



ENGINEERINGCAS[™]
by LIAISON

The First and Only Centralized Application Service (CAS[™]) for Graduate Engineering Education Programs

EngineeringCAS[™] is a community of like-minded graduate engineering 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 graduate engineering education 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 who 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.

Key EngineeringCAS 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

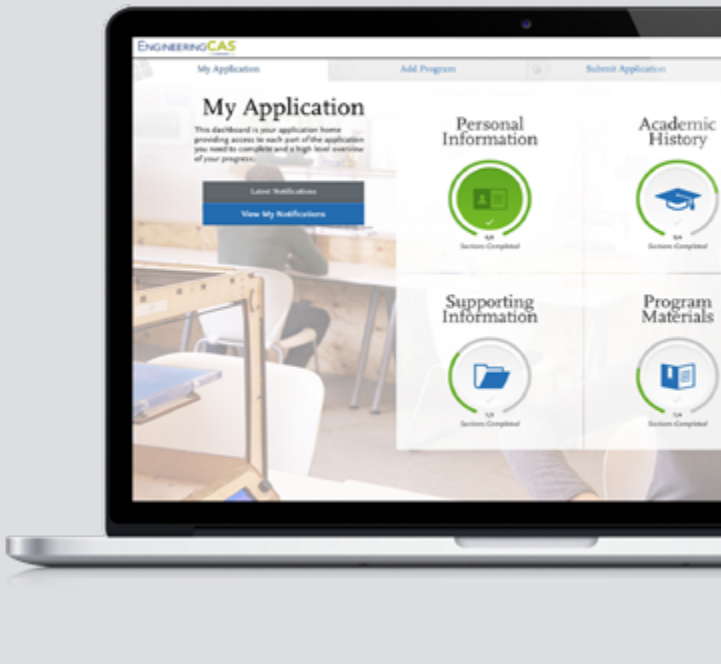
“The potential that I see in EngineeringCAS is almost limitless. It brings together all the aspects that you would need within enrollment management.”



DAVID T. POOLE

Director of Admission





EngineeringCAS 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 EngineeringCAS 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, EngineeringCAS enables you to take back control for program success.

“EngineeringCAS really took a lot of weight off our shoulders. Even despite COVID-19, our admission process didn't slow down at all. It was business as usual because our admission committees could continue to meet whether the faculty was on campus or working remotely. They could still evaluate and score applicants and continue the admission process. We were also able to reach out immediately to applicants in the CAS to convey pertinent information as well as to proactively address any concerns that they had.”



TANDILYN MORREL

Director of Graduate Programs



TEXAS A&M UNIVERSITY
Engineering

When you join our community, EngineeringCAS becomes your:

Marketing Agency

EngineeringCAS 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

EngineeringCAS 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

EngineeringCAS 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

EngineeringCAS 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 EngineeringCAS, you can focus on what really matters:
recruiting and engaging tomorrow's engineering leaders.**

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

Ready to join the EngineeringCAS Community? Contact us today.



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