



**UNICAS™**  
by LIAISON

## UniCAS™ centralizes admissions management.

Admissions processes have a direct impact on the future viability of an institution's schools and programs. With UniCAS, Liaison's admissions management and analytics solution for colleges and universities, strategically focused institutions can uncover deeper insights about enrollment trends while unifying admissions processes across all schools and programs and offering a better applicant experience.

UniCAS is the only solution that provides a unified view of enrollment efforts across your institution, while supporting the unique recruiting and admissions needs of your schools and programs. With a better understanding of institution-wide enrollment and trend data, you have a new ability to work more strategically—without sacrificing efficiency and service.

With UniCAS, we've taken features of our proven Centralized Application Service (CAS™) for professional associations and designed a solution that universities and colleges can leverage to manage the enrollment efforts of their schools and programs.

## Be More Competitive

Understanding past performance and key predictors can help your enrollment management teams build multi-year enrollment strategies that get results.

UniCAS helps by:

- ✓ Using a single reporting platform and common data standards for comprehensive and consistent reporting across graduate schools and programs.
- ✓ Offering access to analytic tools that forecast and model enrollment trends for current and future applicant cycles.
- ✓ Providing an executive dashboard that gives provosts, deans and vice presidents strategic insight into performance at all levels of the institution.

With UniCAS, you can make more strategic decisions based on key enrollment and trend data.

## Work More Efficiently

Spending time on administrative tasks, like aggregating data, hinders everyone's ability to focus on what matters most: admitting best-fit students.

UniCAS helps by:

- ✔ Centralizing admissions so admissions staff can manage even the most complex tasks from an easy-to-use and modern interface.
- ✔ Allowing programs and schools to retain their unique workflows for better service while providing leadership with access to data needed for strategic decision making.
- ✔ Freeing admissions staff to focus on evaluating, selecting and enrolling best-fit students.

With UniCAS, you'll see increased operational efficiencies, more satisfied staff and improved enrollment results.

## Deliver a Better Applicant Experience

UniCAS can help you improve every step of the enrollment process, keeping applicants satisfied from their first inquiry through to their first day on campus.

UniCAS helps by:

- ✔ Allowing applicants to easily apply to multiple programs of interest through a modern interface that uses a single set of credentials.
- ✔ Simplifying the process by which applicants can check application statuses, submit supplemental materials, schedule interviews and communicate with admissions officers at any time.
- ✔ Providing dedicated support via web, phone, email and social media throughout the application process.

With UniCAS, you can deliver an application experience that reflects your standards of excellence and improves your reputation with prospective students.

## Why Liaison?



### Global Reach

**31,000+** programs across  
**1,000+** campuses use Liaison's  
admissions tools.



### Quick Implementation

Our proven implementation  
process will have you **up and  
running in no time.**



### Extensive Experience

Founded in **1990**, Liaison has  
spent over two decades serving  
higher education and processes  
**2,500,000+** applications each year.