

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



- 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

Liaison is CAS™

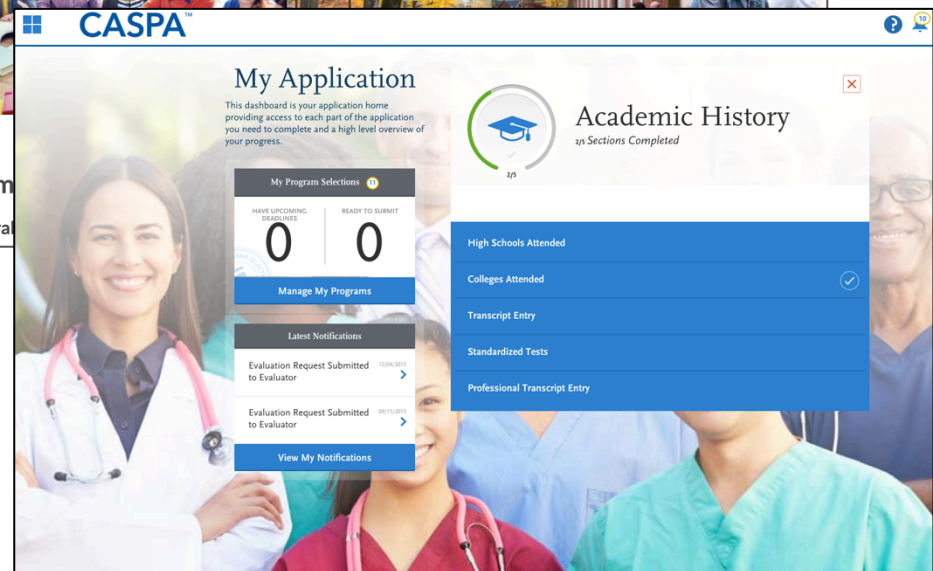
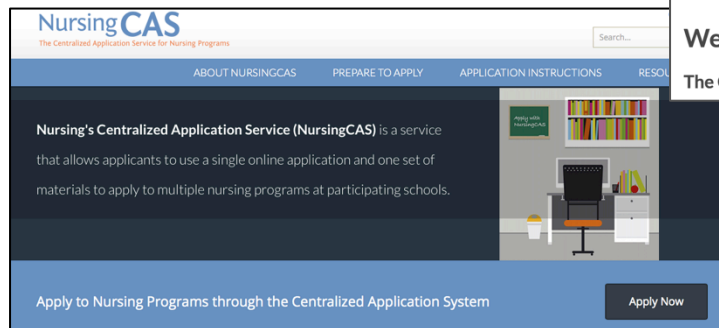
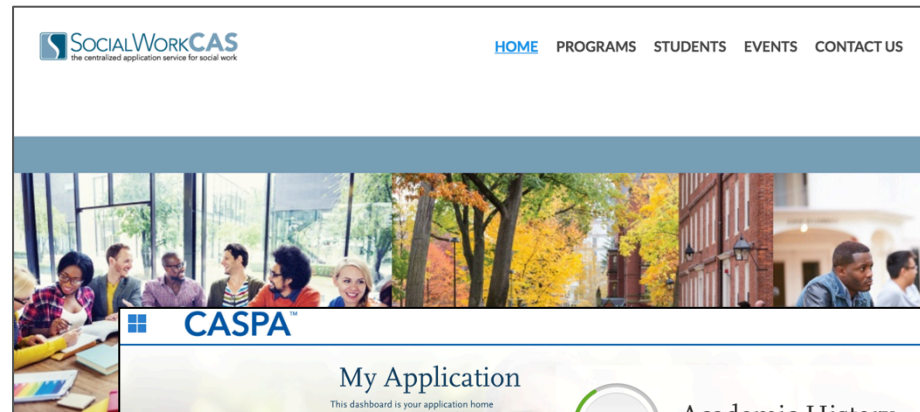
<p><u>Allopathic Medicine</u></p> 	<p><u>Nursing</u></p> <p>NursingCAS The Centralized Application Service for Nursing Programs</p>	<p><u>Physician Assistant</u></p> 
<p><u>Athletic Training</u></p> 	<p><u>Nutrition</u></p> 	<p><u>Podiatry</u></p> 
<p><u>Communication Sciences & Disorders</u></p> 	<p><u>Occupational Therapy</u></p> 	<p><u>Professional Science Masters</u></p> 
<p><u>Dental</u></p>  <p>AADSAS, CAAPID, DHCAS, PASS</p>	<p><u>Optometry</u></p> 	<p><u>Psychology</u></p> 
<p><u>Health Administration</u></p> 	<p><u>Orthotic/Prosthetic</u></p> 	<p><u>Psychology (Post Doctoral)</u></p> 
<p><u>Healthcare Leadership</u></p> 	<p><u>Osteopathic Medicine</u></p> 	<p><u>Public Health</u></p> 
<p><u>Marriage & Family Therapy</u></p> 	<p><u>Pharmacy</u></p> 	<p><u>Social Work</u></p> 
<p><u>Naturopathic Medicine</u></p> 	<p><u>Physical Therapy</u></p> 	<p><u>Veterinary Medicine</u></p> 

A Glimpse at Our Reach (800+ Campuses)

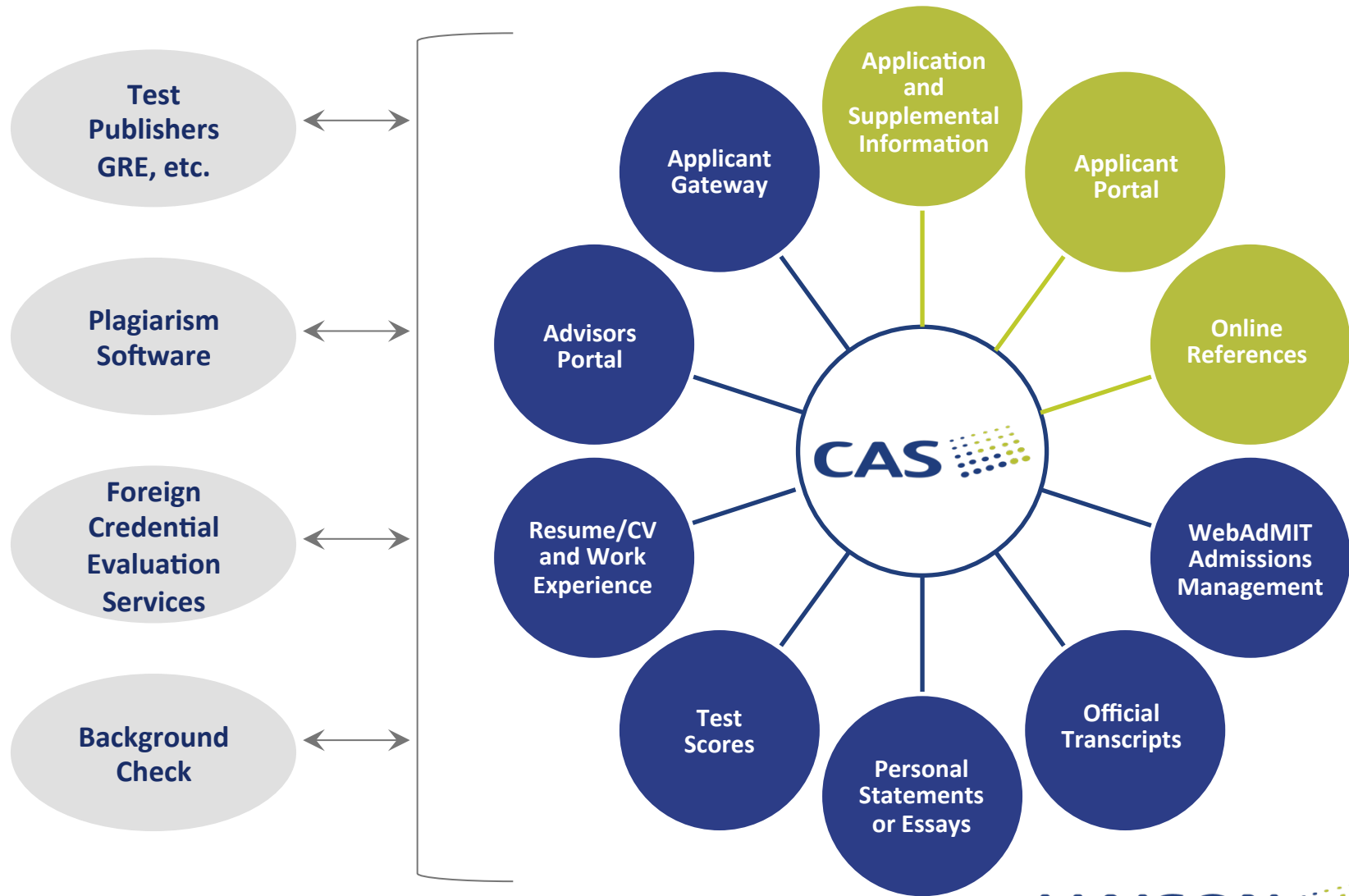


Solutions – CAS (Centralized Application)

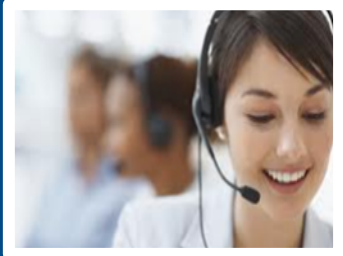
- Cornerstone of Liaison
- First in 1996 (ADEA)
- 38 CAS deployments today
- SaaS-Based Solution
- Feeds WebAdMIT for application processing



A Robust Admissions Platform



Key Differentiator | Optional Integrated Application Services



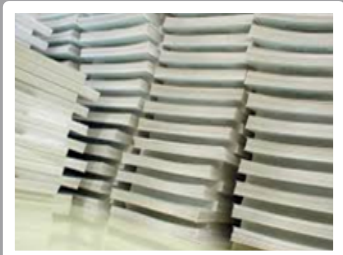
Customer Service

- 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

The screenshot displays the CAS Applicant Experience dashboard. At the top, the CAS logo is on the left, and user information (Whitney Demo, CAS ID: 3370133853) and a Sign Out button are on the right. Below the header is a navigation bar with four tabs: My Application (selected), Add Program, Submit Application (0), and Check Status. The main content area is titled "My Application" and includes a descriptive paragraph: "This dashboard is your application home providing access to each part of the application you need to complete and a high level overview of your progress." To the left of the progress cards is a "Latest Notifications" section with two items: "Evaluation Request Submitted to Evaluator" dated 09/03/2015 and "Watertown University application - Welcome!" dated 08/31/2015, both with right-pointing arrows. Below the notifications is a "View My Notifications" button. The progress cards are arranged in a 2x2 grid:

- Personal Information:** 3/5 Sections Completed (represented by a green progress ring and a person icon).
- Academic History:** 3/5 Sections Completed (represented by a green progress ring and a graduation cap icon).
- Supporting Information:** 1/5 Sections Completed (represented by a grey progress ring and a folder icon).
- Program Materials:** 1/3 Sections Completed (represented by a grey progress ring and a book icon).

Administrator Experience



- ▶ Applicants
- ▼ Applicant Lists
 - List Manager
- ▶ Reports & Exports
- ▼ Management
 - Admissions Users
 - Custom Fields
 - Local Status
 - Local GPAs
 - Prerequisite GPAs
 - Requirements
 - Scoring
 - Assignments
 - Interviewing
 - Email Templates
 - Email Addresses
 - Applicant Header
- ▶ Usage Help

▼ Notes from PTCAS

← Prev 1 2 3 4 5 6 7 8 9 ... 43 44 Next →

Name	PTCAS ID	Note Date
Demo, Margaux Vanessa Applicant disputed payment again.	20141233018	May 19 2014
Demo, PAYAL Official TOEFL Scores received by PTCAS: Test Date: February 28, 2014 Reading: 16 Listening: 17 Speaking: 22 Writing: 22 Total Score: 77	20141239883	May 7 2014
Demo, Abdi M. PTCAS: UNDELIVERED FOR UNREPORTED SCHOOL	20141216426	May 5 2014
Demo, Margaux Vanessa Payment Received	20141233018	Apr 21 2014
Demo, Margaux Vanessa Applicant has disputed charges and failed to provide replacement payment.	20141233018	Apr 11 2014

▼ Recently Submitted Designations

← Prev 1 2 3 4 5 6 7 8 9 ... 167 168 Next →

Name	OTCAS ID	Designation	Date Submitted
Demo, Kristina M.	20142113392	Program 5399	March 01, 2014
Demo, Jasminder	20142126942	Program 5399	March 01, 2014
Demo, Clifford	20142126031	Program 5399	February 28, 2014
Demo, Jonathan A.	20142126652	Program 5399	February 28, 2014
Demo, Thomas R.	20142126963	Program 5399	February 28, 2014

- ▶ Recently Updated Applicants
- ▼ Recent Status Changes
- ← Prev 1 2 3 4 5 6 7 8 9 ... 521 522 Next →
- Demo, Collin R. Local Status changed from **Interview** to **Withdraw- Institutional** (for Program 5516) — by Ruth Demo, Oct 24, 2014 at 10:41 AM
 - Demo, Rebecca F. Local Status changed from **Interview** to **Withdraw- Institutional** (for Program 5516) — by Ruth Demo, Oct 24, 2014 at 10:41 AM

▼ Designations by Local Status

18	None
0	Downloaded to Banner
0	Hold Regular
0	Hold for Grades
0	Faculty Review
0	Interview
574	Rejected - Not Qualified
365	Rejected - qualified/not accepted
0	Accept Regular
0	Accept with Prereq Agreement
45	Deposit Regular
0	Deposit Prerequisite Credit Agreement
0	Incomplete
0	Deferred
264	Applicant Withdrew
9	Default
31	Unrealized
0	Wait List Offer Accepted
0	Incorrect Program
14	Verified no action - after deadline
0	Wait List Offer
146	Withdraw- Institutional
1466	Total

▶ Designations by Decision

▼ Designations by Application Status

209	In Progress
16	Received
0	Complete
0	Verified
1450	Mailed
1	On Hold
6	Undelivered
1682	Total

▶ Designations by Academic Update



Data Collection and Analysis

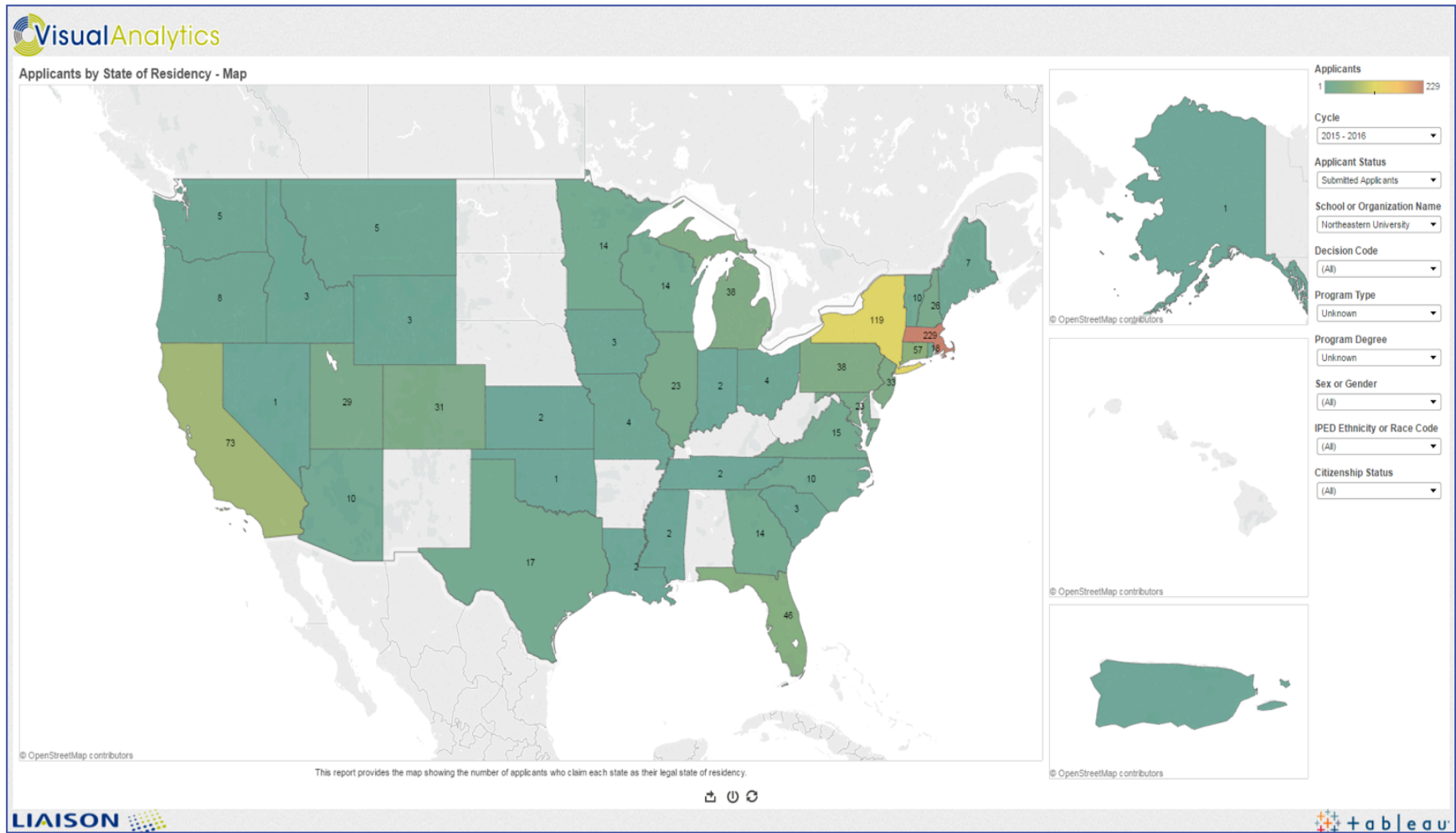
Visual Reporting – Tableau (Trend Analysis)

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

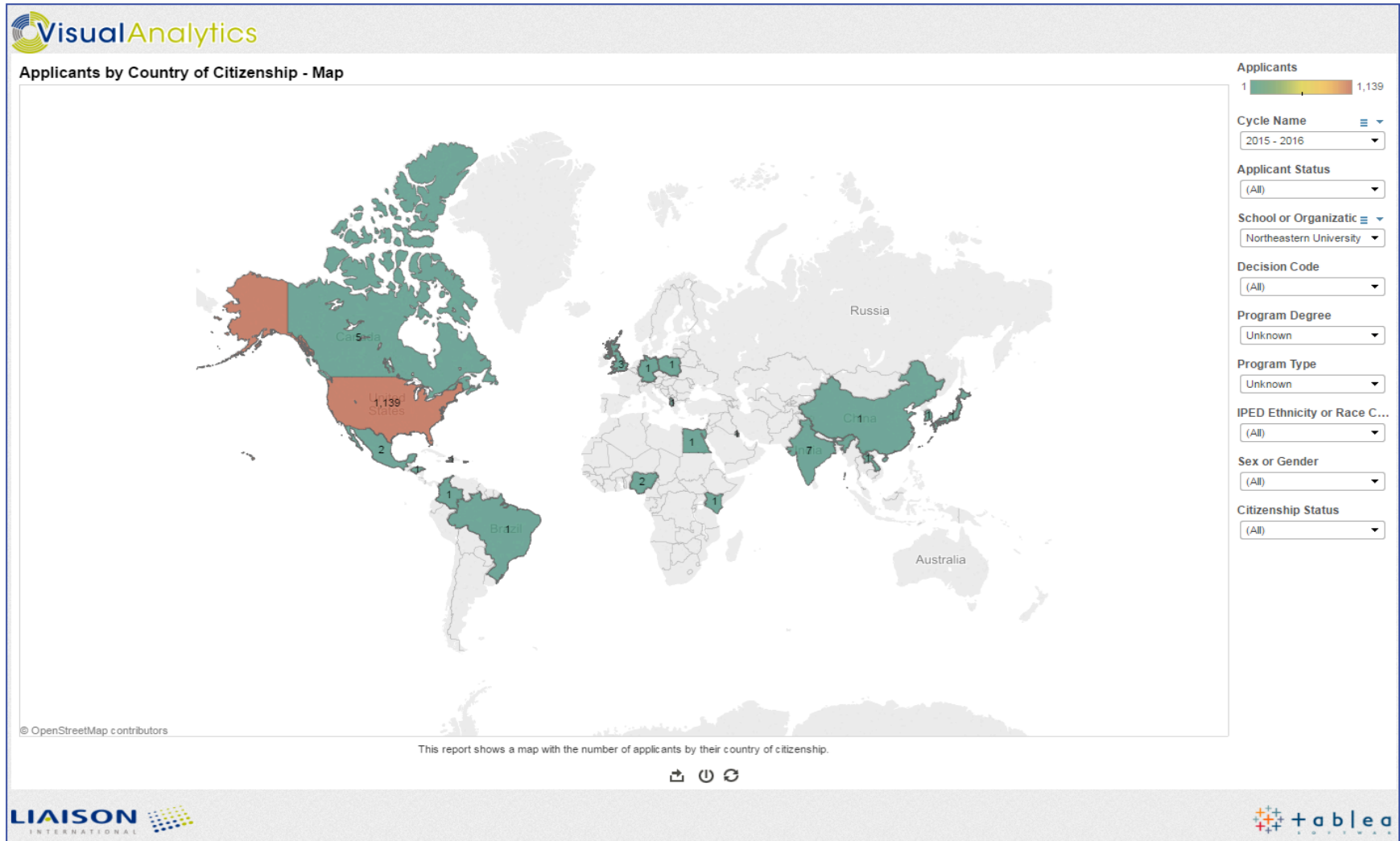


Institution B's year-over-year monthly applicant volume (cumulative)

Visual Reporting – Tableau (Heat Map by State)



Visual Reporting – Tableau (Heat Map by Country)





Discussions, Questions and Next Steps

Ron Hyman
Executive Director, Association Partnerships
rhyman@liaisonedu.com
508-353-8880

Robert Ruiz
Vice President, Client Success
r Ruiz@liaisonedu.com
617-612-2087

LIAISON

