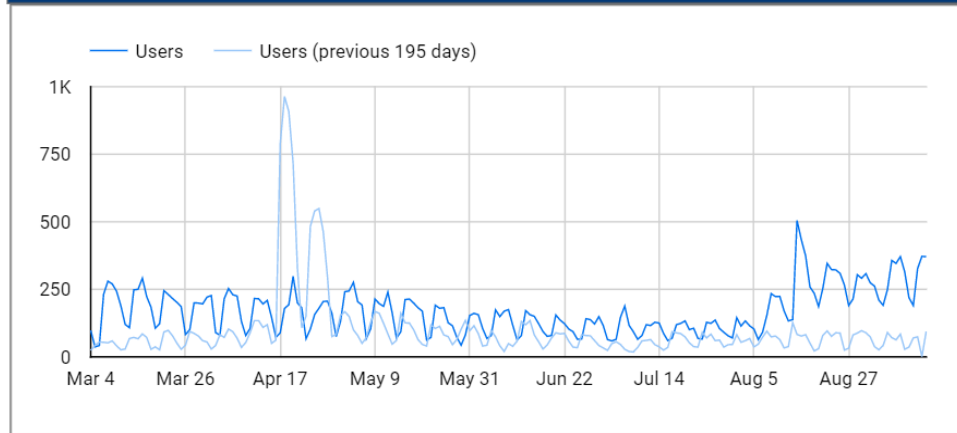
↓ -2.2% from previous 195 days

Avg. Session Duration

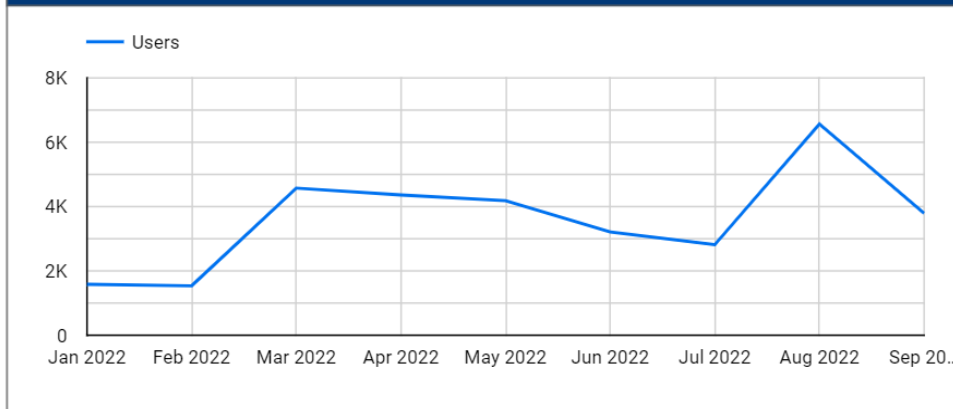
00:01:35

↑ 31.0% from previous 195 days

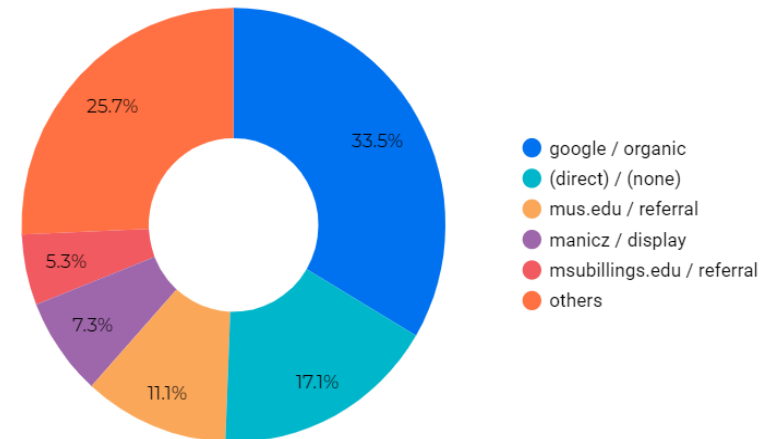
Users, Period over Period



YTD Users



Website Source Traffic





Overall Performance: Demographics

Montana University System

Mar 4, 2022 - Sep 14, 2022

Source / Medium

Device Category

User Type

Users by Location

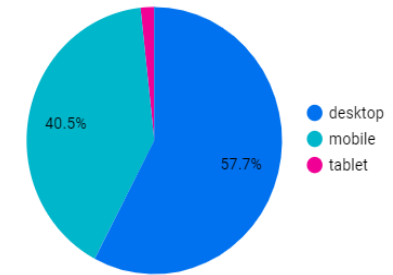
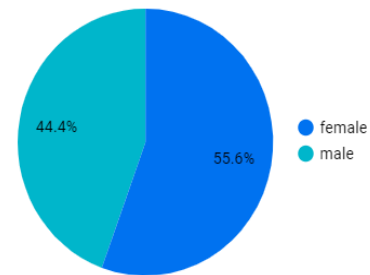


City	Users	% Δ
1. (not set)	4,035	80.6% ↑
2. Billings	1,976	-3.3% ↓
3. Helena	1,304	73.2% ↑
4. Missoula	1,132	92.8% ↑
5. Denver	1,043	296.6% ↑
6. Bozeman	951	99.0% ↑

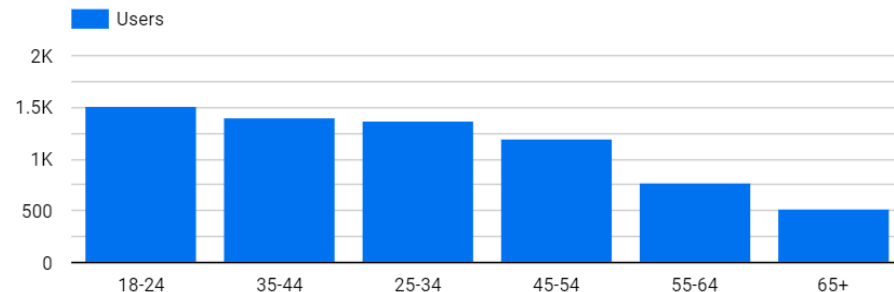
% change = period over period

1 - 100 / 2838

Users by Gender & Device



Users Age Range





Overall Performance: Popular Pages

Montana University System

Mar 4, 2022 - Sep 14, 2022

Source / Medium

Device Category

User Type

Popular Pages

	Page	Pageviews	% Δ	Bounce Rate	% Δ	Avg. Time on Page	% Δ	Pages / Session	% Δ
1.	/apply.html	10,016	-52.2% ↓	22.79%	-72.6% ↓	00:04:20	4.4% ↑	1.82	-4.9% ↓
2.	/index.html	9,094	-28.6% ↓	64.64%	137.3%...	00:01:08	65.5% ↑	1.31	-3.8% ↓
3.	/colleges/choosing-a-college/explore-all-colleges/index.html	6,037	120,640...	59.99%	-	00:01:15	-33.1% ↓	1.38	-
4.	/careers/career-roadmap/career-pathways/index.html	4,144	51,700...	41.01%	-18.0% ↓	00:01:22	68.0% ↑	1.78	77.8% ↑
5.	/colleges/choosing-a-college/explore-all-colleges/montana-state-university-bozem...	2,429	-	55.99%	-	00:02:21	-	1.35	-
6.	/colleges/choosing-a-college/explore-all-colleges/university-of-montana-missoula....	1,974	65,700...	61.97%	-38.0% ↓	00:02:02	-63.3% ↓	1.38	-53.9% ↓
7.	/index.html?step=1	1,848	18,380...	76.28%	52.6% ↑	00:01:10	137.4%...	1.22	-27.0% ↓
8.	/colleges/programs-and-degrees/program-finder.html	1,389	69,350...	83.94%	-	00:03:10	-	10.14	-
9.	/paying-for-school/scholarships/index.html	930	46,400...	52.76%	-	00:01:21	8.9% ↑	1.46	-26.8% ↓
10.	/colleges/choosing-a-college/explore-all-colleges/helena-college.html	900	-	48.56%	-	00:01:52	-	1.52	-
11.	/prepare/student-success-programs/dual-enrollment/index.html	860	21,400...	46.85%	-29.7% ↓	00:01:15	94.5% ↑	3.87	190.5% ↑
12.	/colleges/choosing-a-college/explore-all-colleges/university-of-montana-western.h...	822	-	62.11%	-	00:02:30	-	1.44	-
13.	/colleges/choosing-a-college/explore-all-colleges/montana-technological-universit...	812	-	52.97%	-	00:02:12	-	1.42	-
14.	/colleges/index.html	798	8,766.7...	71.43%	-	00:00:29	-77.8% ↓	16.29	81.0% ↑
15.	/colleges/choosing-a-college/explore-all-colleges/great-falls-college.html	765	38,150...	55.94%	-	00:01:32	1,135.3...	1.57	-
	Grand total	67,037	85.2% ↑	56.21%	-2.2% ↓	00:01:52	14.6% ↑	1.83	5.5% ↑

1 - 100 / 2339 < >

% change = period over period



Which fields are users interested in?

Number of times users clicked Career Preference on home page & [Explore Career Interests](#) page (vs previous period)

<u>Advanced Manufacturing</u>	<u>Ag Mechanics & Construction</u>	<u>Ag, Food & Natural Resources</u>	<u>Arts, A/V Tech & Comms</u>
88	82	167	183
<u>Business Management</u>	<u>Design & Construction</u>	<u>Education</u>	<u>Finance</u>
197	103	162	132
<u>Health Professions</u>	<u>Hospitality & Tourism</u>	<u>Human Services</u>	<u>Information Technology</u>
384	127	273	127
<u>Marketing</u>	<u>STEM</u>	<u>Transportation</u>	<u>Welding & Fabrication</u>
118	131	114	221





Apply Page: Demographics

Montana University System

Mar 4, 2022 - Sep 14, 2022

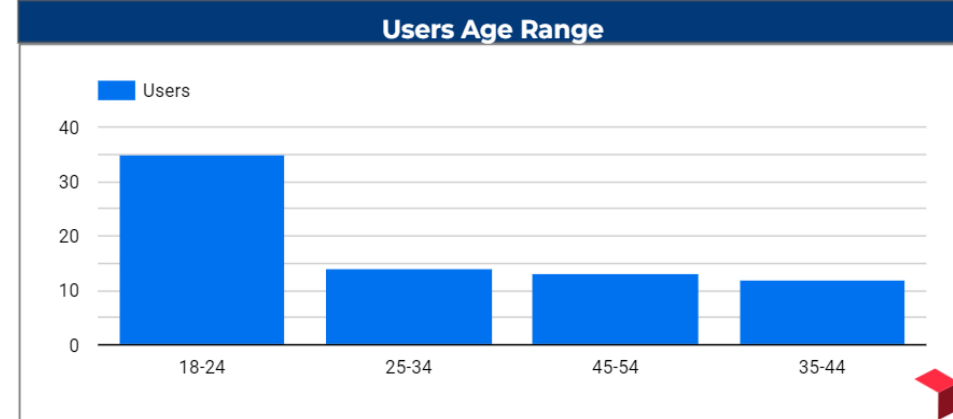
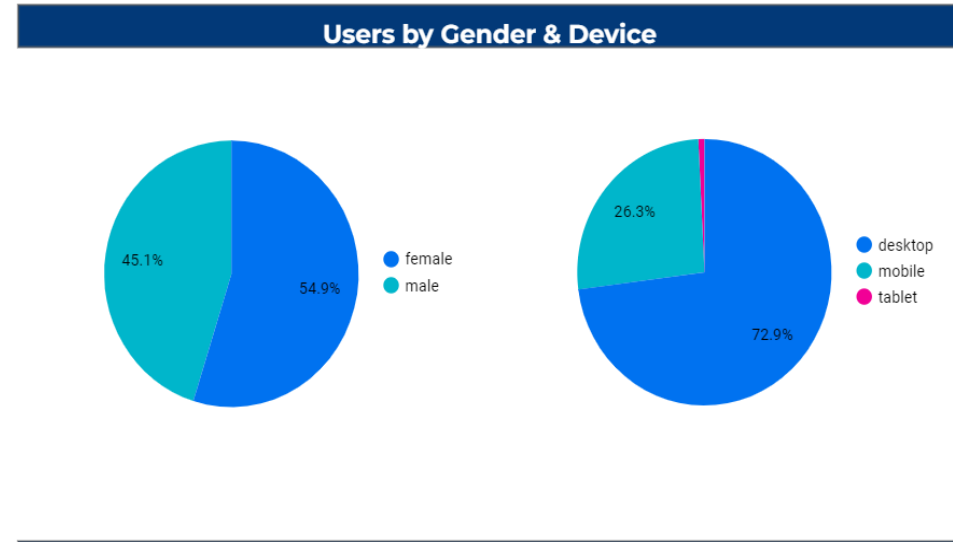
Users who clicked on the apply button (2022-2023 academic year) on the Apply page.



City	Users	% Δ
1. (not set)	64	-
2. Billings	36	-
3. Helena	32	-
4. Missoula	32	-
5. Bozeman	21	-
6. Havre	18	-
7. Denver	18	-

% change = period over period

1 - 100 / 176





Awareness



- Digital Campaigns
- Regional presentations
- Increased HS interaction
- Trio/Gear Up/ETS



Next Steps



~Assessment tools for program of study

~User experience

~Explore new data sets

The screenshot shows a web application interface for exploring career interests. At the top, there is a navigation bar with a 'MENU' button, the 'PART OF MUS MONTANA UNIVERSITY SYSTEM' logo, the 'Apply Montana' logo, and links for 'Apply Now', 'About Us', and 'Contact Us'. The main heading is 'Explore Career Interests' with a subtext: 'Education creates outcomes. Find out which career speaks to you, and see what it'll take to get there.'

Below the heading, there are two filter buttons: '1. Location' and '2. Industries', both with checkmarks and plus signs. A 'Career Preferences' section is visible, containing a 'FILTERS' sidebar on the left and a list of career options on the right.

Career Preferences

1. Location ✓ + 2. Industries ✓ +

FILTERS

Search Job Titles

Minimum Salary

Years of Study

1 year or less Certificate

Job Title	Avg Salary	Study Time
Physical Therapist Assistants → Eastern	\$54k	2yrs
Environmental Science and Protection Technicians, Including Health → Eastern	\$40k	2yrs
Diagnostic Medical Sonographers → Eastern	\$76k	2yrs



Thank You

Apply Montana

Your launchpad to college & career