



LIAISON  
**CAS**  
experience

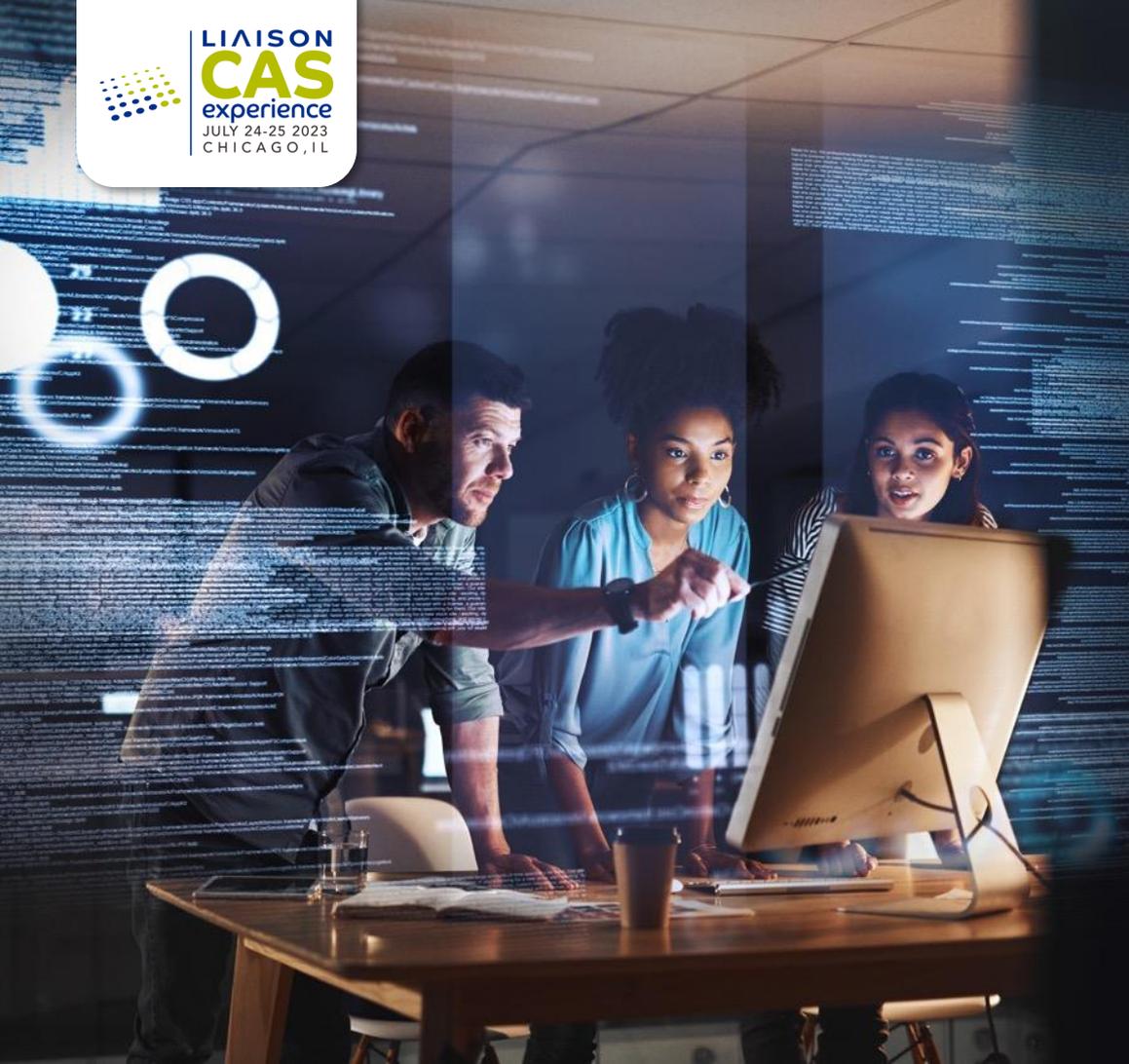
JULY 24-25 2023  
CHICAGO, IL

# Analytics by Liaison - Reports You Can Actually Use

Evers | 3rd Floor

July 25, 2023





Data has been a buzzword in higher education for quite a while now, but it's still difficult to navigate all the systems we have on campus and gather usable data. Many times the hardest challenge is just trying to generate a report that has the data you need.





# Agenda

1. Meet Our Presenters
2. Analytics 101 – The Basics
3. Real World Examples
4. Questions/Comments/Concerns

# Meet Our Presenters



**Domenic Lomanno**

*Client Success Director*

**Liaison**



**Catherine Roueche-Herdman**

*Senior Associate Director,  
Admissions Processing*

**Texas A&M University**



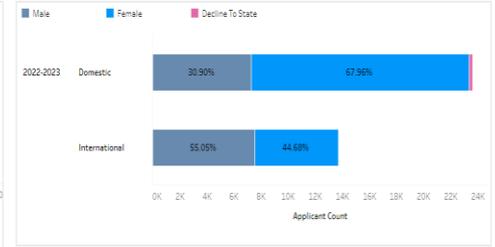
# Analytics 101

ANALYTICS by LIAISON GradCAS

diomanno@liaisonedu.com

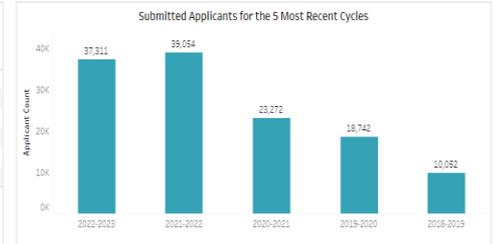
- Volume
- Demographic
- Residency
- Application Progress
- Academic History

## Active Cycles



## All Cycles

Volume Summary				
Cycle Name	Applicant Count	Application Count	Avg Application Count	Number of Organizations with Submitted Applicants
2022-2023	37,311	40,548	1.09	61
2021-2022	39,054	41,680	1.07	59
2020-2021	23,272	24,660	1.06	53
2019-2020	18,742	19,851	1.06	42
2018-2019	10,052	10,591	1.05	28
2017-2018	1,255	1,290	1.03	6



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# “How is the XXXX program doing”??

## - *The Dean*

*You get 'that' call. It may be right around deadline time or out of the blue on a Tuesday afternoon, but you need to get numbers ready quick...and they need to be in an easily digestible format.*

# “What is the male/female ratio for all of the Graduate programs from the last three years”?

*- Institutional Research*

*It's survey time and the IR department needs historical data. Not only do they need the data, but they need it represented in a graph.*

# “Which zip code do most of our part-time students apply from”?

## - *The Marketing Department*

*There's a HUGE ad campaign (that took months of hard, arduous work to create) that is scheduled to start next week, and no one knows where to focus the efforts. They need a list that breaks down where application activity is coming from.*

# “How many applicants are affected by the recent hurricane/flooding/etc.”?

*- Department Chair*

*You need to pivot quickly and move fast to help with applicants...  
but which ones? Who is being affected?*

A diverse group of people in a modern office setting. A woman in the foreground is raising her hand, smiling. Other people in the background are also smiling and looking towards the right. The image has a blue tint.

# Q&A

The logo for the Liaison CAS experience. It features a cluster of yellow and white dots on the left, followed by the text "LIAISON CAS experience" in a sans-serif font. Below this, the dates "JULY 24-25 2023" and the location "CHICAGO, IL" are listed in a smaller font.

LIAISON  
**CAS**  
experience  
JULY 24-25 2023  
CHICAGO, IL

# Thank You

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