

University of Kansas School of Business Increases Matriculants by 44% with CAS™



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After our first cycle in BusinessCAS™, we've seen a 44% increase in our class size. We were expecting significant results after we saw a 50% increase in applications just one month after launching the CAS, but this is beyond what we even imagined.

Part of the credit for these numbers goes to having our programs listed in the only central directory of GME programs. This extra visibility has expanded our applicant pool, and our new, modern application experience has helped increase

completed applications. On our staff's end, complementary application processing services have reduced our time to decision and our administrative workload while making it possible for us to review even more applications.

I'm excited to keep driving impressive admissions and enrollment outcomes with BusinessCAS, and I look forward to seeing how it changes the GME landscape as more programs join the CAS community.

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DEE STEINLE
Executive Director, MBA and MSB Programs
University of Kansas

ABOUT

University of Kansas is a public research university with a main campus in Lawrence, Kansas and several satellite campuses, research and educational centers, medical centers and classes across the state of Kansas. The School of Business offers the following graduate programs:

- Full-time MBA
- MBA for Working Professionals
- Online MBA
- Master of Accounting
- MS in Business and Organizational Leadership
- MSB Supply Chain Management and Logistics
- Doctor of Philosophy

ABOUT CAS™

CAS is a cloud-based recruiting and admissions solution for higher education institutions/programs and associations looking to grow and shape enrollment, while reducing overall effort and costs.

