



## The First and Only Centralized Application Service (CAS™) for Graduate Management Education Programs

BusinessCAS™ is a community of like-minded graduate management education leaders who work together to drive the industry forward. Through participating in the Centralized Application Service (CAS) Community, members gain access to:

- **Knowledge.** The CAS for GME programs features visual application and enrollment trend reports to facilitate strategic admissions decisions.
- **Connections.** The CAS expands members' applicant pools with branded program listings, multi-channel ads, and targeted drive-to-apply campaigns.
- **Inspiration.** CAS Community members learn what works — and what doesn't — from peers that are facing the same obstacles and working toward similar goals.
- **Resources.** The CAS Community regularly publishes magazines, ebooks, and white papers and hosts focus groups, webinars, and in-person events to facilitate the sharing of industry insights.
- **Support.** The CAS technology is complemented by application processing services and applicant support that saves member institutions time on manual administrative tasks.

“After our first cycle in BusinessCAS, we saw a 44% increase in our class size. The extra visibility has expanded our applicant pool, and our new, modern application experience has helped increase completed applications.”

### Key BusinessCAS Benefits

- ✓ Access to knowledge, connections, inspiration, resources and support — all at no cost to your institution
- ✓ Robust, customizable dashboards that make your data actionable, powered by Analytics by Liaison
- ✓ A “plug-and-play” integration platform designed to minimize in-house IT requirements
- ✓ Rapid time to implementation that's measured in weeks
- ✓ Enhanced school/program branding on the streamlined application that prospects expect
- ✓ A global CAS marketplace that increases program visibility, completed applications and best-fit matches
- ✓ A future-proofed applicant pool that maximizes your enrollment potential both domestically and internationally in all conditions



**DEE STEIDLE**

Executive Director, MBA and MSB Programs





## BusinessCAS at a Glance

Liaison's Centralized Application Service (CAS) is an intuitive, flexible application with up-to-date, visual insights into application and enrollment trends that actively targets your best-fit students. Through discipline-specific microsites that efficiently and effectively broadcast your program, applicants can quickly find and apply to multiple best-fit graduate schools through a single platform.

With application processing and support services CAS streamlines admissions, encourages application completion and provides institution–student connection throughout the entire process.

CAS leverages the “power of partnership” with regular forums for the sharing of novel solutions and best practices in a mutually supportive environment.

## Key BusinessCAS Features

### MARKETING

- ✓ Inclusion in a global directory of programs like yours
- ✓ Professional drive-to-apply campaigns
- ✓ Data with applicant trend insights

### APPLICATION SERVICES

- ✓ Test score and foreign credential evaluation
- ✓ Applicant support
- ✓ Document verification and storage

### DATA SERVICES

- ✓ Customized data integration
- ✓ Best-in-class data security and privacy
- ✓ Proven data management

### COMMUNITY

- ✓ Knowledge from newfound data insights
- ✓ Inspiration from sharing of best practices and solutions
- ✓ Resources from Liaison on timely topics and expert takes

**When it's more challenging than ever to achieve your enrollment goals, BusinessCAS enables you to take back control for program success.**

“Despite the 2020 COVID-19 outbreak — and the concerning trends related to graduate management education applications that predated it — we've seen a 33% increase in applications for Fall 2020. For our Summer Online MBA alone, we saw a 180% increase in applications and a 163% increase in matriculants.

Paired with our updates to our graduate management education messaging to address the pandemic for our prospects, BusinessCAS is why we were able to confidently navigate through uncertainty without losing our momentum.”



**TOBY MCCHESENEY, Ed.D.**

Senior Assistant Dean  
of Graduate Business Programs



LEAVEY SCHOOL OF BUSINESS  
SANTA CLARA UNIVERSITY

# When you join our community, BusinessCAS becomes your:

## Marketing Agency

*BusinessCAS increases your programs' exposure, leverages outsourced marketing expertise and visualizes trends to expand your applicant pool.*

- **Expand your reach with new visibility** in the searchable CAS program directory
- **Drive students to apply** and to finish their applications with engaging automation
- **Make data-driven decisions about your messaging** for smart next-cycle outreach

## Application Clearinghouse and Support Center

*BusinessCAS combines highly customizable admissions management technology with processing services to streamline the submission and management of applications.*

- **Increase your productivity** by outsourcing administrative admissions tasks
- **Cultivate early matriculant loyalty** with a superior application experience that's easier and quicker
- **Protect your admissions assets** by digitizing, organizing, centralizing and securing all documents

## Enrollment Think Tank

*BusinessCAS facilitates new collaborations to drive mutual success for all participating schools and applicants.*

- **Make data-driven decisions and be more strategic** using benchmarking and reports
- **Try new approaches while mitigating risk** when peers confide what they have tried
- **Act on industry trends** with timely insights from exclusive magazines, ebooks and events

## Virtual IT Department

*BusinessCAS delivers robust, customizable data management tools that save you time, money and IT resources.*

- **Protect your data** with software that adheres to industry-standard security protocols
- **Centralize all information assets** with one solution to collect, process, store, integrate and analyze datasets
- **Allocate resources effectively** with an intuitive platform that admissions and enrollment staff can manage

With BusinessCAS, you can focus on what really matters:  
recruiting and engaging tomorrow's business leaders.

**CALCULATE HOW MUCH TIME AND MONEY YOU'LL SAVE NOW.**

Ready to join the BusinessCAS Community? Contact us today.



**Robert Ruiz**  
Managing Director, BusinessCAS  
[rruiz@liaisonedu.com](mailto:rruiz@liaisonedu.com)  
617.612.2087  
[Connect with me](#)



**Stephen Taylor**  
Research Director, BusinessCAS  
[staylor@liaisonedu.com](mailto:staylor@liaisonedu.com)  
530.524.1506  
[Connect with me](#)