LIAISON

University of La Verne's Psy.D. program nearly doubles its out of state applicants in just one year

How PSYCAS™, the Centralized Application Service (CAS™) for graduate psychology programs, helped the program meet its institutional goals

University of La Verne

AMERICAN PSYCHOLOGICAL ASSOCIATION

PSYCAS
the centralized application service for psychology programs

⮕ UNIVERSITY OF LA VERNE'S CHALLENGE

Increasing the Geographic Diversity of its Psy.D. Program to Align With University Goals and APA Requirements

Located in Southern California, the University of La Verne seeks to draw applicants from all over the country as part of its institutional commitment to diversity, a core value for the university and all of its programs.

The problem: Less than 25% of Psy.D. applications were coming from out-of-state prospects. Jerry Kernes, PhD and program chair, believed they could do better, both in recruitment and admissions — but not without making some significant changes.

"We were interested in PSYCAS™ because it would expand our reach beyond our geographic area," he said, adding that another goal was to satisfy certain related APA requirements.

"As an APA accredited program, we have to show deliberate work towards diversifying our applicant pool," he explained. "It's not good enough just to say that we have a diverse student body. We have to show how we're working to attract applicants with unique perspectives."

In other words, the Psy.D. program needed a platform that would not only attract more out-of-state students, but would also provide access to data that proved they were actively engaged in outreach efforts — goals that the Liaison-powered Centralized Application Service (CAS™) for graduate psychology programs could help them achieve.

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📁 RESULTS

In its first year of using PSYCAS, the University of LaVerne's Psy.D. program saw a:

- **10% INCREASE** in total applications

- **5% DECREASE** in incomplete applications

- **21% INCREASE** in out of state applicants

⚡ LIAISON'S SOLUTION

PSYCAS, the CAS for Graduate Psychology Programs

PSYCAS provided a streamlined, single application portal, a robust suite of analytics and communications tools — and next-level customer support for staff and students.

There was another aspect of PSYCAS that Natalie Brown, psychology department manager, particularly appreciated. "I think a piece that doesn't get talked about often enough is how helpful the customer service is," she said, adding that it was not only beneficial for staff but for applicants as well. "The feedback we got during the applicant interview phase is that overwhelmingly they like the process better, and they wish more schools used PSYCAS."

☑ UNIVERSITY OF LA VERNE'S OUTCOME

"At first, I was hesitant about PSYCAS because I didn't want to turn over control to an outside agency," admitted Kernes. "I found just the opposite has been true. I feel like now we're in better control of our application process."

For the psychology program's admissions staff, the ability to export all data was a great boon for the program. As Brown explained, "We can easily pull all of the information that goes into the PSYCAS application, whether it's related to applicant gender, diversity in different factors or geographic area. We also poll our applicants where they hear about us, so we have a good base of knowledge [related to] where they're hearing about our program." In a student survey, 7% of respondents said they heard about the program through PSYCAS.

Increased access to data has led to deeper insight into current program statistics. Now, the program can make more strategic recruitment and enrollment decisions.

"PSYCAS changed admissions at University of La Verne for the better," said Brown. Kernes agreed: "I would say to my colleagues at other universities, 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 from PSYCAS."

University of La Verne

About the University of La Verne

Since 1891, the University of La Verne has been dedicated to the belief that a quality, values-based education enriches the human condition by engendering service, scholarly accomplishment and professionalism. Though decades of growth have changed its appearance and reach, La Verne has retained its sense of purpose, seeking to provide students with individual attention to spark personal growth through intellectual challenge and development. The University takes pride in knowing its nearly 50,000 alumni worldwide have made a difference in their professions and communities.

About PSYCAS

As a single, mobile-friendly application portal, the CAS for graduate psychology programs streamlines and modernizes the entire application experience. Applicants can use the platform's tools to handle offcial transcript requests and uploads while enjoying 24/7 access to real-time application status updates. A user-friendly, intuitive interface and helpful customer support from Liaison also contribute to a more positive application experience for all admissions stakeholders. PSYCAS offers a comprehensive array of data and analytics tools, which can help generate a greater understanding of enrollment trends and drive a more effective recruitment strategy.

Learn more about PSYCAS at liaisonedu.com