Weill Cornell Medicine streamlines admissions processes and sees sustained 10-12% growth in applicants

Weill Cornell Medicine

How Liaison's UniCAS™ and BioMedCAS™ increased applications while decreasing processing time

⮕ WEILL CORNELL MEDICINE'S CHALLENGE

Eliminating Disparate Systems and Inefficient Processes

When Matt Cipriano joined Weill Cornell Medicine as the Associate Director of Enrollment and Education Operations, the School was using another solution as the primary application for its Ph.D. programs. "We weren't thrilled with the application and thought it was time for a change," he said. When the ITS team said they could develop an application system that ran off the student information system, it sounded like an excellent idea. "We thought we'd be able to cut down on processing time, data entry errors and costs," said Cipriano. But the homegrown system didn't live up to expectations — so the school put out a request for proposals for a new solution and reviewed products from three vendors.

> **Weill Cornell planned to implement UniCAS for two Ph.D. program applications in its initial year working with Liaison. The implementation went so smoothly that the School ended up using UniCAS to process applications for four Health Policy and Research master's programs as well, and later switched to BioMedCAS for its Ph.D. programs, while expanding its use of UniCAS to encompass seven master's programs, three summer programs and a certificate program.**

📁 RESULTS

Using Liaison's UniCAS and BioMedCAS, Weill Cornell Medicine has:

- **SEEN STEADY 10-12% GROWTH** in the number of applications for graduate programs

- **INCREASED THE NUMBER OF COMPLETED APPLICATIONS** — at the end of one admissions cycle, the incomplete applicant pool was just 1%

- **REDUCED APPLICATION REVIEW TIME** from 8 days to 1-2 days

⚡ LIAISON'S SOLUTION

A One-Stop Shop for the Entire Admissions Process

"Initially we were only looking for an application," said Cipriano. However, UniCAS offered tools Weill Cornell could use throughout the admissions process, creating efficiencies in application review. "Our previous process took literally weeks on end, with people working 80 hours a week to prepare applications for review," Cipriano said. Then, the school moved to UniCAS. "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," he explained.

The new service freed staff from compiling and distributing applications and collecting reviewer feedback. "By creating users and user groups, we could parcel out applications within WebAdMIT, Liaison's robust admissions management software, to our reviewers. They could then provide their commentary and feedback online," said Cipriano. "We would end up with everything in hand immediately, no need to wait for their responses."

☑ WEILL CORNELL MEDICINE'S OUTCOME

"We were looking to UniCAS to be a solution for the application, but it ended up being a solution for everything," said Cipriano. UniCAS worked for applicant reviews, interviews and interview evaluations as well. Having a better application design cut down on the number of duplicate records while the number of applications increased. "A poor experience can certainly discourage applicants from applying," Cipriano said.

In addition, Cipriano said communications with applicants improved significantly. "UniCAS freed up staff to spend time on other projects, such as preparing for interviews, ensuring we could represent our institution in the best light during the admissions process."

Faculty reviewers found the new service easy to use. "We were able to create a one-page PDF on how to use the service. With over 250 faculty members using the service, that one-page PDF seems to work quite well without producing a lot of questions or complaints. We're getting feedback about how much simpler this makes things and how much cleaner everything is in terms of the process and even the application itself," Cipriano said.

"I've had a really positive experience — CASs have had a significant impact on Weill Cornell and our mission as a graduate school," said Cipriano.

About Weill Cornell Medicine

Weill Cornell Medicine is among the nation's top-ranked medical and graduate schools. Located in the heart of New York City, the school enrolls approximately 800 students in its Ph.D. and master's programs.

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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