

# Palo Alto University adopts and advocates a streamlined application process



How Liaison's Centralized Application Service (CAS™) for graduate level and doctoral psychology programs saved the University time and money



## ➔ PALO ALTO UNIVERSITY'S CHALLENGE

### Papers and Pens and Scanning...Oh My!

Manually processing applications was proving to be a cumbersome process for Palo Alto University (PAU).

While PAU was searching for an electronic application platform, the school simultaneously discovered that the American Psychological Association (APA) was implementing PSYCAS™ — the Centralized Application Service (CAS™) for graduate level and doctoral psychology programs — in partnership with Liaison International.

"The timing was almost too good to be true," recalled Denise Daniels, Ph.D., former vice president of enrollment management at PAU.

"It meant a lot to us that the APA was also launching this technology," she added. "That's a big part of the reason why we chose to use PSYCAS. When such an influential professional association in our field made this choice, it lent the product instant credibility in our eyes. It's important for us to keep our systems up to date with the latest standards in psychology."

**"The CAS technology is so nimble and agile — and those daunting piles of papers are long gone."**

-Denise Daniels, Ph.D., Vice President of Enrollment Management, Palo Alto University

## 📁 RESULTS

### Using a CAS, Palo Alto:

- **Removed logistical hurdles** by transitioning from a manual application processing system to an efficient, centralized electronic platform
- **Increased completed applications** by 8% YOY
- **Fostered technological integration** through a seamless interplay between the University's applications, enrollment and marketing services
- **Enhanced analytical capabilities** by providing detailed reports on each applicant

## LIAISON'S SOLUTION

### A Smooth, Customizable Platform

PAU transitioned to a fully electronic process with PSYCAS. The full service, web-based application service allows students to apply to multiple participating programs with a single application and facilitates a streamlined admissions process for programs.

"Our implementation of PSYCAS was remarkably smooth — it took us just eight weeks over the summer, a relatively small amount of time for incorporating a new system," said Daniels. "We were also thrilled that we could seamlessly integrate CAS with Jenzabar, our enrollment management platform."

Each year, PAU can adjust its CAS by using the customizable features in the platform's application and permissions sections. These updates take the school about a week to complete. PAU also benefits substantially from Liaison's Enrollment Marketing Platform (EMP™), which enables the University to build email nurture campaigns, determine who is opening its mass emails and post events online.

"EMP and PSYCAS essentially speak to each other — they work together, hand-in-hand, and it's a joy to watch. We'd been looking for new customer relationship management (CRM) software, but this combination of platforms from Liaison worked perfectly, and helped us avoid a search for additional technology and service providers."

### PALO ALTO UNIVERSITY'S OUTCOME

PAU has received increased inquiries and applications for its PsyD and Ph.D. programs in its second year using a CAS. The school's completed PsyD applications rose 8% from 2017 to 2018, while completed Ph.D. applications went up 1.5% during that time. Additionally, the University now has access to better data on all its applicants, including their demographics and GPAs.

"The reporting is fantastic," Daniels said. "With a CAS, we have all the information we need on any applicant right at our fingertips." Consequently, PAU's counselors can spend the bulk of their time doing what they were meant to do — counseling potential graduate students — instead of getting bogged down with the seemingly endless logistics of compiling applications.

"I strongly recommend PSYCAS," said Daniels. "In fact, we recently invited other schools from all over the Bay Area to speak with us about joining the service. This service is not about competition. We really want them to enjoy the same benefits we do. The broader adoption of this kind of application technology elevates our entire academic sector."



### About Palo Alto University

Palo Alto University (PAU), founded in 1975 as the Pacific Graduate School of Psychology and re-incorporated as PAU in August 2009, is an independent, professional school that is dedicated to education with an emphasis in the behavioral and social sciences; to promoting future innovators and leaders for the benefit of society; to generating knowledge through research and scholarship of the highest level; and to providing services to the community informed by science and scholarship.

**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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