

The College of St. Scholastica increases graduate applications by 30%



How Centralized Application Services (CASs™) fuel growth for the college

➔ THE COLLEGE OF ST. SCHOLASTICA'S CHALLENGE

Expanding Reach without Increasing Costs

Like many small, private schools, the College of St. Scholastica needed to reduce manual admissions paperwork and increase its number of applicants — without adding marketing budget. The school's remote location in northern Minnesota made it difficult for St. Scholastica to reach far enough to maintain a healthy level of growth for their programs. "As a small private school with fairly big programs, we were reaching only a very regional audience," said Chad Oppelt, assistant

director of graduate, extended and online admissions. The admissions department was overwhelmed with paper applications, recommendations, essays and official transcripts. Matching all the documents to create folders for each applicant was complex and time consuming. "File cabinets were bursting with manila folders, and on the day after a big deadline, so many items had been slid under our doors to meet the cutoff that we could hardly make our way to our desks," said Oppelt.

"We have saved the equivalent of a full-time person through our adoption of these CASs. That's a 1.0 that we didn't lose, that we were instead able to integrate into more quintessential admissions counseling."

– Chad Oppelt, Assistant Director of Graduate, Extended and Online Admissions



The College of
St. Scholastica

📁 RESULTS

By adopting multiple CASs, St. Scholastica:

- **INCREASED GRADUATE APPLICATIONS BY 30%**
- **REDUCED APPLICATION PROCESSING TIME BY 50%**
- **INCREASED APPLICANT DIVERSITY, AVERAGE GPA AND AVERAGE GRE SCORES**



LIAISON'S SOLUTION

Streamlined Admissions Workflows

The school started with PTCAS, the Centralized Application Service (CAS™) for physical therapy programs. "The benefits were greater than we imagined they would be," said Oppelt. "We adopted PTCAS 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 (the CAS for nursing programs). Today they have migrated all of their applicable programs to CASs, including CASPA (the CAS for physician assistants) and ATCAS (the CAS for athletic training programs).



About The College of St. Scholastica

Since 1912, The College of St. Scholastica has been preparing students for a life of purpose, in addition to economic gain, by emphasizing the Catholic Benedictine values it was founded on.

St. Scholastica is an independent private college with locations across Minnesota, including its original campus in Duluth. Enrollment in undergraduate and graduate programs has grown from 2,200 to 4,000 in the last decade, due, in part, to a commitment to making high-quality education available online and through convenient evening and weekend formats.

THE COLLEGE OF ST. SCHOLASTICA'S OUTCOME

Using the reporting tools in WebAdMIT, the administrative portal for each CAS, the admissions department clearly demonstrated the value of a CAS to the departments and the school leadership. In addition to increasing the number of total applicants to graduate programs by 30% (the applicants to CAS programs alone increased by 75% from 320 to 559 applicants), the implementation of the 5 CASs helped the school reduce application processing time by 50%, from about 6 weeks to 3 weeks. With this data, the school applied for — and received — a significant institutional grant to fund additional technology for graduate and online programs.

"Our diversity has gone up, both in terms of culture and gender," said Oppelt. "As a result of implementing NursingCAS, our minority and male acceptances to Nursing programs increased by 10%. And our quality — average GPAs and average GRE scores across all CAS programs — has gone up, too."

**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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