Centralized Application Service (CAS™) for Global Health Programs

September 20, 2016
Introductions – Liaison

• **Ron Hyman** - *Executive Director, Association Partnerships*

• **Robert Ruiz** - *Vice President, Client Success*
Today’s Agenda

• Liaison Overview

• Centralized Application Service (CAS)
  – Centralized Application Service
  – Benefits
  – Applicant Experience
  – Administrator Experience

• Q & A

• Next Steps
Liaison Overview

September 20, 2016
Liaison by the Numbers

1,000,000+ applications/yr

5,200+ programs

800+ campuses

99% retention

30+ associations

2+ decades experience

LIAISON

- Founded 1991
- 275+ employees
- Headquartered in Watertown, MA
- Locations: NY, DC
- Admissions and enrollment specialists
First Interest to First Day—A Comprehensive Solution

**Software**
- Admissions Management
  - Streamline Admissions and Recruit Best-Fit Students
- CRM & Marketing
  - Connect and Engage with Personalized Marketing

**Services**
- Application Management
  - Bring Your Enrollment Efforts to the Next Level
- Enrollment Marketing
  - Optimize Every Stage of the Admissions Process
<table>
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<th>Program</th>
<th>Website/Identities</th>
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<td>Allopathic Medicine</td>
<td>AMCAS®</td>
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<td>Athletic Training</td>
<td>ATCAS</td>
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<td>Communication Sciences &amp; Disorders</td>
<td>CSDCAS, CSDCAS</td>
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<td>Dental</td>
<td>ADEA, AADSAS, CAAPID, DHCAS, PASS</td>
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<td>Health Administration</td>
<td>HAMPCAS</td>
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<td>Healthcare Leadership</td>
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<td>Marriage &amp; Family Therapy</td>
<td>MFTCAS, MFTCAS</td>
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<td>Naturopathic Medicine</td>
<td>NDCAS, NDCAS</td>
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<td>Nursing</td>
<td>NursingCAS, NursingCAS, The Centralized Application Service for Nursing Programs</td>
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<td>Occupational Therapy</td>
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<td>Orthotic/Prosthetic</td>
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<td>AAMOMAS</td>
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<td>PHARMcas, PharmDcas, Pharmcas, Pharmacy Direct, Pharmcas</td>
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<td>Professional Science Masters</td>
<td>PSMCAS</td>
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<td>Psychology (Post Doctoral)</td>
<td>PSYCASA, MyPsychTrack, APPC, APPC</td>
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<td>Psychology</td>
<td>PSYCASA, MyPsychTrack, APPC, APPC</td>
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<td>Public Health</td>
<td>Sophas, Sophas Express</td>
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<td>Social Work</td>
<td>SocialWorkCAS, SocialWorkCAS, the Centralized Application Service for Social Work</td>
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<td>Liaison is CAS™</td>
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A Glimpse at Our Reach (800+ Campuses)
Solutions – CAS (Centralized Application)

- Cornerstone of Liaison
- First in 1996 (ADEA)
- 38 CAS deployments today
- SaaS-Based Solution
- Feeds WebAdMIT for application processing
A Robust Admissions Platform

- Test Publishers (GRE, etc.)
- Plagiarism Software
- Foreign Credential Evaluation Services
- Background Check
- Applicant Gateway
- Application and Supplemental Information
- Applicant Portal
- Online References
- WebAdMIT Admissions Management
- Official Transcripts
- Test Scores
- Personal Statements or Essays
- Resume/CV and Work Experience
- Advisors Portal
Key Differentiator | Optional Integrated Application Services

Customer Service
• 700K+ calls & emails handled annually

Transcript Verification
• Highly trained staff & year-round scalable processes, such as GPA calculation

Scanning & Document Processing
• Over 2 million documents processed annually
## Benefits for Everyone Involved

### Applicants
- Access – a single online application to apply to multiple schools
- Easy, intuitive interface
- Submit one set of documentation
- 24x7 mobile access
- Real-time and automated updates
- One point of contact

### Schools
- Free admissions software, no implementation cost
- Exposure to wider applicant pool
- Benchmarking of graduate admissions data
- Maintain individual workflow, branding and admissions standards
- Platform to share best practices
- Processing and customer support services providing office efficiencies

### Global Health
- Global Health program awareness
- Platform to provide collaboration among participating institutions
- Longitudinal data & common standards
- Assists with application and workforce projections
- Sharing of best practices
Applicant Experience
The CAS Applicant Experience
Administrator Experience
Visual Reporting – Tableau (Trend Analysis)

- Create powerful visuals to allow faculty to quickly understand trends in applicant pool data.

Institution B’s year-over-year monthly applicant volume (cumulative)
Visual Reporting – Tableau (Heat Map by State)

This report provides the map showing the number of applicants who claim each state as their legal state of residency.
Visual Reporting – Tableau (Heat Map by Country)
Discussions, Questions and Next Steps

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