



6 REASONS TO CONSIDER
ADOPTING A

CAS

CENTRALIZED APPLICATION SERVICE



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centralized application service.

IN TODAY'S competitive recruiting and admissions environment, having the right tools to identify, select, evaluate, and enroll best-fit students is key to enrollment success.

Liaison's Centralized Application Service (CAS) is a cloud-based student admissions solution that helps you optimize application and enrollment processes—for administrators, evaluators, and applicants. Robust online admissions management features, services, and analytics help you enroll the right students, diversify your applicant pool, and understand trend data for better forecasting and benchmarking.

Today, over 4,500 programs around the country have adopted a centralized application service, usually offered through a professional association. Here are six reasons why your program should too.



01. DELIVER A BETTER APPLICANT EXPERIENCE

A difficult application experience—whether it’s paper-based or online—can keep even the most motivated student from finishing and submitting an application. We know that keeping the student experience top-of-mind when you’re processing applications isn’t always easy. Streamlining admissions processing and delivering a great student experience should be achievable goals that compliment one another.

Prospective students today expect seamless, technology-enabled experiences—whatever the task at hand. Liaison’s CAS provides a single, intuitive online portal where applicants to your program can submit materials and communicate with admissions officers using a single set of credentials. A visually appealing interface helps prospective students navigate easily through the application process with easy-to-understand prompts. Robust application validation rules reduce unintended errors and omissions. Once applicants have submitted credentials, alerts and reminders help them manage deadlines and keep apprised of their application status. As well, knowledgeable support staff are available throughout the application cycle to answer questions that might occur.

02. REINFORCE YOUR BRAND WITH PROGRAM-SPECIFIC PROCESSES

Prospective students applying to your school want to know about your school. CAS doesn't simply deliver a one-size-fits-all portal. Simple configuration tools allow you to reinforce your institutional brand with a home page that includes images and descriptions of your specific programs.

Brand, of course, isn't just about images. Program-specific admissions criteria is central to how you recruit the high quality, best-fit students that keep your brand strong. With CAS you can tailor questions (if, for example, you are seeking applicants from abroad, you can provide questions in different languages), collect the sorts of documents you require (a writing sample, or resume, or professional licenses), or identify prerequisite courses. In addition, program-specific scoring models can be easily created. Finally, we don't impose a workflow on you. You know best how to identify, assess, and admit your students. With Liaison's CAS, you can adopt the workflows that are right for your program.





03. ACCESS APPLICANT DATA IN REAL TIME

Admissions management always presents new details to contend with. Having good management tools can help you deliver better results for your institution and for your applicants. Liaison's CAS provides real-time, secure access to applicant information and the tools you need to understand, target, and diversify specific applicant pools. You can easily answer questions regarding an applicant's status, creating a more student-focused admissions organization without the headache of sifting through paper forms. And you can easily access the data you need to understand, for example, where your applicants are coming from or the profile of your admitted applicants—information that's critical for more accurate forecasting.

04. MARKET YOUR SCHOOL NATIONALLY

As part of a CAS community, member programs have greater exposure to a larger application pool from across the country and even abroad. Programs often see a spike in applications after joining a CAS—and more importantly, a concomitant rise in quality. For many disciplines, particularly in the health sciences, CAS is where students go first to consider schools and programs. And everyone who joins a CAS does so on the same footing. Small schools realize the same marketing boost as larger schools with better marketing budgets. By providing all schools and programs with access to great applicants, CAS levels the playing field while making it easier for students pursuing a profession to understand and consider all of their options.

Additionally, every CAS pools data from its member schools and programs—and makes that aggregated information available to you. You can benchmark your programs against those of your peers—regionally and nationally—to see how well your message is being received and create more informed plans for improving outreach and yield.



05. GO PAPERLESS. FINALLY.

Over and over again, we hear from CAS members that the time saved from no longer having to open mail, assemble packets, calculate GPAs, and verify transcripts is a game-changer. Once the administrative burden has been lifted, you have time to look at admissions and enrollment data in a more meaningful way. And once you do that, you can begin to define—and refine—your goals. Because you have the time to respond thoughtfully, you can improve how you interact with students and with faculty, expanding your role as an admissions counselor in new and valuable ways.





06. ANALYZE YOUR APPLICANT POOL TO TARGET BEST-FIT APPLICANTS

WebAdMIT, which is the engine that powers Liaison's CAS, provides strategic tools for analyzing, evaluating, and targeting best-fit applicants. With WebAdMIT you can analyze and report on applicant data more effectively, communicate with applicants from within the same portal, and work with evaluators more efficiently to build the strongest possible incoming class.

With WebAdMIT you can analyze your applicant pool at a very granular level and apply sophisticated holistic admissions criteria to diversify your incoming class. By understanding who your applicants are and where they're coming from, you can focus your efforts on those students most likely to enroll and succeed.

Standard reports, run either during the admissions cycle or after it, give you the empirical evidence you need to answer questions about program performance more quickly and confidently.

These are just six reasons that 4,500 of your peers are using Liaison's CAS to improve admissions management. If you'd like to learn more about how Liaison can help your program meet enrollment goals more effectively and efficiently, visit www.liaison-intl.com today.