# Purdue University College of Veterinary Medicine streamlines its admissions process

**How Liaison's Centralized Application Service (CAS™) for veterinary medicine programs helped the College reallocate valuable admissions resources**

PURDUE
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## ➡ PURDUE UNIVERSITY'S CHALLENGE

### Time-Consuming Manual Labor

Until 2013, Purdue University College of Veterinary Medicine (PVM) tracked its applicants' progress by using Excel spreadsheets, while spending an inordinate amount of time printing out all the requisite application materials.

Yet Lori Stout, the admissions process manager at PVM, assumed her position a year after the college had already embarked on the journey of transforming and modernizing its process by joining VMCAS™, the cloud-based Centralized Application Service (CAS™) which Liaison launched in partnership with the Association of American Veterinary Medical Colleges (AAVMC).

"With VMCAS, we have absolutely everything that we need to make decisions at our fingertips," says Stout.

> "It's a win for everyone. Our staff is empowered to think strategically and work efficiently. And our applicants can plan their time more effectively."
>
> -Lori Stout, Admissions Process Manager, Purdue University College of Veterinary Medicine

## 🗁 RESULTS

**Using a CAS, Purdue:**

- **REJUVENATED STAFFERS WITH NEWFOUND TIME AND RESOURCES** by transitioning from time-consuming manual application processing to a seamless cloud-based system

- **INFORMED AND ELEVATED DECISION-MAKING** through cutting-edge reporting tools that complemented the efforts of an in-house statistician

- **STREAMLINED THE APPLICANT EXPERIENCE** by enabling prospective students to transfer data from previous admissions cycles and return to an application at any time

## ⚡ LIAISON'S SOLUTION

### Easily Accessible Data that Informs Stronger Strategic Decisions

The customizable VMCAS platform enables Stout and her staff to tighten up their admissions processes each year — particularly through the new releases and features in WebAdMIT™, the online portal within the CAS, which allows schools to communicate with applicants more seamlessly and work with evaluators more efficiently.

"Having data and information at your fingertips has really helped us make better-informed decisions and ultimately helps us shape our classes at Purdue," Stout says.

Additionally, the CAS reporting features have equipped PVM with crucial data that the veterinary school's in-house statistician can analyze to determine trends and outcomes, further enhancing the College's capability to make well-informed strategic decisions.

For instance, after evaluating outcome data from its applicants and looking into studies that explored the potential biases of standardized tests, PVM decided to eliminate the GRE and calculus as prerequisites for admission — a judgment call which Stout believes has "helped us to better shape our incoming classes, because we can more closely hone in on what makes each applicant unique and what they might bring to our community. VMCAS gives us the actionable data that we didn't have before."

## ☑ PURDUE UNIVERSITY'S OUTCOME

### Substantial Time Savings for Staff and Students Alike

According to Stout, VMCAS has helped the College save up to 90% of the time that it had devoted to its previous admissions process, freeing up the staff for more strategic efforts. PVM was able to reallocate the roles and responsibilities of current staffers, while expanding its team by hiring the aforementioned statistician. Each year, the time savings increase as new CAS features are launched and the institution implements best practices learned from the CAS community.

"Currently, we're analyzing the landscape for community college students and their success rates, including how we can better serve students who apply and matriculate from community colleges. Without VMCAS, our staff simply wouldn't have the time and resources for such strategic efforts," Stout says.

Prospective students, meanwhile, are saving both time and money through PVM's more seamless CAS-powered application process.

"It's a win for everyone," Stout affirms. "Our staff is empowered to think strategically and work efficiently. And our applicants can plan their time more effectively, transfer data from previous application cycles and go back into the application at any time to submit it when they are ready."

## PURDUE UNIVERSITY®

### About Purdue University College of Veterinary Medicine

The Purdue University College of Veterinary Medicine is one of only 28 North American veterinary schools and the only veterinary college in Indiana. Since the graduation of its first Doctor of Veterinary Medicine (DVM) class in 1963, the college has produced more than 3,000 veterinarians who now practice in all 50 states and fill important roles in government, industry and academia. The college also offers associate and bachelor's degrees in veterinary nursing as well as graduate and post-graduate 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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