

6 REASONS TO JOIN A

CENTRALIZED
APPLICATION
SERVICE

CAS™





As the recruiting and admissions environment becomes increasingly competitive, the right tools to identify, select, evaluate and enroll best-fit students are key to 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 7,000 programs around the country have joined a CAS, 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 completing the process. We know that keeping the student experience top of mind when you're gathering and reviewing applications isn't always easy. You've got to support the other people involved in the process as well, such as program directors, faculty reviewers and admissions staff, making sure everyone has access to the information they need. Streamlining admissions processing and delivering a great student experience should be achievable goals that complement one another.

Prospective students expect seamless, technology-enabled experiences — whatever the task at hand. To meet those expectations, your application must be mobile-friendly. Pew Research Center reports that 95% of teens own or have access to a smartphone, and smartphone ownership is nearly

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Oregon Health & Science University (OHSU)

universal among teens of different genders, races, ethnicities and socioeconomic backgrounds.¹ Many students applying for graduate school have grown up as digital natives; they too expect smooth online application experiences.

Liaison's CAS provides an intuitive online portal where applicants can submit materials and communicate with admissions officers using a single set of credentials. A visually appealing interface guides prospective students through the application process with easy-to-understand prompts. Robust application validation rules reduce unintended errors and omissions. Once applicants have submitted the required information, alerts and reminders help them manage deadlines and keep up to date on their application status. Knowledgeable support staff are available throughout the application cycle to answer questions that might occur.

At Oregon Health & Science University (OHSU), Assistant Dean for Academic Affairs Richard Goranflo, EdD, said that applicants have been taking advantage of the real-time information their CAS provides. Before, applicants couldn't upload transcripts, CVs or other supporting documents, leaving them in the dark about



whether OHSU had received all necessary materials. “Now applicants are getting real-time updates,” Goranflo said. “They can get a snapshot of where they are in the process, which is enormously helpful and has dramatically reduced the amount of calls and emails we get.”

¹Anderson, M. and Jiang, J.
Teens, Social Media and Technology 2018
Pew Research Center
May 31, 2018



02. REINFORCE YOUR BRAND AND SHOWCASE WHAT MAKES YOUR PROGRAM UNIQUE

Prospective students applying to your school want to know more about you and what you have to offer. Why should they choose your program? Which students do you serve best? A 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 are central to how you recruit the high quality, best-fit students that keep your

brand strong. With a 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 (e.g., a writing sample, resume or professional licenses) or identify prerequisite courses. In addition, you can easily create program-specific scoring models.

Finally, a CAS will not 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.

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- Carsi Hughes, Ph.D., Director of Postbaccalaureate Premedical Program, Dominican University



“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.” The University’s CAS also saves time and reduces duplication of effort — Hughes is able to send the operations team a file with all the data they need to create new student accounts. “They need 30 different student variables — 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.

You can also easily access the data you need to understand where your applicants are coming from or the profile of your admitted applicants — information that’s critical for more accurate forecasting. CAS data facilitates quickly assessing your progress toward diversity goals, international student applications and other strategic initiatives.

Jerry Kernes, Ph.D., program chair of the Psy.D. program at the University of LaVerne, said using a CAS changed recruitment at his school for the better. Increased access to data has allowed for deeper insight into current program statistics, enabling more strategic recruiting decisions. “I would say to my colleagues at other institutions, don’t be afraid to try it! If you’re similarly focused on increasing diversity and would benefit from more transparency into recruitment and enrollment trends, you stand to benefit greatly.”

03.

ACCESS APPLICANT DATA IN REAL-TIME

Having robust data 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.

At Dominican University, implementing a CAS granted students and staff greater visibility into the admissions process. Carsi Hughes, Ph.D., director of Dominican University’s postbaccalaureate premedical program, said she appreciates

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, an accompanying rise in quality. For many disciplines, particularly in the health sciences, a CAS is where students go first to consider schools and programs.

When Schreiner University established its new School of Nursing to address a shortage of BSN-prepared nurses in the Texas Hill Country, NursingCAS™ allowed the school to promote the new program to students interested in undergraduate nursing degrees. “The implementation of NursingCAS positioned our school on the national map to be noticed by prospective applicants,” said Dr. Ruth Grubescic, assistant professor of nursing and public health. In addition to increased exposure, NursingCAS also reduced administrative burden on admissions staff, freeing them up to engage more with students.

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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.

Kelly Sugrue, executive director of admissions at Brandeis International Business School, explained the opportunities a CAS presents: “We have a chance to connect with students interested in graduate business education who may not be aware of us but are excited about being in Boston, having opportunities for global access and being in an innovative environment. With [a CAS], as students are looking at programs in Boston or the Northeast, we have the opportunity for our program to be presented to them. We have a way to get in front of students who are serious about graduate business education — those who are taking steps to inquire and apply. Being

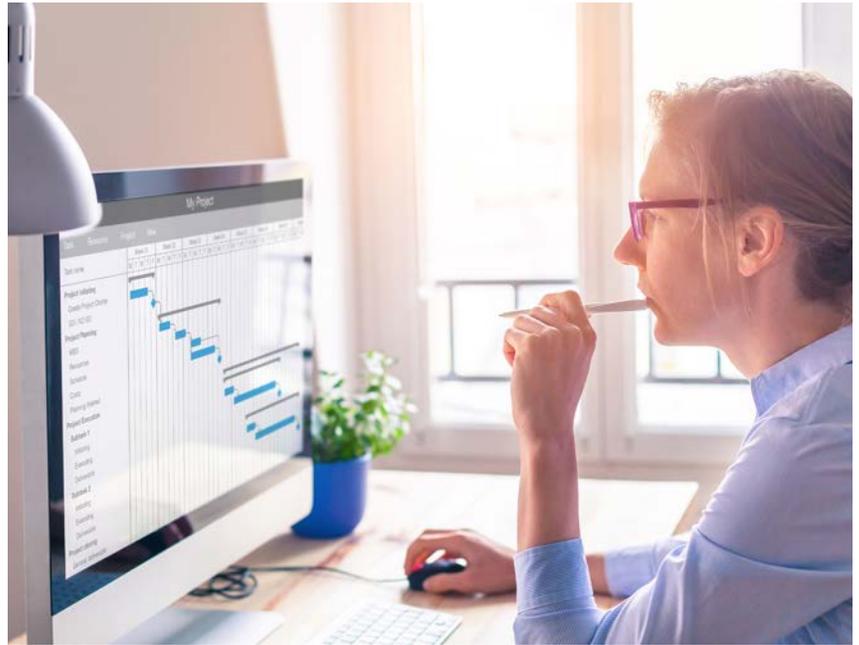
able to engage with them, find out where they are in the process and determine whether Brandeis could be a good fit is a great opportunity. It's all about access both ways — CAS offers access to program information on the students' side, but also a way for institutions to get access to these motivated, strong students so we can meet them where they are in the process and have conversations about fit.”

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.

Automating document management at OHSU with a CAS was “like moving from the Stone Age to an iPhone,” said Goranflo. Before, staff manually scanned CVs, transcripts and letters of recommendation — a time-consuming and error-prone process. “I’d say we do 5% of the manual processing we used to do,” Goranflo said. OHSU decreased time processing applications by 99%; most programs reduced application review and time to decision by at least a week.

With cloud-based application review, files are accessible

anywhere — no more waiting for paper folders stuck on somebody else’s desk. Multiple reviewers can access an applicant’s record simultaneously, and input is recorded immediately. Weill Cornell Medicine’s Associate Director of Enrollment and Education Operations Matt Cipriano said using a CAS freed staff from time-intensive administrative tasks: “Our previous process took literally weeks on end, with people working 80 hours a week to prepare applications for review.” Then, the school moved to a CAS. “We didn’t have to spend that time processing applications to get everything where it needed to be or sending requests for letters of recommendation out — all those things were handled by the software itself or by Liaison’s services team.”

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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™, 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 7,000 of your peer programs are using Liaison's CAS to improve admissions management. Contact Liaison today to learn more about how joining these education communities can help you build a better class.

ABOUT LIAISON

For more than two decades, Liaison has streamlined the process by which higher education institutions identify, recruit and enroll best-fit students. More than 7,000 programs on over 800 campuses nationwide reach prospective students, outsource administrative tasks and create exceptional experiences for applicants across the full enrollment cycle — from first interest to first day on campus — through our admissions management and enrollment marketing solutions.

A CAS CASE STUDY:



The College of
St. Scholastica

Assistant Director of Graduate, Extended and Online Admissions Chad Oppelt said the College of St. Scholastica “adopted PTCAS™ [the CAS for physical therapy programs] largely to streamline processes and reduce the amount of paper coming into the office every day. Today, our admissions department is a completely paperless environment. We also found that our applicants to PTCAS nearly doubled, and we saw a greater quality and diversity in those who were applying.”

As a result, the school quickly brought on OTCAS™ (the CAS for occupational therapy programs), then NursingCAS™. Today they have migrated all of their applicable programs to CAS, including CASPA™ (the CAS for physician assistant programs) and ATCAS™ (the CAS for athletic training programs). Since adopting the CASs, the College of St. Scholastica:

- ✓ **Increased graduate applications by 30%.**
- ✓ **Cut application processing time in half.**
- ✓ **Increased applicant diversity, average GPA and average GRE scores.**

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