



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL

CAS: Unlocking Opportunities to Attract New Applicants

Learn about exciting new developments within our CAS platform. We will spotlight the upcoming launch of Living Profile, an innovative initiative set to debut in the fall of 2023. Discover the range of resources we are currently developing that will drive traffic to Living Profile and revolutionize the applicant journey.



Meet Our Presenter



Craig Stanford
Chief Strategy Officer



Applicant Satisfaction Says A Lot About CAS

ENGINEERING CAS™
by LIAISON



BUSINESS CAS™
by LIAISON



What is a good NPS score?



Liaison's performance above 70 is rated "EXCELLENT" in the same category as Amazon, Starbucks and other top NPS performers.

“ This application website has been easier to navigate than any other program I've applied to. I really appreciate the *straight-forward layout and clear instructions.*”

“ Amazing experience in uploading materials, receiving recommendations. I wish you had more universities on your site. *So convenient.*”

“ I would definitely recommend EngineeringCAS to other students applying to graduate programs. *It's a great resource that can help you stay organized and keep track of your application process.*”

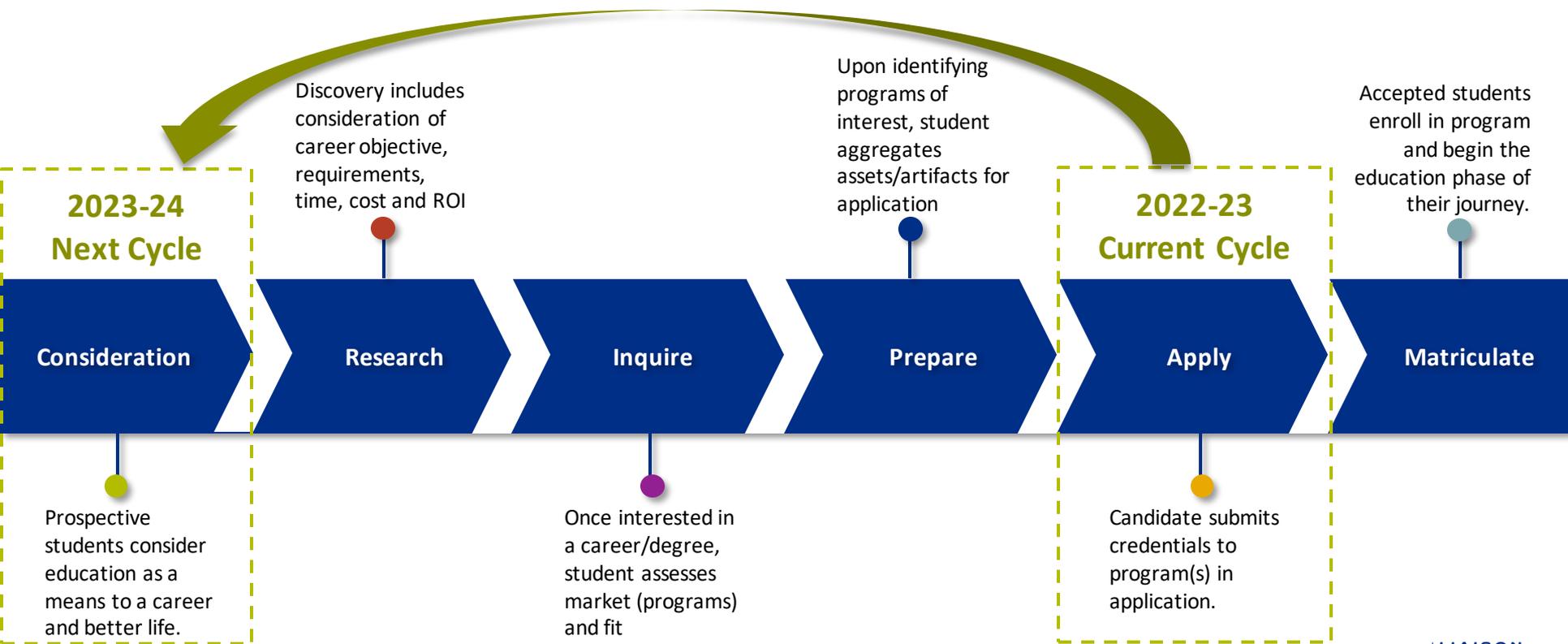
Living Profile and CAS Forward

Next
2023-2024
Cycle

Current
2022-2023
Cycle



Student Enrollment Journey



What is Living Profile?

- ✓ **Connect College to Career**
- ✓ **Student-Controlled “Profile”**
- ✓ **Ability to Curate Content Based on Where They Are**
- ✓ **Ability to Share the Profile**
- ✓ **Ability to Pass the Details to CAS to:**
 - Apply to a Degree
 - Apply to a Certificate
 - Apply for a Scholarship
 - Apply for an Internship
 - Apply for a Fellowship
 - Apply for a Career
 - Apply back to Education

LIVINGPROFILE

by LIAISON

+ ADD CONTENT EDIT PROFILE ...



Michael Hamilton

Pre-med student at Georgia State University and Lab Intern at PureTest labs

📍 Boston, MA 📞 +1 (631) 292-3677 ✉️ mhamilton@gmail.com



Career Goals



Orthopedic Surgeon specializing in Sports Medicine

I understand that it is a long journey. On the way I plan to work on the required education and internships and part time jobs that would help me make progress towards my career goals.



Education



Georgia State University

Atlanta, GA



Bachelor of Science - BS, Biomedical Sciences, General

Started: September 2, 2019 • Present

Diablo Valley Community College

Pleasant Hill, CA



Foundational College Courses

Started: September 2, 2018 • Graduated: June 2, 2019

Las Lomas High School

Walnut Creek, CA



High School Diploma • 3.8 GPA **HONORS**

Started: September 2, 2014 • Graduated: June 2, 2018

Experience



Lab Intern

PureTest Labs, Atlanta, GA



Physician Shadowing

John Muir Medical Center, Walnut Creek, CA



Clinic Assistant Volunteer

Margo Clinic, Atlanta



17,526

Total Candidates ⓘ

RECENT OUTREACH



Entry Level

409 Recipients • 9/3/2021



Texas

1200 Recipients • 9/3/2021



Atlanta

800 Recipients • 9/3/2021

GROUPS

Engage



Christopher Malstat

Entry Level • Boston, MA



Christopher Meyer

Entry Level • Atlanta, GA



Margeaux Thergood

Entry Level • San Antonio, TX



Jaxson Franci

Entry Level • Smithfield, RI



Ryan Curtis

Entry Level • Austin, TX



Francois Gruier

Entry Level • Binghamton, NY



Michael Hamilton

Entry Level • Boston, MA



Chris Amaro

Entry Level • Baltimore, MA



Rupert Beddington

Entry Level • Berkley, CA



Lydia Dorwart

Entry Level • Boston, MA



Alfredo Dokidis

Entry Level • Baltimore, MA



Brandon Herwitz

Entry Level • Boston, MA



Kedin Coates



Susan Gordon



Jackson Tulcan



Martin Koster

Send Bulk Message



Name

Entry Level Boston Lab Interns

Recipients

Source

[Create New](#)

Entry Level Boston



View Recipients

This message will be delivered to 120 candidates.



Message

B *I* U

Hello {{FirstName}},

I've crossed your profiles and am impressed with your accomplishments. I invite you to view {{OrgName}} and contact me to discuss opportunities in our lab. I look forward to hearing from you.

All the best - Susan

Send as Email



Template

Entry Level Job Posting



New Template

Engage - Entry Level Boston (220)

 Christopher Wilson Internship - Boston, MA	 Christopher Wilson Internship - Boston, MA
 Ryan Gault Internship - Boston, MA	 Francisco Garcia Internship - Boston, MA
 Robert Southington Internship - Boston, MA	 Isabella Stewart Internship - Boston, MA
 [blurred] Internship - Boston, MA	 [blurred] Internship - Boston, MA

17,526

Entry Level
17,526

Open
17,526

Internship
17,526

Conversations

Updated Today 09:00am

Bulk Messages

All

Unread 60

MESSAGES



Michael Hamilton

→ Thanks! This sounds ex..
15 minutes ago



Angel Cambre

→ Great! What's the next steps.
18 minutes ago



Mary Smith

→ When can we talk?
20 Minutes ago



Julia Marcus

→ I look forward to learnign more.
20 minutes ago



Peter Grosso

→ My schedule is open Thursday ...
23 minutes ago



Addison Holst

→ Thanks! I can't wait to connect.

Susan Barber (Employer)

We'd like to schedule an introductory phone call for this Wednesday at 9 AM – will that work for you?

5 minutes ago



Michael Hamilton

Thanks! This sounds exciting and I'd love the opportunity to connect.

12 minutes ago



Susan Barber (Employer)

[View Bulk Message](#)

Hello Michael,

I've crossed your profiles and am impressed with your accomplishments. I invite you to view Watertown Labs and contact me to discuss opportunities in our lab. I look forward to hearing from you.

All the best - Susan

25 minutes ago



Michael Hamilton

Pre-med student at Georgia State University and Lab Intern at PureTest labs

Boston, MA

+1 (631) 292-3677

mhamilton@gmail.com

[VIEW LIVING PROFILE](#)



Project “CAS Forward”

October 2023



CENTRALIZED
APPLICATION
SERVICE

CAS[™]
by LIAISON

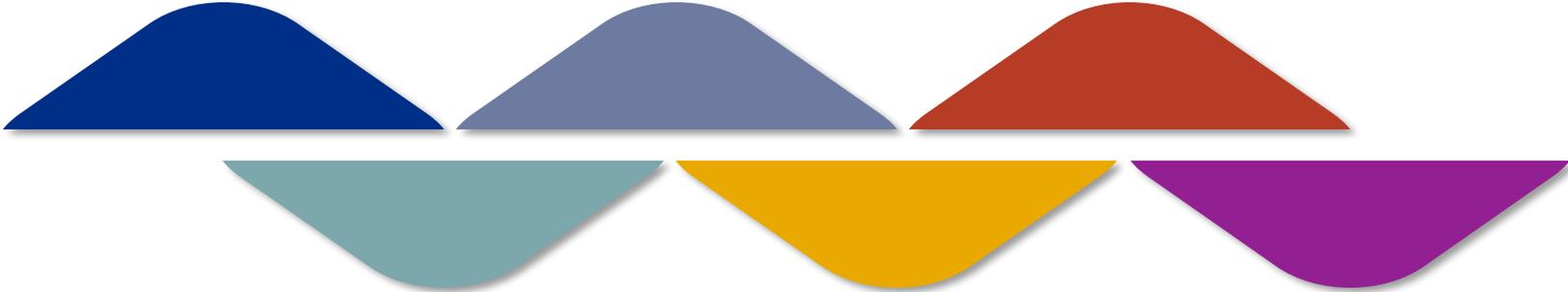
Project CAS Forward

Six Month Project

Go-live
for Fall 2023 application
cycle

Phase 1 build:
April - September 2023

Future phases to immediately follow



Budget has been
approved and
project is staffed

Project Sponsors

Project Manager



Craig Stanford
Chief Strategy Officer



John Abbatico
Chief Product Officer



Lea Cadieux
VP, Marketing



Rishab Malhotra
Strategy Team

What is CAS Forward?

- ✓ **Proactive aggregation and engagement** of prospective applicants, sourced directly through Liaison's efforts on behalf of our partner programs while still in “consideration stage”
- ✓ Phase 1: A **six-month project** (full first phase) and **\$1.1m investment**
- ✓ Transcends **all Liaison products**, CASs and GTM effort worldwide, consolidating all traffic to a single domain
- ✓ Content manages the visitor's journey based on persona to **drive inquiry and application outcomes**
 - Prospective student **lead conversion**
 - Prospective student **application conversion**
 - Expanded **CAS program participation**

First Look at CAS Forward



Graduate Schools ▾

School Rankings ▾

Student Resources ▾

Colleges ▾

Login

Get Started

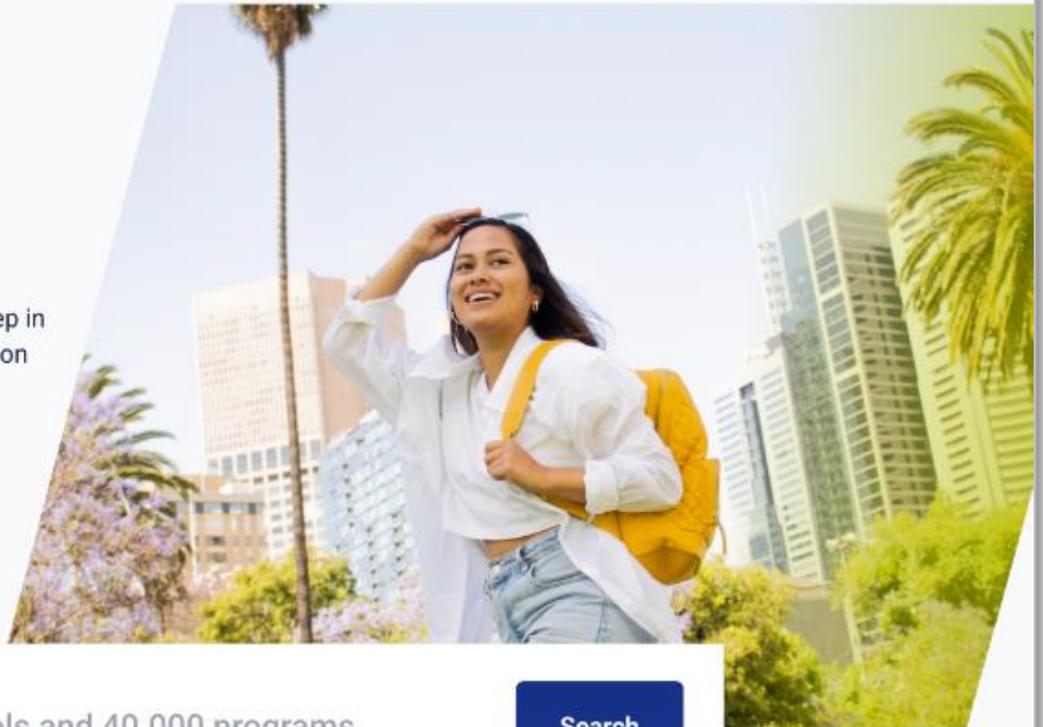
Find The School That's Right For You

From colleges to grad schools, we aim to support your next step in your education and career and to guide you through the selection and application process.

Explore Grad Schools >

Explore Colleges >

[Working at a school?](#)



Search over 3.000 schools and 40.000 programs

Search

First Look at CAS Forward



Graduate Schools ▾

School Rankings ▾

Student Resources ▾

Colleges ▾

Login

Get Started

Find The Right Resources For You

→ College Planning

Set yourself up for success by doing the research and preparation on time.

Choosing The College

Applying For The College

Paying For The College

See All College Planning Resources

→ School Rankings

Discover the top schools in the educational fields that interest you most and find the best match. Evaluate and compare institutions to shortlist the ones that are best suited to you.

Online Colleges

Business & Management

Computer & Technology

See All Ranking Lists

→ International Students

Explore valuable materials that facilitate the college selection and application process for international students.

Researching Colleges

Application Process

Fees and Scholarships

See All International Resources

First Look at CAS Forward



Graduate Schools ▾

School Rankings ▾

Student Resources ▾

Colleges ▾

Login

Get Started

College Selection Made Simple



1 Find Up-to-date Programs and Resources

Lorem ipsum dolor sit amet, consectetur adipiscing elit. At purus tellus arcu sit nibh consectetur.

Start here →



2 Streamline Your Education journey

Lorem ipsum dolor sit amet, consectetur adipiscing elit. At purus tellus arcu.

Start here →



3 Create Your School List

Lorem ipsum dolor sit amet, consectetur adipiscing elit. At purus tellus arcu sit nibh consectetur.

Start here →



4 Use Centralized Application Service for your picks

Lorem ipsum dolor sit amet, consectetur adipiscing elit. At purus tellus.

Start here →

Why Would Liaison Do This?



To be the **graduate pipeline** to education and eventually to employment



To **provide leads** from CAS to participating programs, **not just manage applications**



To further **establish “Liaison” across disciplines**, markets, and personas

How Does It Work?



1. Traffic

Liaison currently manages ~30m high-quality annual visits via Liaison web assets which will be consolidated into a single Liaison domain, with thousands of quality backlinks (.edu sites) and high-quality, relevant content.



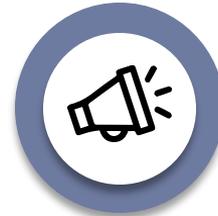
2. Personas

Clear navigation by persona manages their journey and incentivizes profile creation (lead capture).



3. Content

Useful resources will feature high-value content, relevant to students, who are seeking education and careers (connection to education and employers).

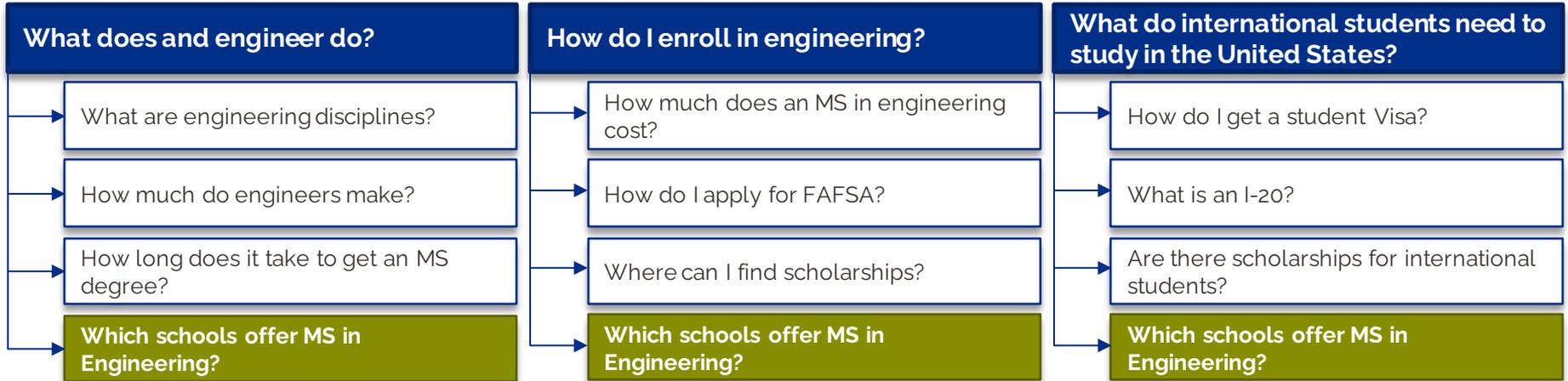


4. Persistence

Our marketing resources allow Liaison to continue to nurture (nudge) profile owners forward in their pursuit of education, experiential learning, and eventually careers.

Examples of Resource Content

- **Non-biased** curation of information for would-be students to inform and encourage
 - Content will **inform but not influence students to specific programs**. It is intended to drive students from consideration of education by nudging them forward.
 - Student preference details are saved in a profile along with their “favorites,” **allowing Liaison to pass “opt-in” candidates as leads/inquires to our programs**, well ahead of them starting their app. *Engineering example:*



Examples: Resources That Will Drive Participation

CAS Forward resources, combined with ~30m visits, will drive SEO rank/position and earlier participation in CAS.

- | | | |
|--|-----------------------------------|---|
| • Program/School Directory | • Resume Builder | • Experiential Learning App (SlideRoom) |
| • Career Information | • Mock Interview | • Posting Internship |
| • College Information/stats | • Program Reviews | • Posting Residency |
| • College/Program Rankings | • Advisor Bot | • Posting Career |
| • Program Details | • Loan Information | • Net Price Calculator |
| • Paying for College | • Hour Tracking (T2T) | • Degree Cost Comparison Calculator |
| • Scholarships | • LOR - Letters by Liaison | • Career ROI |
| • Application to Enroll Checklist | • Assessment/Strength Finder | • Chance of Acceptance |
| • International Resources (Visa, I-20) | • Application to Career Checklist | • Advisor/Mentor Staffing |

Liaison-Sponsored Scholarships

Promote scholarships **directly within the CAS**

An icon inside a red rounded square showing a graduation cap above a stack of money.

Engaging general, as well as **students with financial need**

An icon inside a blue rounded square showing a person silhouette with a magnifying glass and several data points around them.

Awarding will be **non-biased** (lottery draw)

An icon inside a blue rounded square showing an eye with a diagonal slash through it.

Additional Marketing



Opt-in omnichannel
"Nurture and Nudge"



Digital marketing efforts targeting hard-to-reach cohorts



International engagement

Enhanced Program Profiles

Drive
SEO
rankings



Enhanced
participant
profiles



Headline
programs
featured



Participating
programs'
ability to
post content

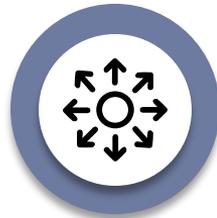


The CAS Marketplace



Sourcing Applicants for Programs

Living Profile and CAS Forward will generate awareness of CAS and earlier participation by providing broad informational resources to prospective students, ahead of starting their application activity.



GTM to Continue Participation Growth

Adding more participating programs:
Continued expansion of Liaison GTM staff and updated training of field resources targeting graduate programs to participate in CAS.

A diverse group of people in a modern office setting. A woman in the foreground, wearing a dark blazer over a striped shirt and a white watch, has her right hand raised, pointing upwards. She is smiling and looking towards the right. Other people in the background are also smiling and looking in the same direction. The image has a blue tint.

Q&A

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

LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Thank You

Craig Stanford
Chief Strategy Officer
Liaison

cstanford@liaisonedu.com

Appendix

CAS Enhancements

Mike Margitich

CAS Enhancements

Mike Margitich

Vice President, CAS Products
Liaison International



Analytics by Liaison – Cohort Reporting

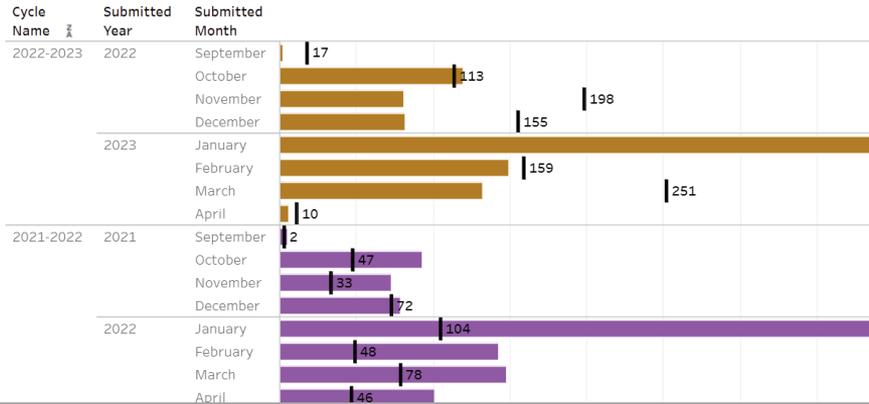
Submitted Applicants by Month vs User-defined Cohort

4/3/2023 4:16:07 AM EST

> Select Cohort Manage Cohorts

Cohort 3.28.23

The Cohort line represents the average number of applicants for the list of Organizations included in your chosen Cohort



Cohort Settings

* Select Cohort

Cohort 3.28.23

Bentley University

Johns Hopkins University

Northeastern University

Stevens Institute of Technology

University of Miami

[Manage Cohorts](#)

Generate Report

International Documentation Flexibility

College Transcripts and Program Transcripts

Choose the type of domestic and foreign transcripts to upload.

- * Domestic Transcripts Accepted
 - Official Transcripts Sent to CAS
 - Coursework Accepted
- * Foreign Transcripts Accepted
 - Foreign Transcripts
 - Foreign Transcript Accepted Type
 - Official Foreign Transcript

Colleges and Universities Attended

WUHAN INSTITUTE OF TECHNOLOGY

August 2020 - Still Attending | Semester System | No Degree Earned

Foreign Transcript Types

Official Transcript Order

Official Evaluation Order

Additional Requirements

Transcripts Are Required

You can submit your application before transcripts are received. However, you must submit all required documents in order to complete your application.

Your programs require specific transcript types from your colleges and universities attended.

Official Transcripts (3)

Alabama State University - Endorsement: Principal
Alabama State University - Master of Science
Alabama State University - Applied Technology
Alabama State University - Alternative Master of Science
Alabama State University - Secondary Education Programs

Transcripts (2)

Alabama State University - Endorsement: Principal

Additional Requirements (1)

Alabama State University - Master of Science
Alabama State University - Applied Technology View

* Domestic Transcripts Accepted

Official Transcripts Sent to CAS

Please Select

Official Transcripts Sent to CAS

Applicant Uploaded Unofficial Transcripts

Custom Transcript Sending Instructions

No Transcripts Required

* Foreign Transcripts Accepted

Foreign Evaluation

Please Select

Foreign Evaluation

Foreign Transcripts

Custom Instructions

None

Official IELTS Integration

Official IELTS Scores

This section applies to the 2022-2023 cycle.

Overview

Official IELTS scores are submitted electronically to EngineeringCAS directly from IELTS (run by British Council, Australia and Cambridge English). *Paper copies are not accepted.*

Official IELTS scores can be re-submitted; however, some programs may not accept re-submitted scores.

Submitting Your Official IELTS Scores

1. Self-report your IELTS scores in the application.
2. Go to IELTS and request a score delivery guide.
3. After IELTS processing, select the section of the Check Status page to view your scores.

Missing Test Score

It is your responsibility to follow up with EngineeringCAS.

If you confirmed that IELTS sent your scores, please contact the following details:



IELTS Results Service Score Delivery Guide

Verification, E-Delivery, and E-Delivery with API Integration

ACADEMIC HISTORY

STANDARDIZED TESTS

OFFICIAL IELTS

Date	Candidate Number	TRF Number	Module	Listening Band	Reading Band	Speaking Band	Writing Band	Overall Band
05-05-2022		22CN011469LIY002A	Academic	6.0	7.0	6.0	6.0	6.5

UNOFFICIAL IELTS

Date	Candidate Number	TRF Number	Listening Band	Reading Band	Speaking Band	Writing Band	Overall Band
05-05-2022	011469						

CAS	Self Reported IELTS	Self Reported TOEFL
Cal State Apply	14994	12799
University of Southern California	8152	24581
EngineeringCAS	4895	8625
The Common Application	4343	10347
GradCAS	2974	1877
SOPHAS	2780	3896
Indiana University Graduate CAS	2712	5448
BU-MET	1809	3180
BU-QST	1279	2530
BusinessCAS	1268	2279
BU-GRS	1247	4851
UofM Graduate School	1071	537



Standard CAS – Slate Integration Templates

The screenshot shows the Slate Knowledge Base interface. At the top left is the 'slate KNOWLEDGE BASE' logo. At the top right is a 'Community' link. Below the logo is a breadcrumb trail: 'Slate Knowledge Base > Admissions & Enrollment > Integrations > Application Sources > Liaison CAS'. A search bar is located to the right of the breadcrumb trail. On the left side, there is a navigation menu with 'Home' at the top, followed by 'Admissions & Enrollment' and a list of sub-items: 'Getting Started with Admissions Applications', 'Communications & Outreach', 'Data & Document Management', 'Events', 'Fields and Prompts', 'Forms', 'Integrations', 'Application Sources', and 'Common App'. The main content area displays the article title 'Liaison CAS Applications Integration'.



The screenshot shows the 'Slate Integration' article content. It starts with an icon of a person connected to a server. Below the icon is the text: 'Institutions can leverage the CAS API to integrate CAS application data and documents directly from the CAS Applicant Portal to Slate. This guide walks you through establishing a CAS-Slate integration using the CAS API.' Below this text is a list of six integration guides, each with a document icon and a title:

- Overview of CAS-Slate Integration**
This guide provides you with an overview of how the CAS-Slate integration works and what you'll need to do to set it up.
- Configuring in CAS**
This guide helps you establish your program configurations on the CAS side.
- Requesting Access to the CAS API**
This guide helps you request a CAS API account.
- Setting Up the CAS API to Deliver Submitted Applications and Documents**
This guide helps you set up your CAS API subscription to enable the delivery of application data and documents to Slate.
- Setting Up the CAS API to Deliver In Progress Applications**
This guide helps you set up your CAS API subscription to enable the delivery of In Progress application data to Slate.
- Setting Up the CAS API to Deliver Data for Updated Applications**
This guide helps you set up CAS API subscriptions to enable the delivery of application data to Slate in response to updates made by the applicant.

Simple Push-Button Configuration Reports

Harvard T.H. Chan School of Public Health [Show URL](#)

ⓘ This organization has enabled shared questions for all programs
 The Programs and Applicant Gateways below are available to view & edit. Select one to begin.

Programs (76) VIEWING ALL [Export](#)

PROGRAM	WEBADMIT NAME	OPEN DATE	DEADLINE	STATUS	LAST UPDATE
Biostatistics	SM 60-Biostatistics-Fa23	06/18/2022	12/06/2022	Approved	09/16/2022
Biostatistics	Non-Degr-Biostatistics-Special Stude-Fa23	06/18/2022	12/06/2022	Approved	07/26/2022
Biostatistics	SM 42.5-Biostatistics-Fa23	06/18/2022	12/06/2022	Approved	09/27/2022
Biostatistics	SM 80-Biostatistics-Biostatistics-				
Clinical Effectiveness, Acad Year, Current PCE Applicant, Summer Start	MPH 45-Clinical Effective-CLE-C				
Clinical Effectiveness, Acad Year, Prior PCE Participant, Fall Start	MPH 45-Clinical Effective-CLE-P				
Clinical Effectiveness, Acad Year, Prior PCE Participant, Summer Start	MPH 45-Clinical Effective-CLE-P				
Clinical Effectiveness, Summer Focused, Current PCE Applicant	MPH 45-Clinical Effective-CLE-C				

File Home Insert Draw Page Layout Formulas Data Review View Help

Undo Clipboard Font Alignment Number Conditional Formatting Styles

	A	B	C	D	E	F	G
1	Cycle	Organization	Program	Program ID	Status	Unique ID	Program Code
2	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Global Health and Popul	303749	Approved	1469976091339227999	24443
3	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Social and Behavioral Sci	303750	Approved	2058314325611403320	28940
4	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Environmental Health	303751	Approved	7123020854937993978	43026
5	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Health Management	303752	Approved	4044578323834867354	29371
6	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Epidemiology	303753	Approved	7287439236282558551	28224
7	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Health and Social Behavi	303754	Approved	8873473672497100502	29262
8	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Clinical Effectiveness, Ac	303755	Approved	1045025493284865185	29206
9	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Epidemiology, Summer t	303756	Approved	9221695089363582573	42070
10	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Biostatistics	303757	Approved	2517915003784797072	24984
11	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Health Management	303758	Approved	681837602605675195	29258
12	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Epidemiology	303759	Approved	5238812302879821960	28409
13	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Occupational and Enviro	303760	closed	786684470588980088	29269
14	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Epidemiology	303761	Approved	7222414126278615284	28404
15	SOPHAS 2022-2023	Harvard T.H. Chan Schoc	Epidemiology	303762	Approved	5319881883603654848	28228

Simple Bulk Editing of Program Attributes

The screenshot displays a web application interface for managing programs. On the left, a sidebar lists program categories: "Public Health", "Management, Medicine, and Health Sciences", "Environmental Health", "Medicine and Public Health", "Law and Public Health", and "Law and Public Health". Below the list are buttons for "+ Add Program" and "Copy".

The main area shows a table of programs with columns for "PROGRAM SORT", "WEBADMIT NAME SORT", "OPEN DATE", and "DEADLINE SORT". Three programs are selected with checkboxes:

PROGRAM SORT	WEBADMIT NAME SORT	OPEN DATE	DEADLINE SORT
<input checked="" type="checkbox"/> Law and Public Health	MPH/JL	09/02/2020	06/30/2020
<input checked="" type="checkbox"/> Medicine and Public Health	MPH/BF	09/02/2020	06/30/2020
<input checked="" type="checkbox"/> Public Health			

An "ATTRIBUTES" modal window is open on the right, titled "Select an Attribute to make changes to". It contains a list of attributes with checkboxes:

- PROGRAM
- Open Date
- Start Year
- Start Term
- Default Fee
- Default Deadlines
- Program Level
- Full time/ Part Time
- Area of Study
- Application Type
-

A detailed editing form is overlaid in the center, showing fields for the selected attributes:

- Open Date ***: 01/03/2023
- Start Date ***: 02/03/2023
- Start Term ***: No changes were made to Start Term
- Default Fee ***: \$ No changes were made to Default Fee
- Default Deadlines ***: No changes were made to Default Deadlines
- Program Level ***: No changes were made to Program Level
- Full time/ Part Time ***: No changes were made to Full Time/ Part Time

Automated SFTP File Delivery via WebAdMIT

Job Settings

Job Name:

Job Type:

Export:

Schedule: Once Daily Weekly Monthly

Time: :

+ Add Another Time

Status: Active Paused

Destination:

Notification Email: Notify On: Success Failure

+ Add Another Email



Better Test-Optional Review in WebAdMIT & PDF

► GPA Overview

▼ Standardized Tests

Test	Status	Test Date	Official Results	Official Received By	Official Received Date	Overall Result	Result Notes	Details
MCAT (Before Jan 31 2015)	Taken	Apr 04 2011	<input type="checkbox"/> Received	N/A	N/A	Not Available	Verbal, Physical, Biological Total	Details
SAT (Before March 2016)	Taken	Mar 27 2011	<input type="checkbox"/> Received	N/A	N/A	0	Mathematics + Reading + Writing	Details

SAT Details

SAT Mathematics (Scaled)	-
SAT Reading (Scaled)	-
SAT Writing/English (Scaled)	-

ACADEMIC HISTORY

HIGH SCHOOL ATTENDED

Name:	Mira Costa High	State:	California
Graduation Year:	2008	Country:	United States of America (the)
City:	Manhattan Beach		

STANDARDIZED TESTS

OFFICIAL MCAT AFTER JUN 31, 2015

Date Taken	Status	Pct. Effective Date	CPBS	CARS	BBFL	PSBB	Total
Aug 19, 2016	Intended	May 01, 2016	125 57.0%	138 90.0%	125 56.0%	129 92.0%	507 76.0%
Aug 19, 2016	Taken	May 01, 2016	122 22.0%	125 62.0%	125 56.0%	123 32.0%	495 35.0%

SCHOOLS ATTENDED

1300 GEORGE WASHINGTON UNIVERSITY

Program Type:	Undergraduate	City:	Washington
Primary Undergraduate:	Yes	Country:	The District
Start/End Date:	Sep 2008 - May 2012	State:	District of Columbia
County Rural:	No	Country:	United States of America (the)
County Medically Underserved:	Yes		

13984 NEW YORK METHODIST SCHOOL OF ALLIED HEALTH EDUCATION

Program Type:	Graduate	City:	Brooklyn
Primary Undergraduate:	No	Country:	-
Start/End Date:	Aug 2012 - Jul 2013	State:	Unknown USA
County Rural:	No	Country:	United States of America (the)
County Medically Underserved:	No		

- Notes
- Personal Information
- Prerequisite GPAs
- Requirements
- Scoring
- ▼ Standardized Tests
 - All Subpanels + ✖
 - Standardized Tests
- Video Interview

Submit

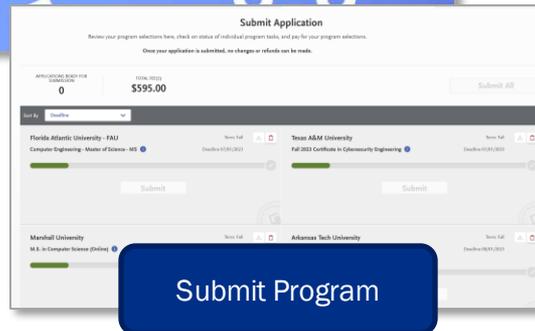
Return to Manage Work Groups

SAT
ACT
GRE
MCAT
Etc...

CAS Platform

Upcoming Roadmap Highlights

Standardized Tracking Pixels per Program



**Target Pilot
Summer 2023**

School Financial Reporting in Analytics by Liaison

CAS Financial Summary Report
13-02-2023 10:25:54 EST

Cycle Name	Applicants	Total Paid Transaction Count	Total Transactions With a Payment Total of \$0	Total Transaction Count	Total Cash Collected before Adjustments	Total Chargebacks
2022-2023	452	372	80	452	\$ 30,876.00	\$ 0.00
	258	0	258	258	\$ 0.00	\$ 0.00
	71	67	4	71	\$ 5,561.00	\$ 0.00
	10	10	0	10	\$ 830.00	\$ 0.00
	62	51	11	62	\$ 4,233.00	\$ 0.00
	121	0	121	121	\$ 0.00	\$ 0.00
	393	345	48	393	\$ 28,635.00	\$ 83.00
	39	41	0	41	\$ 3,403.00	\$ 0.00
	244	222	22	244	\$ 18,426.00	\$ 0.00
	62	60	6	66	\$ 4,980.00	\$ 0.00
	117	108	10	118	\$ 8,964.00	\$ 0.00
	11	12	0	12	\$ 996.00	\$ 0.00
	158	0	158	158	\$ 0.00	\$ 0.00
	1	1	0	1	\$ 40.00	\$ 0.00
	1	1	0	1	\$ 58.00	\$ 0.00
	36	32	6	38	\$ 1,856.00	\$ 0.00
	281	112	169	281	\$ 9,421.00	\$ 0.00
	308	253	55	308	\$ 37,950.00	\$ 0.00
	1	1	0	1	\$ 60.00	\$ 0.00

Transaction Details Refund Chargeback Coupon Code

Target Summer/Fall 2023

Organization-Level Deadline & Program Availability Rules

ORGANIZATION DETAILS ORGANIZATION EDITOR ORGANIZATION RULES

Rules Builder

Rules can be applied to your questions to show or hide based on specific conditions. You also have the option to change answer options based on certain conditions.

Select a Rule Type

Applicant Type

Make **Program Available**

When Which of the following best describes your current educational status?
is: Transferring with an Associate Degree for Transfer (AA-T/ AS-T) awarded by a California Community College

OR

By the time you enroll at the CSU campus you are applying to, how many college credits will you have earned?
is: 60+ semester credits

ADD RULE

Rule Type

NAME Provide a recognizable name for your new rule

CONDITIONS Make the program if of the following conditions are true

question is

+ Add Condition

Impacted Programs (0/17) [+ Add More](#)

<input type="checkbox"/>	Program	Date	Date	Other	Another
<input type="checkbox"/>	Program	Date	Date	Other	Another
<input type="checkbox"/>	Program	Date	Date	Other	Another

Apply rule to all programs

X CANCEL SAVE

**Target
July 2023**

WebAdMIT Automated Rules & Workflows – Phase 1



Example Triggers	Automations
Applicant Moves to an Application Status	Assignment is Created for Specific/Random Reviewer(s)
Assignment is Completed	Interview is Created for Specific/Random Interviewer(s)
Interview is Completed	Email is Sent
Applicant Meets List Criteria	Complete a Requirement Change Local Status Email is Sent
Ideas for automations are welcome!	

The screenshot displays the 'GPO - ECE PhD to IDS review - assign faculty, change status' automation configuration. The 'Automation Type' is set to 'Local Status', and the 'Local Status' is 'LEAP (Spring) - Offer Rescinded'. The decision is 'Not Admissible', and the email template is 'No Email Template'. The program selected is 'LEAP - Sp'.

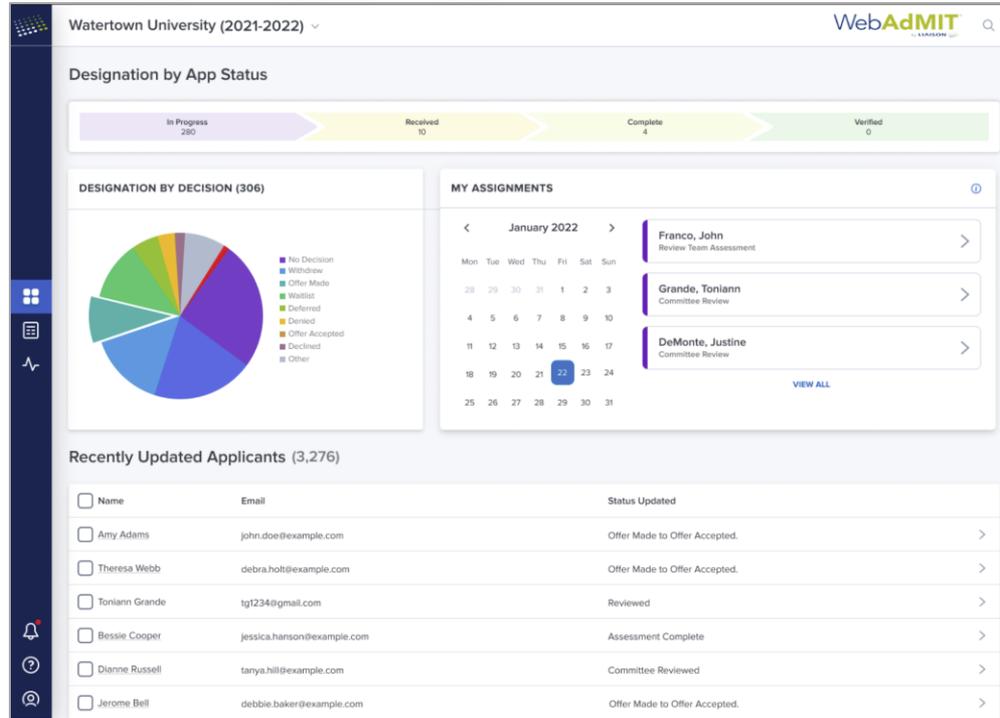
Below the configuration are four summary cards for 'Local Status':

- Local Status - Incomplete:** Change Local Status To Incomplete, Change Decision To No Decision, No Email Template, 27 Programs, 1 Deleted.
- Local Status - LEAP (Spring) - Offer Rescinded:** Change Local Status To LEAP (Spring) - Offer Rescinded, Change Decision To Not Admissible, No Email Template, 1 Programs.
- Local Status - ECE - EP Applications In Review:** Change Local Status To ECE - EP Applications In Review, Change Decision To No Decision, 2 Programs, 2 Disabled.
- Local Status - PhD - Accepts Offer:** Change Local Status To PhD - Accepts Offer, Change Decision To Accepted Offer, Send Email Using Template Enrollment Confirmation Email: PhD Fall, 6 Deleted.

On the right, a larger summary panel for 'Local Status' shows: Change Local Status To Incomplete, Change Decision To No Decision, Send Email Using Template No Email Template, Program Details 27 Programs, 1 Deleted.

Target - Fall 2023

WebAdMIT Next-Generation User Experience Upgrade (Concept)

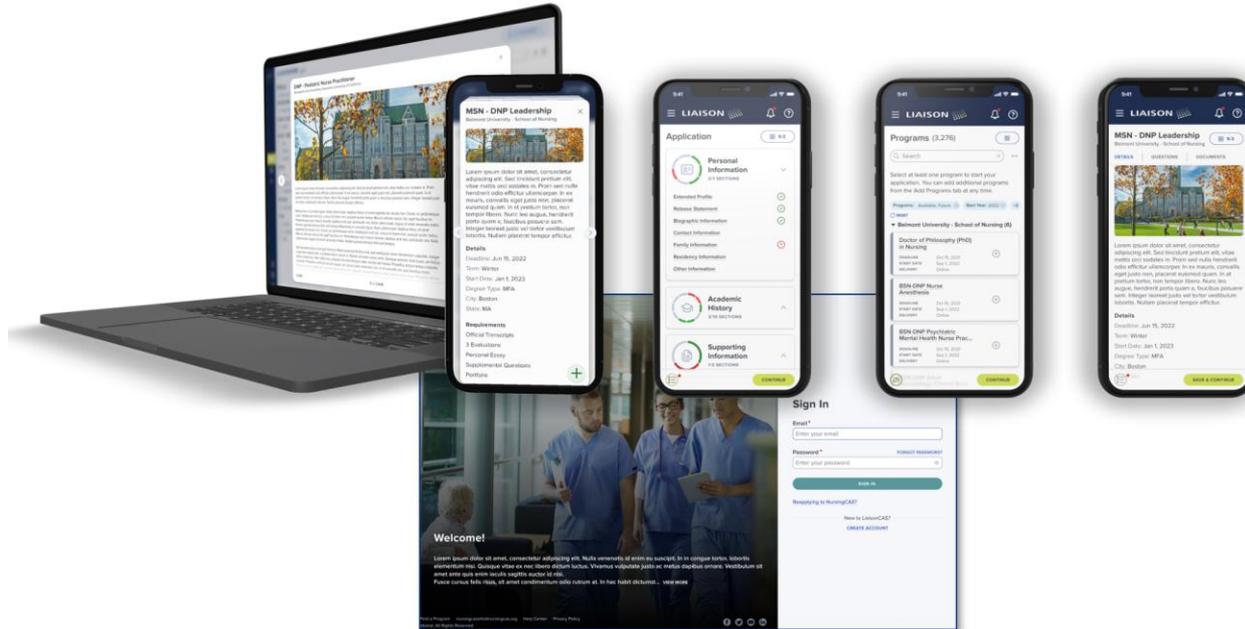


Target 2024-2025

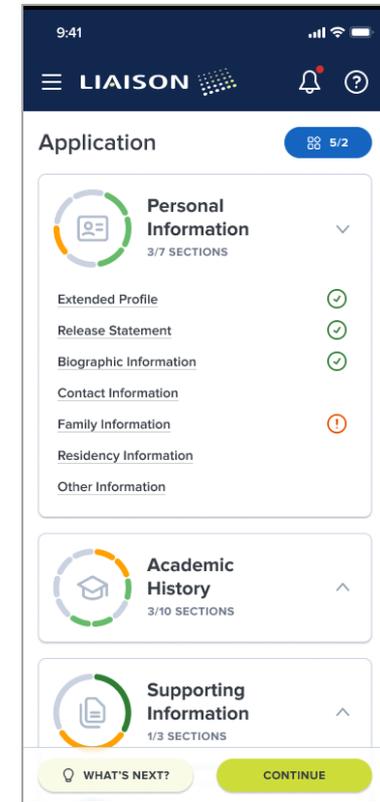
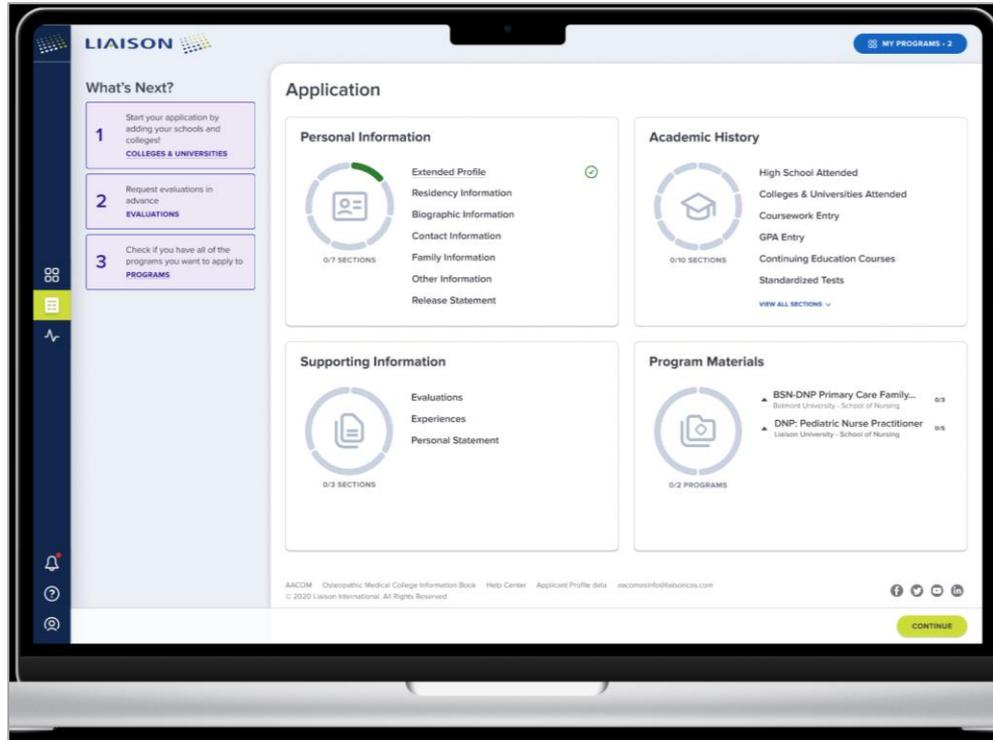
NEW UX – Mobile First Upgrade 2024

Mike Margitich

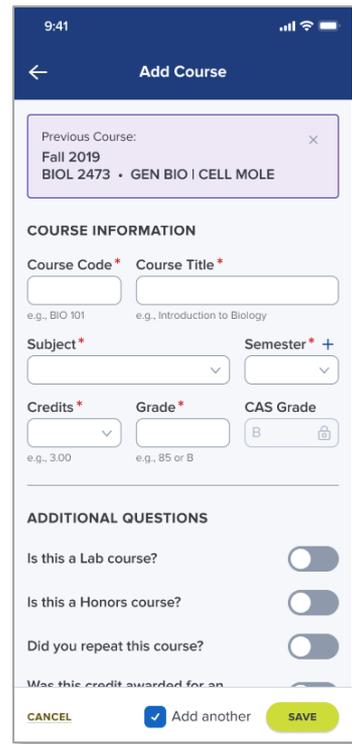
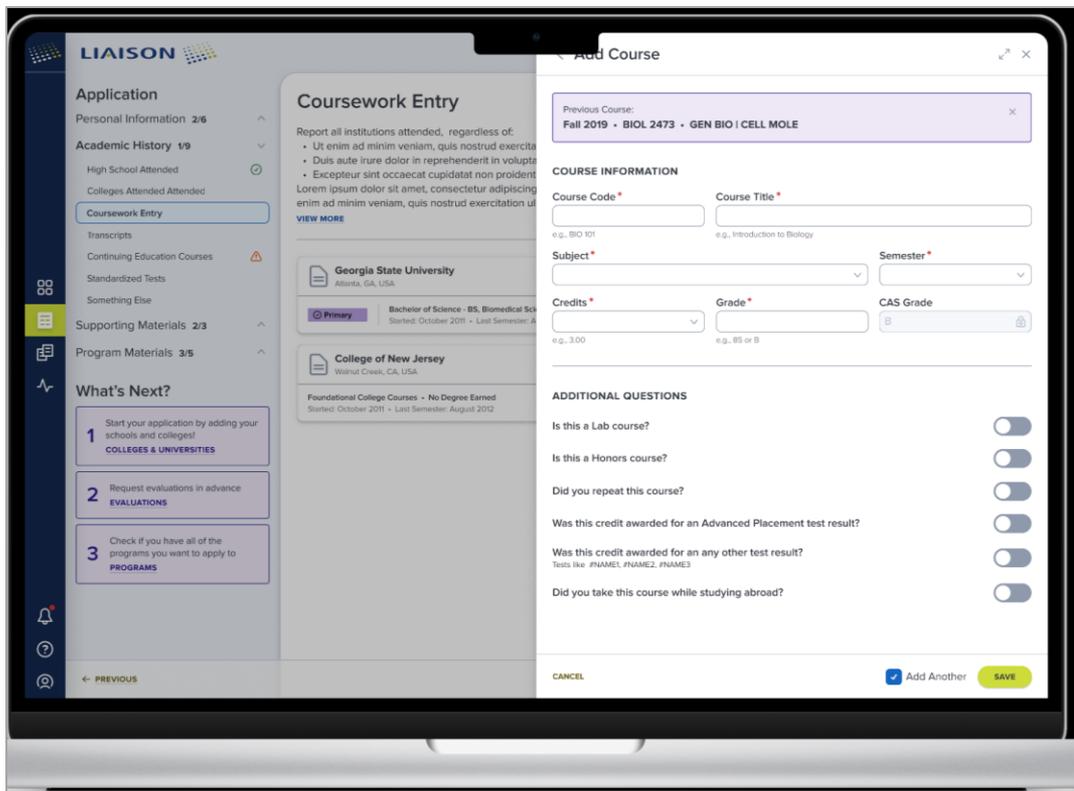
In 2022-2023, **30%** of all CAS applicants completed part (or all) of their applications on a mobile device



A Mobile-First Application Experience



A Mobile-First Application Experience



A Mobile-First Application Experience

The image displays three overlapping screenshots of the LIAISON mobile application interface, illustrating a mobile-first design approach.

Top-Left Screenshot (Desktop View): Shows the 'Programs (3,276)' page with a sidebar filter menu. The filter menu includes sections for 'Filters', 'PROGRAMS', 'START DATE', 'START TERM', 'STATE', 'SCHOOL', and 'TITLE'. The main content area shows a list of programs under the heading 'Belmont University - School of Nursing (6)'. The list includes programs like 'Doctor of Philosophy (PhD) in Nursing', 'BSN-DNP Nurse Anesthesia', and 'BSN-DNP Adult Gerontology Clinical Nurse Specialist'.

Top-Right Screenshot (Mobile View): Shows the 'Programs (3,276)' page on a mobile device. The header is dark blue with the LIAISON logo and navigation icons. A search bar is visible at the top. The main content area shows a list of programs under the heading 'Belmont University - School of Nursing (6)'. The list includes programs like 'Doctor of Philosophy (PhD) in Nursing', 'BSN-DNP Nurse Anesthesia', and 'BSN-DNP Psychiatric Mental Health Nurse Practitioner'.

Bottom Screenshot (Mobile View): Shows a mobile view of a program selection screen. The header is dark blue with the LIAISON logo and navigation icons. A search bar is visible at the top. The main content area shows a list of programs under the heading 'Belmont University - School of Nursing (6)'. The list includes programs like 'Doctor of Philosophy (PhD) in Nursing', 'BSN-DNP Nurse Anesthesia', and 'BSN-DNP Psychiatric Mental Health Nurse Practitioner'.

Questions?

Thank You

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