

 AMERICAN INTERNATIONAL UNIVERSITY الجامعة الأمريكية الدولية	Policy Main Title	Admissions Information Systems Management Policy	Effective Date	14/06/2026
	Category	Enrollment Management	Last Review date	
	Policy Number	EMA-010	Next Review date	14/06/2029
	Responsible Entity	Executive Director of Enrollment and Admission	Approved By	President

Overview

The systems that carry an applicant's data from first inquiry through final enrollment are as much a part of admissions integrity as the criteria applied to that data. This policy establishes the governance framework for the management and use of AIU's admissions information systems, ensuring admissions data are managed securely, accurately, and consistently, consistent with Accrediting agency, which requires that enrollment management be integrated into institutional resource and financial planning under Board oversight, and that institutions monitor student outcomes over time, including from initial placement through graduation.

Scope

This policy applies to all systems, technologies, and personnel involved in the administration and processing of undergraduate admissions at AIU, including the Admissions Office, Information Technology, the Registrar, the Testing Center, Academic Affairs, Finance, and any other authorized personnel with access to admissions systems.

Purpose

- Establish governance for the University's admissions information systems
- Ensure admissions data are managed securely, accurately, and in support of institutional decision-making and PUC compliance
- Demonstrate compliance with enrollment management within institutional resource planning and monitoring of student outcomes over time

Definitions and Abbreviations

Admission Information System: Any University-approved electronic system used to support recruitment, application, evaluation, admission, reporting, and enrollment of prospective students.

Customer Relation Management (CRM): The University's platform for managing prospective students, recruitment activity, online applications, communications, and applicant workflows.

Student Information System (SIS): The University's official system (Banner) for maintaining applicant and student academic records.

Admissions Management System: The University's in-house PUC system supporting application review, placement testing, scholarship processing, reporting, and regulatory compliance.

Policy

Article 1: Approved Systems

AIU utilizes multiple integrated systems to support undergraduate admissions: Salesforce as the CRM platform for prospective student engagement, online application submission, recruitment activity, and applicant communications; Banner as the SIS for maintaining official applicant and student records, admissions decisions, registration, and academic information; and the AIU In-House PUC System for admissions processing, placement testing workflows, scholarship administration, and PUC regulatory compliance. The University may implement additional systems or replace existing platforms as institutional requirements evolve, subject to the Information Systems and Technology Governance Policy.

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Article 2: Data Integration and Integrity

Where systems are integrated, applicant information is synchronized to support accurate processing, minimize duplicate entry, and maintain institutional data consistency; Admissions staff verify the accuracy of synchronized information before issuing an admission decision. All applicant records are maintained accurately and updated in a timely manner; only authorized personnel may create, modify, approve, or remove applicant records.

Article 3: System Security

Admissions information systems are protected through appropriate authentication, access controls, user permissions, and security measures, consistent with the Information Systems and Technology Governance Policy and the Privacy and Personal Data Protection Policy. Access is granted only to authorized personnel whose official duties require it.

Article 4: Reporting and Continuous Improvement

Admissions information systems support the preparation of admissions statistics, enrollment reports, placement testing reports, scholarship reports, PUC reports, and institutional planning reports. The Executive Director of Enrollment and Admission reports enrollment performance and outcomes to the President on a schedule the President determines, and the President reports enrollment targets and their financial implications to Board of Trustees where relevant to institutional financial sustainability, consistent with accreditation requirements. Enrollment Management periodically reviews admissions information systems and workflows to improve operational efficiency, strengthen reporting, and confirm continued institutional and PUC compliance. Where feasible, admissions and placement data are linked longitudinally to later student outcomes, consistent with the graduate-outcomes monitoring already required under STU-007 and accreditation requirements, so that AIU can assess whether its placement and conditional-admission decisions are, in fact, predicting student success.

Article 5: Confidentiality and Data Protection

Admissions information is treated as confidential institutional information. Applicant records are accessed, modified, or disclosed only by authorized personnel performing official University duties. The University implements administrative and technical safeguards to protect admissions information from unauthorized access, alteration, disclosure, or loss, in accordance with the Privacy and Personal Data Protection Policy.

Responsibilities

Enrollment Management, under the VPSA, ensures the effective utilization of admissions information systems throughout the admissions process. The Admissions Office ensures applicant records are entered accurately, maintained appropriately, and updated throughout the admissions lifecycle. Information Technology supports the availability, security, maintenance, integration, and technical operation of admissions systems. All authorized users protect confidential applicant information and comply with University policy governing data security and acceptable system use.

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Compliance

All admissions systems operate in accordance with AIU's Admissions Policies, Records Management Policy, Information Systems and Technology Governance Policy, Privacy and Personal Data Protection Policy, PUC regulation, and applicable governmental requirements.

Related Policies

- EMA-001 Admission Process: Roles and Responsibilities
- EMA-002 Admission Requirements and Application Management Policy
- EMA-005 Placement Testing and Testing Exemptions Policy
- EMA-011 Admissions Record Management and Retention Policy
- STU-007 Career Services Policy

Supporting Documents

- University's Platform User Procedures
- AIU In-House PUC System User Procedures
- Admissions Standard Operating Procedures

President Signature	Signature: _____ Date: _____
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