



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL

# Introduction to Analytics by Liaison

Date: July 24, 2023



# Meet Our Presenter



Jen Raab  
Learning Experience Designer  
Liaison International

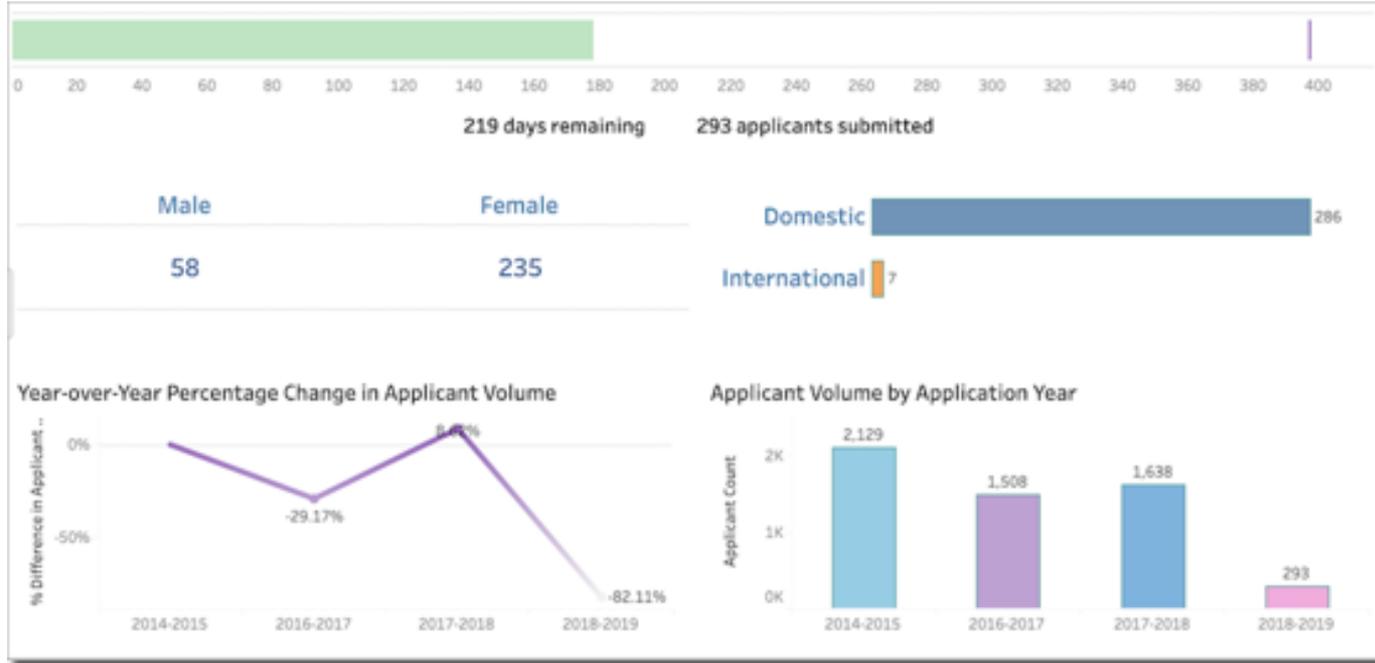
A woman with dark hair, wearing a green and grey striped cardigan over a light blue shirt and clear safety goggles, is focused on her work in a laboratory. She is using a pipette to transfer liquid into small vials. In the background, another person wearing safety goggles is partially visible. The setting is a modern laboratory with large windows.

# Agenda

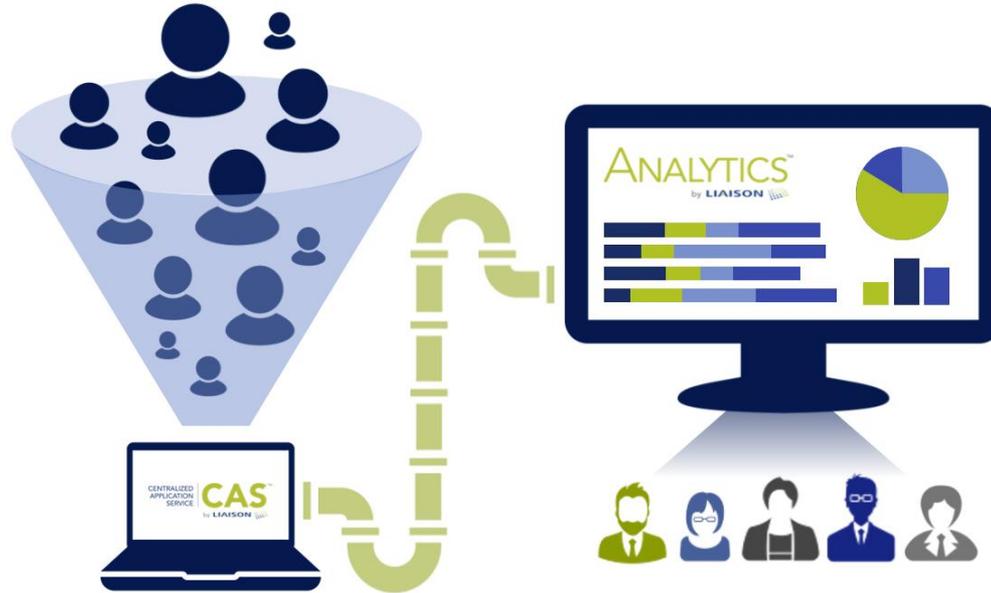
Placeholder for optional subtitle for agenda.

1. Core functionality of Analytics by Liaison
2. Report Overview
3. Use Cases
4. Q&A

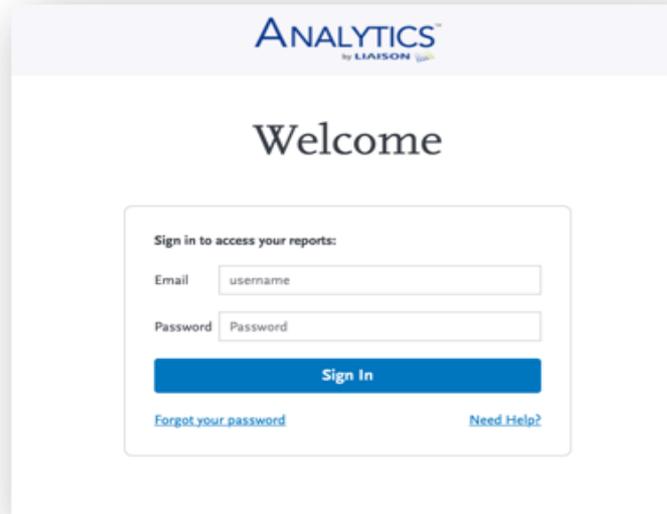
# What is Analytics by Liaison



# Where does the data come from?



# Accessing Analytics by Liaison



ANALYTICS<sup>™</sup>  
by LIAISON

## Welcome

Sign in to access your reports:

Email

Password

[Sign In](#)

[Forgot your password](#) [Need Help?](#)



[analyticssupport@liaisonedu.com](mailto:analyticssupport@liaisonedu.com)



617-402-5506

# Help Center

Analytics by Liaison Help Center

## Analytics by Liaison Help Center

Welcome to the Analytics by Liaison Help Center!

As you review this guide, note that Analytics by Liaison and WebAdMIT are two different systems with two distinct purposes. WebAdMIT is used to manage your application process, communicate with applicants, and move them through your workflow, while Analytics by Liaison is used for data analysis and reporting. WebAdMIT stores applicant data and allows you to make admissions decisions, while Analytics by Liaison compiles that data and helps you make sense of it so you can answer strategic questions.

If you have any questions, contact support. Got feedback? Send your ideas to help us improve your experience.

### Getting Started

This section contains basic information to get you up and running, including key information about dashboards and visualizations.

- Analytics Quick Start Guide
- Accessing Analytics by Liaison
- Managing Users in Analytics by Liaison
- Working with Dashboard Data
- Contact Support
- Technical Requirements & Accessibility

### Dashboard Library

Analytics by Liaison gives you access to a suite of dashboards that contain useful data visualizations.

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



[help.liaisonedu.com/Analytics by Liaison](https://help.liaisonedu.com/Analytics%20by%20Liaison)

# Live Training

The screenshot displays the WebAdMIT interface for an Admissions Officer. The top navigation bar includes links for Admissions Officer, Dashboard, Account, End Impersonation, Old User Interface, and Logout. The current user is identified as 'Watertown University / College of Engineering (2014 - 2015)'. The main content area is titled 'Logged in as Admissions Officer' and is divided into several sections:

- Applicants:** A sidebar menu with options for Applicants, Applicant Lists, Reports & Exports, Management, and Usage Help. Below this is a list of training courses and support resources.
- Notes from Watertown University:** A table with columns for Name, Watertown University ID, and Note Date. One entry is visible: 'Demo, South Lesson Test Account B' with ID '3233367924' and date 'Sep 25 2016'.
- Recently Submitted Designations:** A table with columns for Name, Watertown University ID, Designation, and Date Submitted. Five entries are listed, including 'Demo, Jason' (Computer and Information Technology, March 30, 2017) and 'Demo, Jeff' (Doctor of Podiatric Medicine, October 26, 2015).
- Designations by Local Status:** A summary of designations by status, including None, Received, Second Interview, Deferred to 2017, Admitted to next year, Scholarship Approved, Under Consideration, Admit Conditional, Admitted, For PDF Printout, and Admission Denied. Total: 110.
- Designations by Decision:** A summary of designations by decision, including None, Application Received, Wait Listed, Denied, Offer Made, Offer Accepted, Rescind/Declined, Deferred, Offer Declined, Withdraw, and Matriculated. Total: 110.
- Designations by Application Status:** A summary of designations by application status, including In Progress, Received, Complete, Verified, On Hold, Undelivered, and Manual. Total: 112.

At the bottom of the page, there is a footer with technical details: 'Qac: deployed on we-app-2023042782-4jdfit revision afabba4f 12 days ago, vvv Rails v3.1.12/Ruby v1.9.3' and '© 2009-2017 Liaison International — All Rights Reserved'. The association information is 'Association 102, Organization 4964, User 35639, User Identity 62568'.

## Case Study:

# Volume Dashboard

Andrea, the Admissions Director, takes a look at the **Submitted Applicants by Month – Running Totals** dashboard for the 2017 cycle. She immediately notices that the number of submitted applicants in the month of September is down from what it was last year. She can see that the August numbers are on par, but a dip begins in September. Andrea wants to take a closer look at this month to see when the numbers are dropping.

She opens the **Submitted Applicants by Week – Running Totals** dashboard and sees that the third week in September has the largest variance from the same week last cycle. She then attributes this variance to the fact that a high volume of applicants come from the state of Mississippi, where severe flooding occurred after a tropical storm. She considers providing these applicants with an extended due date to accommodate the disruption. She will take up her proposal at the next Admissions Committee meeting.

# Case Study:

## Residency Dashboard

Andrea, the Admissions Director, has just learned of a travel ban that will prevent citizens of certain countries from entry into the United States. She wants to determine how many applicants this might impact, so she takes a look at the **Non-US Applicants by Country of Citizenship – Map** dashboard. Using this information, she identifies that approximately 275 applicants will be affected. She decides to:

- Work with her institution's website developer to add a special section about the travel ban and how it will affect applicants.
- Work with an advisor who will field applicants' travel-ban specific questions.
- Prepare communications that will be sent to the affected applicants.

# Liaison Academy

***Mission:** foster excellence in admissions through the production and dissemination of information and knowledge.*

## Your time is important!

### Use Liaison Academy to:

- Quickly access all Liaison product resources
- Learn more about Liaison's products
- Educate and train staff who join your team

 Register at [learn.liaisonedu.com](https://learn.liaisonedu.com)

### Create an account to access:

- Live training events
- Onboarding toolkits
- On-demand eLearning courses
- Product learning paths
- Professional development workshops
- Training videos
- Webinars

# Analytics by Liaison Help Center

[https://help.liaisonedu.com/Analytics\\_by\\_Liaison](https://help.liaisonedu.com/Analytics_by_Liaison)

ANALYTICS  
by LIAISON

How can we help you?

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#### Release Notes



Release notes provide a summary of enhancements and new features that are made available in Analytics by Liaison.

- 2023 Release Notes
- 2022 Release Notes
- Shared Lookup Table Updates

#### Privacy Policy and Terms of Use



Access our privacy policy and terms of use.

- Privacy Policy
- Terms of Use

A diverse group of people in a modern office setting. A woman in the foreground, wearing a dark blazer over a striped shirt, 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 stylized graphic of a cluster of dots in white and yellow on the left. To the right of the graphic, the text reads: "LIAISON" in a small, white, sans-serif font; "CAS" in a large, bold, yellow, sans-serif font; "experience" in a smaller, white, sans-serif font; and "JULY 24-25 2023" and "CHICAGO, IL" in a small, white, sans-serif font stacked at the bottom.

LIAISON  
**CAS**  
experience  
JULY 24-25 2023  
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# Thank You

Liaison Academy  
Education & Knowledge Team  
[academy@liaisonedu.com](mailto:academy@liaisonedu.com)