



## **Manage admissions more efficiently to gain insight into programs and deliver a better applicant experience.**

In today's competitive recruiting and admissions environment, having the right tools to identify, select, evaluate, and enroll best-fit students is key to enrollment success.

Liaison's Centralized Application Service (CAS) is a cloud-based student admissions solution that helps you optimize application and enrollment processes—for administrators, evaluators, and applicants. Robust online admissions management features, services, and analytics help you enroll the right students, diversify your applicant pool, and understand trend data for better forecasting and benchmarking.

CAS addresses the needs of all participants in the admissions process, from professional associations to admissions offices to applicants and evaluators.



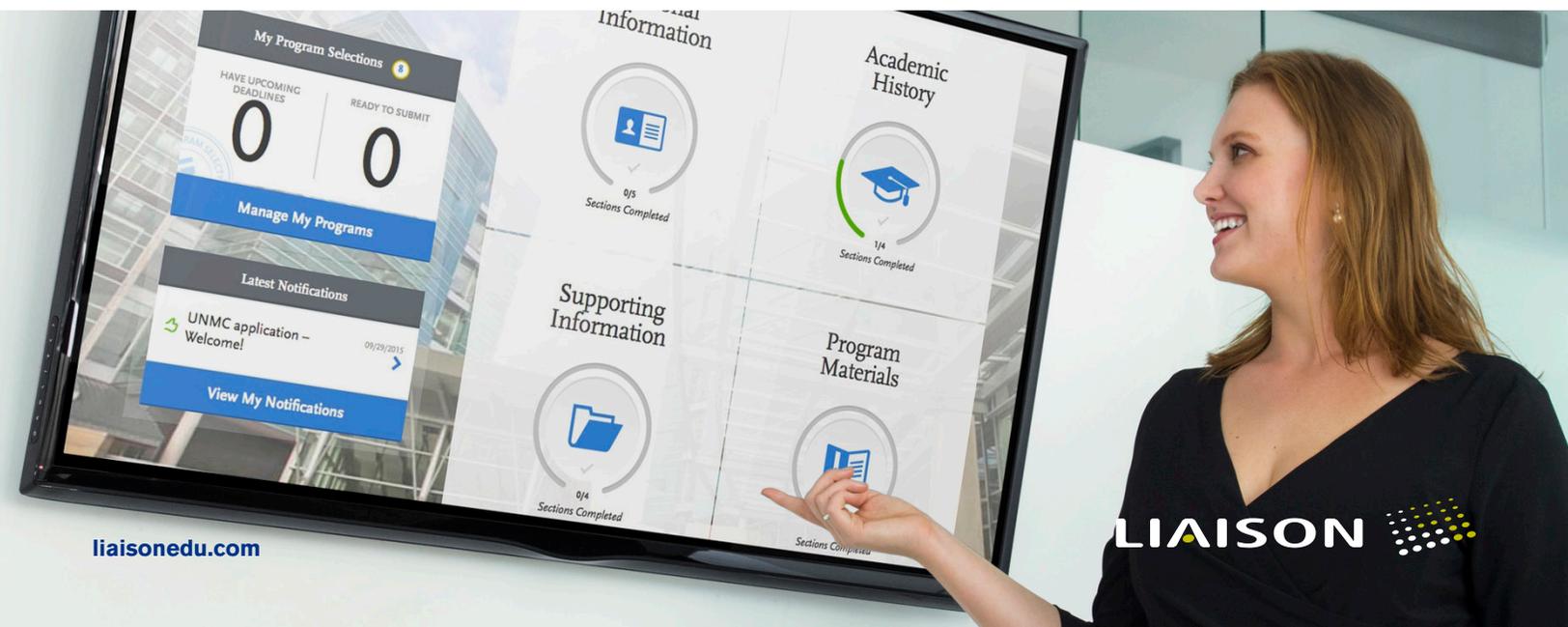
### **Admissions: Enroll best-fit students**

**Your challenge:** Spending time on what matters most

Managing enrollment should be about students and their needs. Now you can spend less time on administrative tasks and more time reaching out to the students interested in your program, school, or institution.

#### **How does CAS help?**

- Because it's fully configurable, CAS supports program-specific workflows and processes.
- CAS provides secure access to applicant information and the tools you need to understand, target, and diversify specific applicant pools.
- Easily access data to conduct trend analyses for benchmarking and forecasting purposes—no more hunting and aggregating numbers.
- CAS services include applicant inquiry support via phone, email, and social media, verification services for transcripts, coursework, and degrees, and GPA calculation.
- Drive application volume—member programs have greater exposure to a larger application pool.



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### **Associations: Gain Access to Critical Data**

**Your challenge:** Getting timely insight into critical trends

Associations looking for smart ways to serve their members and advance their professions offer CAS to support the admissions efforts of member schools and programs.

#### **How does CAS help?**

- CAS provides proven, state-of-the-art admissions management software and services to member programs.
- Data collected via the CAS helps the association analyze important professional trends, lobby for funding, and anticipate change.
- Associations are able to reach potential new members more easily—and a strong membership means more successful professional advocacy.

### **Applicants and Evaluators: Streamlined Access**

**Your challenge:** Multiple applications, multiple references

Making life easier for prospective students and their evaluators means providing them with the tools they need to access and manage their documents.

#### **How does CAS help?**

- Prospective students can complete your program's online application form, use that information for supplemental application forms, and closely track their progress.
- An evaluator portal allows reference providers to complete references, upload letters, and address any program-specific questions, all in a secure, online environment.

