

Santa Clara University Leavey School of Business Increases Applications by 33% with CAS™



SANTA CLARA UNIVERSITY
LEAVEY SCHOOL OF BUSINESS

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Despite the 2020 COVID-19 outbreak — and the concerning trends related to graduate management education applications that predated it — we’ve seen a 33% increase in applications for Fall 2020. For our Summer Online MBA alone, we saw a 180% increase in applications and a 163% increase in matriculants.

Paired with our updates to our graduate management education messaging to address the pandemic for our prospects, BusinessCAS™ is why we were able to confidently navigate through uncertainty without losing our momentum. The community for GME programs expanded our applicant pool, helping us reach

more prospective applicants so our numbers weren’t negatively affected by drops in international applications. Its application processing services meant that even as our physical campus was closed, we were able to quickly and effectively process even more applications than we processed before we joined the CAS.

Considering the additional revenue that we have already generated through the CAS, which was available to our institution at no cost, BusinessCAS is a smart business decision for data-driven, forward-thinking schools that are focused on investing in their students and programs.

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ABOUT

Santa Clara University is a private institution in Santa Clara, California. The Leavey School of Business offers the following graduate programs:

- Evening MBA
- Executive MBA
- Online MBA
- MS in Business Analytics
- MS in Finance and Analytics
- Online MS in Finance and Analytics
- MS in Information Systems
- Online MS in Marketing
- 4+1 MS

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.

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SERVICE

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