

Dominican University's postbaccalaureate premedical program increases applications tenfold



How Liaison's Centralized Application Service for Postbaccalaureate Programs (PostBacCAS™) helped Dominican increase applications with no additional marketing spend



➔ DOMINICAN UNIVERSITY'S CHALLENGE

Reducing Complexity and Opportunity for Errors

Carsi Hughes, Ph.D., director of Dominican University's postbaccalaureate premedical program, said she didn't know much about the admissions process when she began researching PostBacCAS™. "I'm a professor, a psychologist, a program director — not an administrator. I learned a lot about how our admissions were running, and I found a lot of problems I didn't even know were there," she said.

Hughes did know that the postbac application process in place was cumbersome for students. "A couple hundred students would apply online every

year through the university with an application that covered a lot of different programs... for example, the undergraduate application was often used, which asked for things like high school courses and ACT scores — things that were irrelevant for our students," she said.

Admissions staff printed applications and created a paper file for each student, which went through a series of manual processes around campus for application review, acceptance notification, deposits and registration. "There were so many opportunities for error it was unbelievable," Hughes said.

"For us, the benefits have been across the board in terms of streamlining process, tracking applicants at all levels, reporting within the university, communicating with applicants and supporting national visibility."

📁 RESULTS

With Liaison's PostBacCAS, Dominican has:

- **INCREASED APPLICATIONS BY 10X** with no additional investment in advertising
- **ATTRACTED APPLICATIONS FROM NATIONAL AND INTERNATIONAL STUDENTS**
- **REDUCED QUESTIONS FROM APPLICANTS** about the status of their applications



LIAISON'S SOLUTION

A More Efficient and Intuitive Application Process — for All Stakeholders

With PostBacCAS, Dominican was able to eliminate irrelevant questions on the application, as well as opportunities for confusion and error. “For incoming students, the new application looks much more professional,” Hughes said. “Students can check the status of their applications online, whereas before, they were calling all over the University and no one knew where to send them.”

The CAS also saves time and reduces duplication of effort — Hughes is able send the operations team a file with all the data they need to create new student accounts. “They needed 30 different variables on students — in two minutes, I can send the information and they no longer have to type it in. I made people’s jobs easier,” she said.

DOMINICAN UNIVERSITY'S OUTCOME

“Where we had five people involved before, we now have one (me), and my involvement is easily folded into my existing role as director. The errors from the previous multi-step process, which were copious, are all but gone,” Hughes said.

Hughes said there were a number of unexpected benefits from implementing PostBacCAS. For example, she appreciates “having all the student materials in one place, where I can easily look at the transcript in the moment and email a student an answer...that’s really relevant.” In addition, she was surprised at the increased volume in applications — covering a much broader geographic range than Dominican’s typical reach. “That’s impressive to the higher-ups,” Hughes said. “We more than doubled our number of spring starts over previous years, with no additional marketing. As for applications in progress, we easily have ten times the number we usually have by now. The CAS has enhanced visibility and interest in our program — the numbers are unbelievable.”



About Dominican University

Dominican University is a private, Roman Catholic university in River Forest, Illinois, just a few minutes outside Chicago.

Dominican serves more than 3,100 students enrolled in its 50 undergraduate degree programs and 25+ graduate programs. U.S. News & World Report ranks Dominican fifth on its list of “Best Value Schools” in the Midwest.

Looking to streamline the application process for all of your stakeholders? Contact Liaison to learn more about how a CAS can help.

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