# THE FUTURE OF GRADUATE APPLICATION MANAGEMENT

March 16, 2016





# First Interest to First Day...

### SOLUTIONS



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 by the Numbers...

retention associations



# LIAISON

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

decades

# A Glimpse at Our Reach (800+ Campuses)













































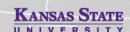
























































# Preview of Today's Session

- The Graduate Admissions Dilemma
  - Ability to Centralize in a Decentralized World
- The Need to Improve Application Management for Future Viability & Success
- A Great Opportunity to Streamline
- The Case for Hiring an Application Management Service
- Optimizing Your Grad Admissions Data & Systems

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

### **Today's Featured Panelists**



Dr. Donald Thomason Dean, College of Graduate Health Sciences





Tamara Cardin Academic & Student Affairs Specialist



### **Today's Moderator**



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



### The Graduate Admissions Dilemma

Each graduate program has different requirements. They each need different processes to manage enrollment.



- Creates silos of solutions
- Many sets of data among programs
- Few of these solutions and data sets speak to each other



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

### Hinders ability to:

- Fulfill recruiting goals
- Respond quickly to best-fit students
- Scale to accommodate more applicants



### Graduate Application Management in An Ideal World

#### **ADMINISTRATION**



#### Centralization

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





#### **Decentralization**

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



# Graduate Application Management: The Need for A New Approach



Dr. Donald Thomason
Dean, College of Graduate
Health Sciences



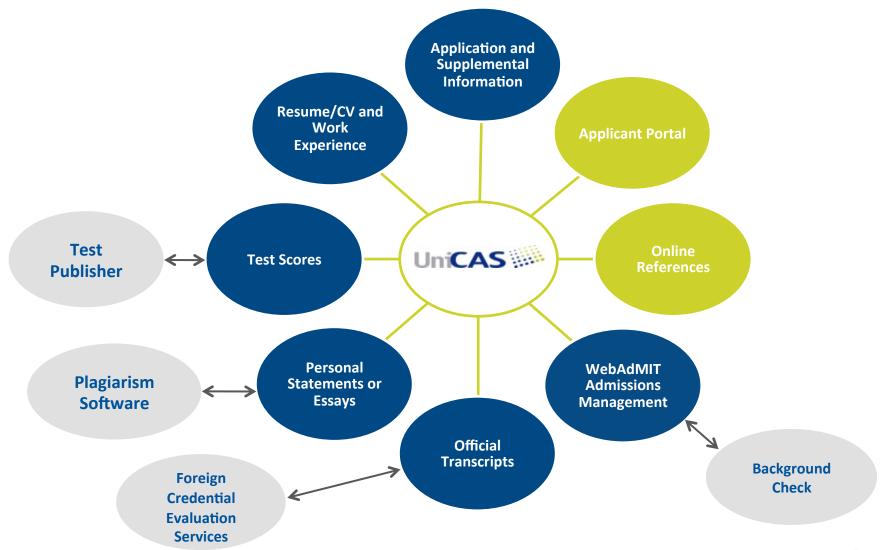


Tamara Cardin Academic & Student Affairs Specialist



- Graduate application management challenges
- New system & key benefits
- Coordination of campus colleagues re: new system
- Data & communications tools
- Data ownership benefits
- Implementation, data integration
   & deployment process
- Services & support
- Feedback from applicants

# A Comprehensive Approach Toward Graduate Application Management



# Identifying The Costs of Graduate Application Management

Processing Costs

Supply Costs



Data Management

**Application Support Communication Costs** 

**External** Resources

### Case Study – Result from Services

2 Institutions studied



- Tracked savings from Liaison processing their inbound applications and correlating materials.
  - Scanning, transcript verification, GPA Calculations, copying, filing, etc.
- Key benefits:
  - Speed
  - Accuracy
  - Cost savings



# INCREASING EFFICIENCIES FOR GRADUATE ADMISSIONS

#### The Challenge

One of biggest challenges that graduate admissions offices face today is managing both the front and back office tasks associated with the admissions process in an environment where budgets are tight and admissions offices are required to do more with less. Many schools still process at least some applications manually relying on administrative staff, who in addition to other duties, are inundated by phone calls and emails from applicants asking about the status of their applications. Manual tasks associated with admissions review are extremely time consuming with many manual touch points. These back office tasks are costly and take time away from the strategic initiatives of recruiting, building relationships with prospective students, understanding key enrollment trends that inform decision making, and choosing the best-fit

#### Components of a CAS

- Provides integrated services to support resource intensive administrative tasks with speed and accuracy – these services verify all prerequisites, calculate GPAs, authenticate transcripts, open mail, digitize documents, coordinate faculty reviews, coordinate applicant interviews, and answer applicant questions associated with the application process
- Provides common standards and data for consistent reporting for all programs and schools across the university, while

# Case Study

### **500 Applications Processed:**

Staffing	Tasks	Costs		
FTE Administrative Assistant	Opening mail, postage, processing documents, filing, data entry, copies, printing, answering calls & emails	.5 FTE x \$ 30,000 = \$ 15,000		
Temporary Help During Peak Times	Answer telephones & open mail	= \$ 4,500		
Personnel, FTE, Enrollment Manager	Calculate GPAs, quality control, prepare reports, notify candidates of status	.30 FTE x \$ 45,000 = \$ 13,500		

**Cycle Savings:** \$ 33,000 (.80 FTE)

# **Cost of Current Processing?**

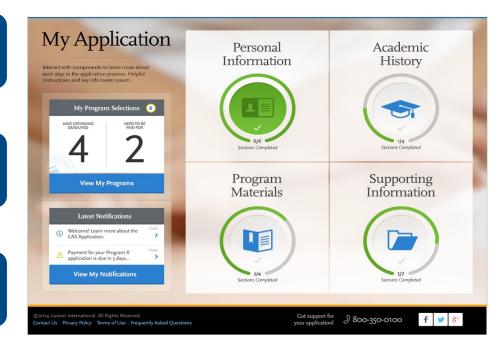
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# **Steps Toward Streamlining**

Speed to decision

Better allocation of resources

Transparency in the process





### Benefits of Hiring a Processing Service



### **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





### Thank You!



# Visit The Demo Center

- 2-Minute Video Overview
- Request a Cost Savings Assessment
- Request a Personalized Demo

liaisonedu.com/demo/unicas/

