

Samford University grows its applicant pool by 125%



How Liaison's Centralized Application Services (CASs™) allowed admissions teams to efficiently identify and enroll right-fit students

➔ SAMFORD UNIVERSITY'S CHALLENGE

Supporting Efficient, Consistent Holistic Application Review

Samford University wanted to combine its various health-related degrees — more than 30 programs — to create the College of Health Sciences. At the same time, the school wanted to maintain quality while increasing efficiency and growing enrollment. Bringing different programs together created an opportunity to revisit admissions processes to better support Samford's strategic enrollment goals.

Samford was already using NursingCAS™ for nursing

programs and PharmCAS™ for pharmacy programs with great results, so the school opted to add seven additional Centralized Application Services (CASs™) to manage admissions for communication science and disorders (CSDCAS™), athletic training (ATCAS™), physical therapy (PTCAS™), nutrition (DICAS™), occupational therapy (OTCAS™) and health administration (HAMPCAS™), as well as campus-wide programs that were not affiliated with a national professional association (UniCAS™).

“In a highly competitive market, we've been able to maintain our high standards and fill our classes.”

— Jonathan Parker, M.A., Ed.S. Assistant Director of Pharmacy Admission McWhorter School of Pharmacy



📁 RESULTS

With Liaison's CASs, Samford:

- **INCREASED PHARMACY APPLICANTS BY 125%**, attracting students from all over the country rather than just regional candidates
- **FREED THE EQUIVALENT OF 1 FTE** to focus on student service rather than manual grade calculation
- **SUPPORTED UNIQUE ADMISSIONS REQUIREMENTS** across a variety of programs through customized scoring rubrics that support holistic application review



LIAISON'S SOLUTION

Centralized Application Services to Extend Reach, Improve Efficiency

Dr. Marian Carter, assistant dean of enrollment management and student services, worked to implement Liaison's CASs across the College's schools and programs to help admissions committees identify, evaluate and enroll right-fit students more efficiently. For programs unaffiliated with an association-sponsored CAS, the University licensed UniCAS, which delivers powerful enrollment management capabilities and supports a comprehensive view of enrollment efforts by program, by school and across the institution.

Carter spent time working with new chairs to develop an application and review process for each program. With CAS, scoring rubrics can be created to support a program's unique requirements and student applications can be accessed online. Faculty were delighted. "We're very committed to holistic review here," Carter said. "When we get together we know extraordinary details about these students — their personal goals, mission trips or community service experiences. We have rubrics in place to score all of these different elements and weigh them fairly."



About Samford University

Samford University is a small, private, faith-based institution in Birmingham, Alabama. The university includes 10 schools, which offer undergraduate and graduate programs to more than 5,500 students.

SAMFORD UNIVERSITY'S OUTCOME

Jon Parker, assistant director of admissions at Samford's McWhorter School of Pharmacy, attributes the efficient processing of complex applications to superior workflows within the CASs. "Other solutions have the capability to pull in the application and let you see transcripts in their original form, but with PharmCAS that same information is displayed in a format that is more directly associated with what we need to see during the application process. That makes admissions committee meetings work a lot more smoothly."

Carter calls the system's automatic GPA calculation a game changer: "I'm not spending my time typing every grade and every credit hour into an Excel spreadsheet and then calculating GPAs myself."

Both Carter and Parker appreciate the robust analytics delivered with every CAS. Standard reports built into the system allow them to gain a deeper understanding of their applicant pools for more targeted recruiting. "It allows you to look at your current strategies to see what's working," said Carter.

"It's great to be able to look at where our applicants are coming from and which undergraduate programs are the largest feeders of the national applicant pool," Parker said, noting that the information allows him to understand where to apply critical recruiting dollars.

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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