



# POSTBACCAS™

by LIAISON

## The First and Only Centralized Application Service (CAS™) for Postbaccalaureate Programs

PostbacCAS™ is a community of like-minded postbaccalaureate 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 postbaccalaureate 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.

### Key PostbacCAS 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

“Using PostbacCAS has been a lifesaver in our office because it's just me and the coordinator. We can pretty much do everything through PostbacCAS.”



**JOY HENDERSON**  
Director of Postbaccalaureate Studies Programs



Jerry M. Wallace  
School of Osteopathic Medicine



## PostbacCAS 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 PostbacCAS 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, PostbacCAS enables you to take back control for program success.**

*“ We've definitely seen a greater diversity in the kinds of applicants we're getting. We're starting to see more applicants from all over the place. Even if they're not looking for Rocky Vista specifically, when prospective students see us in PostbacCAS, they can dig in for more information and decide we might be a good fit.”*



**CASSIDY CHAMBERS**

Assistant Director of Admissions



# When you join our community, PostbacCAS becomes your:

## Marketing Agency

*PostbacCAS Marketing 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

*PostbacCAS Application Service 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

*PostbacCAS Community 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

*PostbacCAS Data Service 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 PostbacCAS, you can focus on what really matters:  
recruiting and engaging tomorrow's postbaccalaureate education leaders.**

**[CALCULATE HOW MUCH TIME AND MONEY YOU'LL SAVE NOW.](#)**

**Ready to join the PostbacCAS Community? Contact us today.**



**Robert Ruiz**  
PostbacCAS, Managing Director  
Vice President, Strategic Enrollment  
[r Ruiz@liaisonedu.com](mailto:r Ruiz@liaisonedu.com)  
617.612.2087  
[Connect with me](#)