

# Oregon Health & Science University grows applicant pools and shrinks manual admissions processes



How OHSU saved time and increased applications with Liaison's UniCAS™



## ➔ OHSU'S CHALLENGE

### Communicating More Effectively with Prospects while Streamlining Admissions Processes

Before adopting Liaison's UniCAS, OHSU's admissions team manually processed all applications and supporting documents. Assistant Dean for Academic Affairs Richard Goranflo, EdD. said, "All the materials were being mailed to us — we had mounds and mounds of physical mail we were going through. At peak, the entire office was opening mail for a month."

Staff manually scanned CVs, transcripts and letters of

recommendation — a time-consuming and error-prone process. Automating document management with UniCAS was "like moving from the Stone Age to an iPhone," said Goranflo. "We used to have five people processing information at peak times and now it just takes one central person for the entire process." Staff who formerly processed paperwork now have time for more strategic projects.

# 100%

increase in international applications to PhD programs

Without additional recruiting or advertising efforts, OHSU grew applications year over year:

**41%** for PhD programs

**24%** for master's programs

## 📁 RESULTS

With Liaison's UniCAS in place, OHSU has:

- **DECREASED TIME PROCESSING APPLICATIONS** by 99%; most programs decreased application review and time to decision by at least a week.
- **DELIVERED REAL-TIME UPDATES** to applicants on their progress, reducing questions to staff.
- **IMPROVED REPORTING CAPABILITIES** to deliver insight on different student populations.



## LIAISON'S SOLUTION

### More Efficient Admissions Processing Coupled with Advanced Document and Data Management

Cumbersome manual application processing wasn't the admissions team's only challenge. Increasingly, the University Registrar's Office requested reports on specific student populations, such as underrepresented groups or the economically disadvantaged — but that data wasn't all housed in one place. Staff realized that implementing a Centralized Application Service (CAS™) would allow the Registrar's Office to pull data from one place, resolving reporting nightmares.

Some of OHSU's programs, including public health and nursing, were already using Liaison's CAS platform and had great feedback. Goranflo said the choice to go with Liaison was natural.

## OHSU'S OUTCOME

"I'd say we do 5% of the manual processing we used to do," said Goranflo. "It's shocking how little time we're spending on admissions compared to the past, and it's fantastic."

Applicants have been taking advantage of the real-time information the system 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."

Faculty love the review system as well, according to Goranflo. He explained that almost all of OHSU's faculty have reviewed applications in a CAS at some point, and they enjoy being able to evaluate applications in one place with an account they've already created. In addition, academic program staff appreciate that UniCAS has built-in review tools that allow faculty to conduct reviews all in one place, while providing each program the flexibility to follow its own process.

After rolling out the system, "folks are really happy with it," Goranflo said. Faculty, staff and applicants are all having a great experience using UniCAS.



### About Oregon Health & Science University

Oregon Health & Science University is nationally distinct as a university dedicated solely to advancing health sciences. Based in Portland, OHSU has 16,000 employees, operates the top-ranked adult and children's hospitals in Oregon and secures competitive research funding of more than \$400 million a year. Founded in 1887, today OHSU educates more than 4,000 students and trainees.

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**Looking to streamline admissions while growing and shaping your next class? Learn more about UniCAS at [liaisonedu.com](http://liaisonedu.com)**

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