

LIAISON 

Preview of Today's Session

- Welcome & Introductions
- The Graduate Admissions Dilemma
 - Why traditional admissions management solutions fall short
- Graduate Application Management in an Ideal World
- The 5 Reasons
- Q & A

Feel free to submit questions during this session!

They will be addressed at the end as time permits.

Recording & slides will be made available to all who attend

Today's Speakers



Karen Jacobs

VP Programs Partnerships,
Former Admissions Leader
(*Penn State, Jacksonville University,
Thomas Jefferson University*)



Marian Carter, Ed.D.

Assistant Dean of Enrollment
Management and Student Services
Samford University



About Liaison

1,000,000+
applications/yr

5,000+
programs

800+
campuses

98%
retention

25+
associations

2+
decades experience



- Founded 1991
- 225+ employees
- \$50M+ annual revenues (and profitable)
- Admissions and enrollment specialists
- A Warburg Pincus portfolio company

The Graduate Admissions Dilemma

**Each graduate program has different requirements.
Each needs different processes to manage enrollment.**



- Creates silos of solutions
- Many sets of data among programs
- Solutions & data sets do not speak to each other



- Applicant info scattered across spreadsheets & files
- Increases manual tasks that cost time & money

Traditional Admissions Solutions Fall Short

Leaves your admissions office with two (less than ideal) options:

1. Create a homegrown system using spreadsheets & files

- Incompatible data
- Scattered information

2. Piece together undergrad application systems

- Unlikely to meet complex graduate application management needs

But...is there a better way?

Graduate Application Management in An Ideal World

ADMINISTRATION



Centralization

- Single system
- Aggregated data
- Common standards
- Campus-wide reporting

SCHOOLS & PROGRAMS



Decentralization

- Unique branding
- Unique requirements
- Unique workflow & business processes

Reason #1

Your current system isn't flexible enough for your graduate programs' needs.

Need not met by your current solution:

- ✓ A way to maintain the unique admissions requirements of your individual graduate programs.

Benefits of Solution Flexibility

Allows each program to:

- Configure application to their needs
- Integrate w/specific testing services
- Track credentials & requirements
- Schedule applicant interviews
- Have their own workflows
- Manage specific requirements
- ***... all without custom updates***

The image displays two screenshots of the Liaison application interface, demonstrating its configurability for different programs.

Top Screenshot: Curriculum & Instruction

- Left Sidebar:** A vertical menu with a circular progress indicator showing "7/12 Sections Completed". The menu items are: Curriculum & Instruction (College of Education), Advertising (College of Arts and Sciences), Aeronautical Engineering (College of Engineering), Leadership (College of Professional Studies), Architecture (College of Arts and Sciences), Business Administration (College of Business), and Special Education (College of Education). Checkmarks are visible next to Aeronautical Engineering, Leadership, Architecture, and Special Education.
- Main Content Area:**
 - Header:** "College of Education – Curriculum and Instruction" with a "Curriculum & Instruction" link and a "Deadline: 10/01/2015" badge.
 - Navigation:** Tabs for Home, Documents, Evaluations, Prerequisites (active), and Questions.
 - Prerequisites Section:** A heading "Prerequisites" followed by instructions: "You must complete your Transcript Entry in the Academic History section before you can identify prerequisites. Please enter all education related course work you've completed that satisfy the prerequisite."
 - Curriculum Development:** A progress bar showing completion status for "UNIVERSITY OF SOUTHERN CALIFORNIA", "Course Code: CSC 101", "Course Title: Intro Computer Science", and "Grade: B+".

Bottom Screenshot: Business Administration

- Left Sidebar:** Similar to the top screenshot, but the "Business Administration" item is highlighted in the menu.
- Main Content Area:**
 - Header:** "Business Administration" with a "Deadline: 12/31/2016" badge.
 - Navigation:** Tabs for Home, Evaluations (active), and Questions.
 - Evaluations Section:** A heading "Evaluations" followed by instructions: "Please submit a minimum of 3 letter of reference from your most recent employer. For questions on inserting links, please visit [google](#)." Below this, it states: "Once you have saved an electronic evaluation, an email request will automatically be sent to the evaluator on your behalf. Please advise your evaluator to look for this email in their inbox, as well as their spam or junk-mail folder, as emails do occasionally get filtered out."
 - Evaluation 1:** A progress bar and an "Add Evaluation" button.

Configurable Program Workflows

Reason #2

Your current solution leaves you burdened with manual administrative tasks.

Need not met by your current solution:

- ✓ Processing & verification services that allow you to:
 - Focus on relationship management
 - Scale to handle more applications

Benefits of a Full-Service Solution



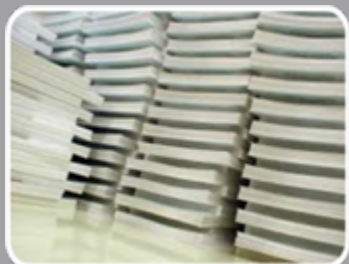
Applicant (Customer) Service

- Handling of thousands of calls & emails as well as volume spikes during deadlines



Authentication & Transcript Verification

- Trained staff & year-round scalable processes (e.g. GPA calculation)



Document Processing & Scanning

- Offload manual tasks, free-up time for strategic admissions

Reason #3

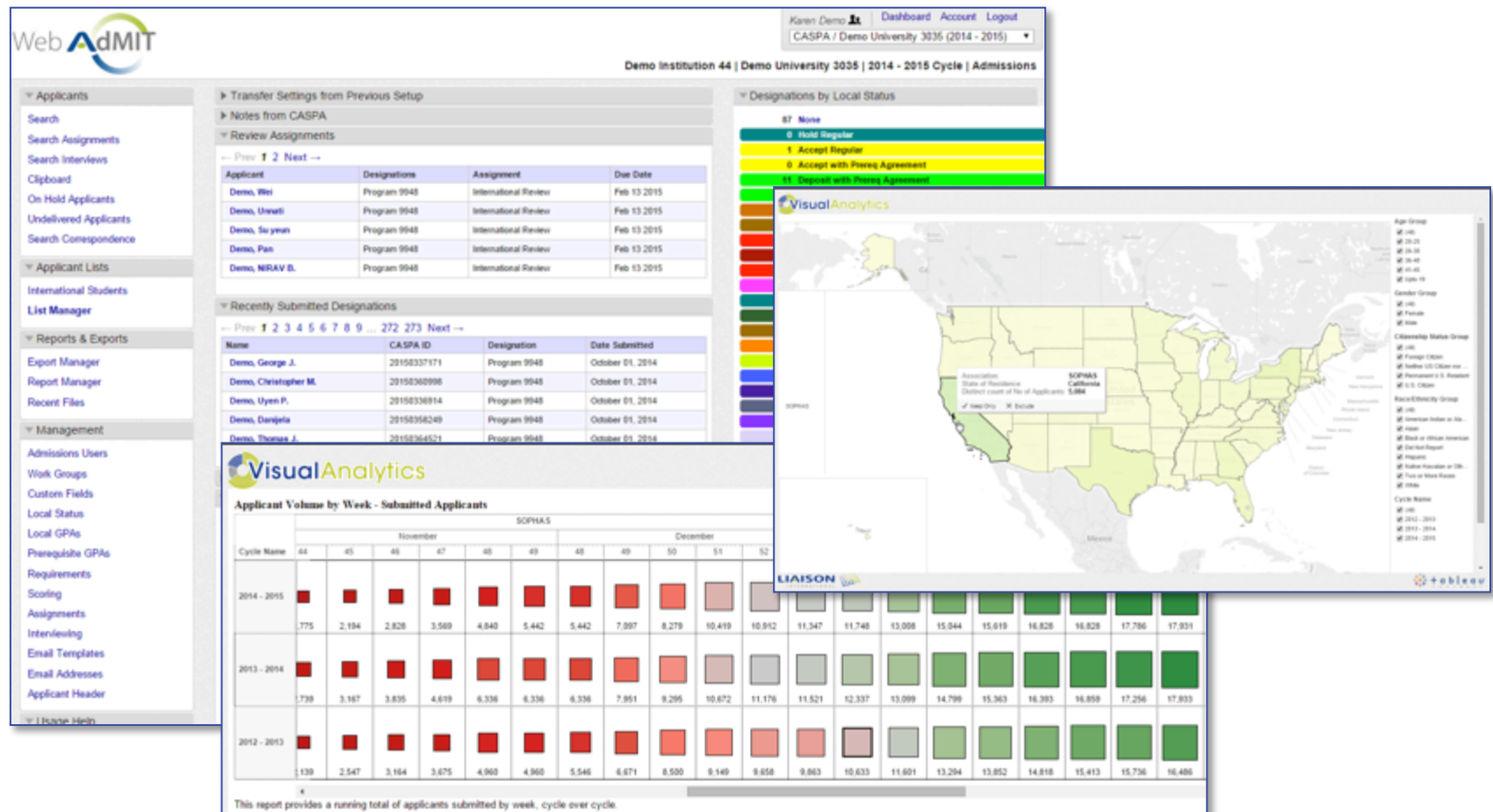
Inconsistent data created by your current system takes too long to analyze.

Need not met by your current solution:

- ✓ Compatible, comparable data for all of your institution's graduate programs.

Benefit of Common Data Standards

Allows for comprehensive & consistent reporting across graduate schools & programs



Reason #4

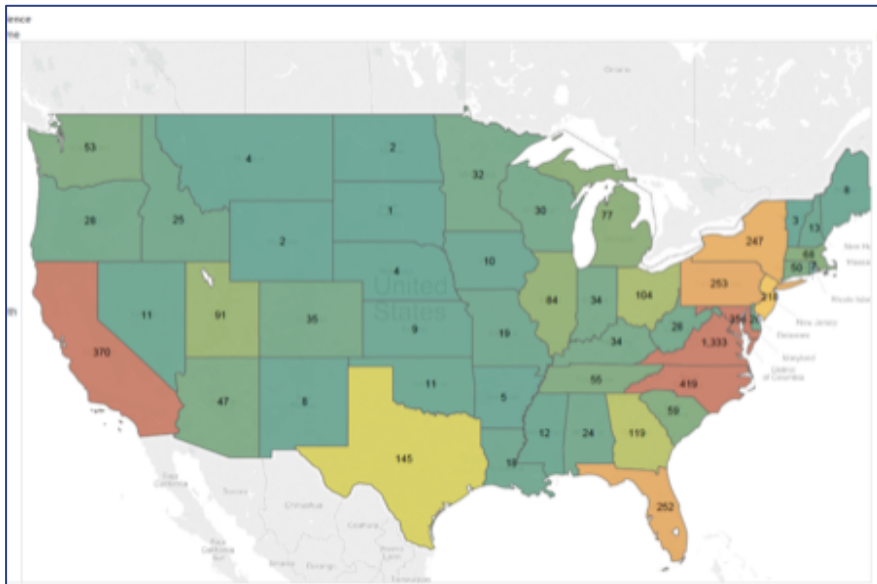
Your admissions management solution can't provide a global view of your graduate admissions performance

Need not met by your current solution:

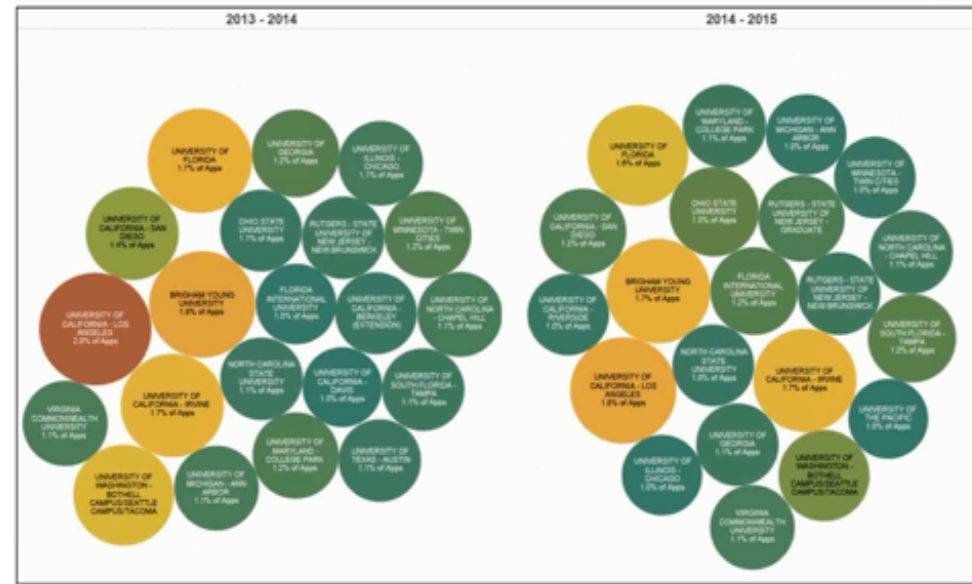
- ✓ Easy and intuitive reporting that gives a window to your graduate programs' enrollment management performance across the board.

Benefits of a Single Reporting Platform

Gives a window to all graduate programs' enrollment management performance – easily & intuitively



Visual Reporting – Heat Map



Feeder School Report

Reason #5

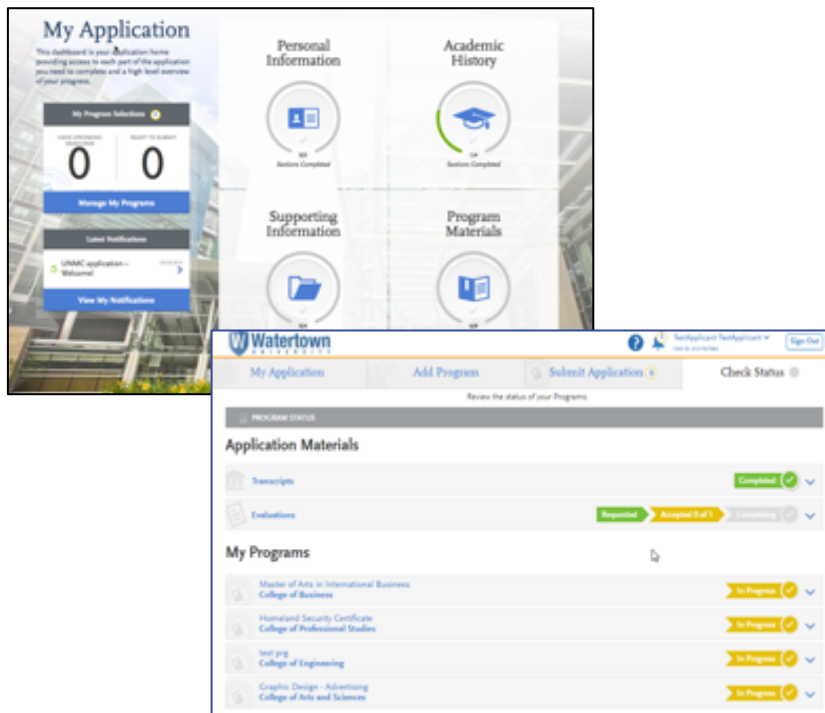
**Your graduate applicants
expect more.**

Need not met by your current solution:

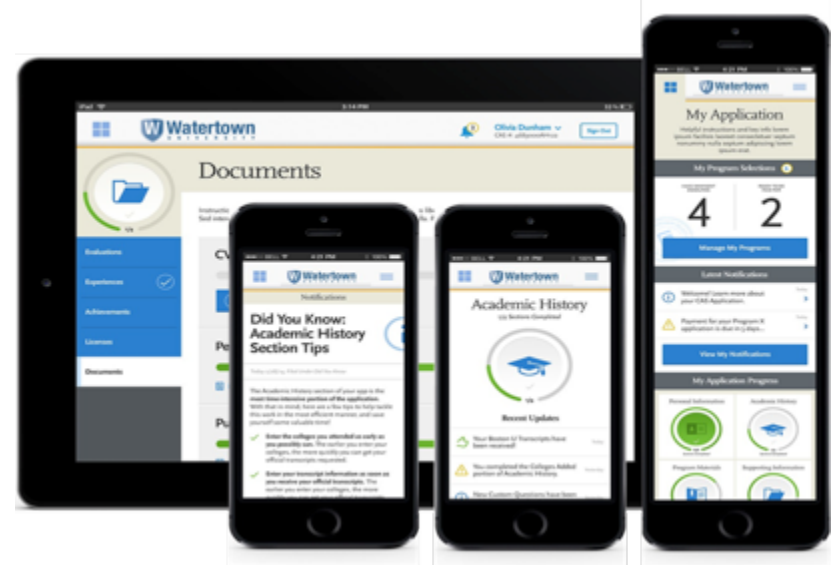
- ✓ An exceptional, intuitive and highly responsive application experience.

Benefits of User-Friendliness

Applicants guided through application process with visual cues about their progress, next steps & deadlines

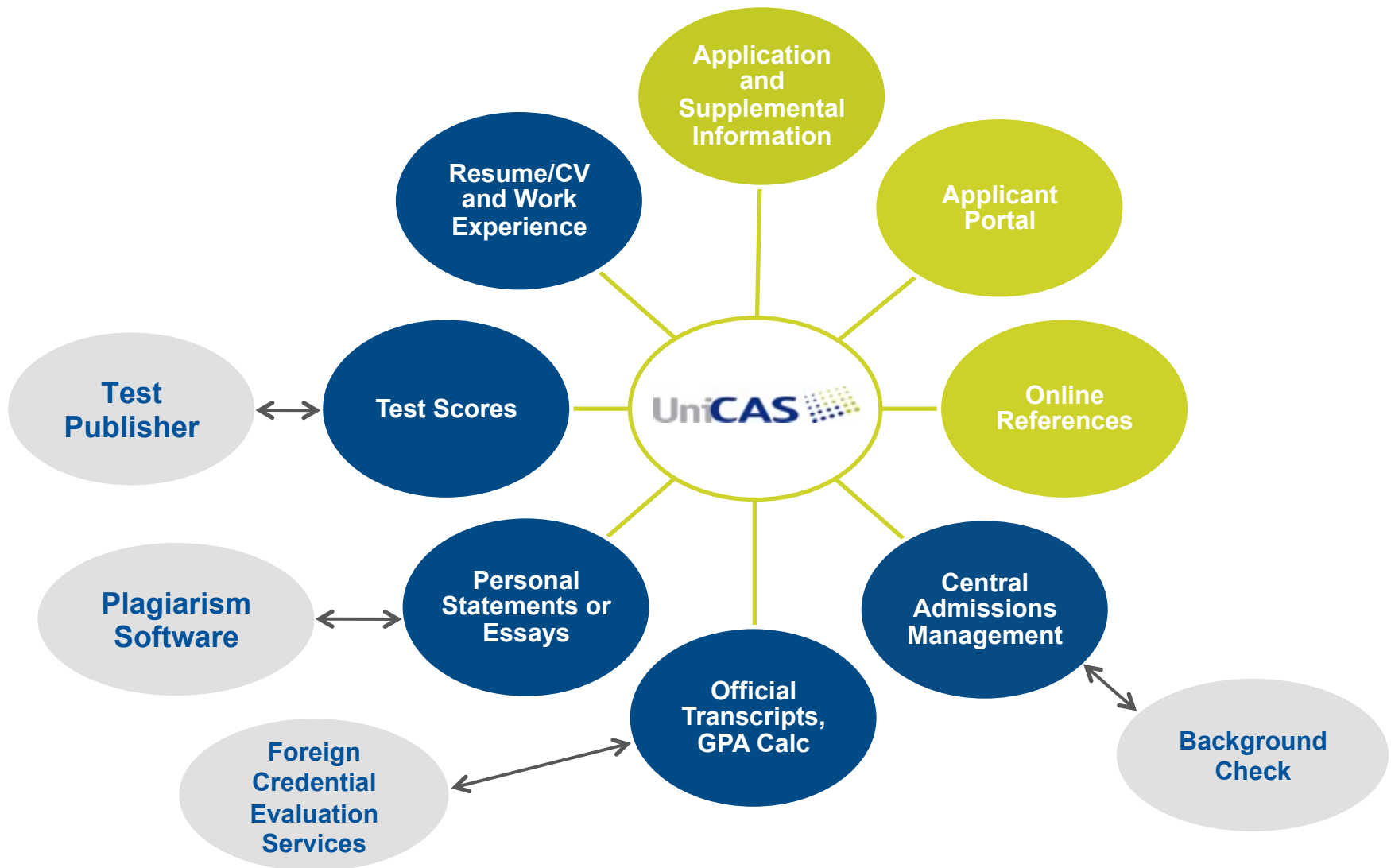


Intuitive User Experience



Mobile-Friendly

A Comprehensive Approach Toward Application Management



Thank You! Q&A

See it in action!



Live Demo

Tuesday, May 10

3:00 PM ET

Register:

eduwebinarseries.com/demo

The screenshot shows a registration page for the "2016 Enrollment Management Webinar Series". At the top, there's a banner with a glowing lightbulb and the text "LIAISON 2016 ENROLLMENT MANAGEMENT WEBINAR SERIES" and "LIVE DEMO". Below the banner, the page is divided into two main sections. The left section, titled "2016 LIVE PRODUCT DEMOS", lists several demo options with checkboxes and icons for registration and viewing. The right section, titled "FILL OUT THIS FORM TO REGISTER FOR UPCOMING DEMOS", contains a registration form with fields for First Name, Last Name, Email, Job Title, Organization, State, and Zip/Postal Code, followed by a "Register Now" button. A disclaimer at the bottom of the form states: "By clicking this button, you submit your information to the webinar organizer, who will use it to communicate with you regarding this event and other services."