



**experience: LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023

A blue-tinted photograph of the Seattle skyline, featuring the Space Needle prominently on the left. The city buildings are silhouetted against a hazy sky. In the foreground, there are green trees.

# Total Enrollment: Building a More Efficient Market

John Abbatico / Feb 15<sup>th</sup> / 11:00 AM PST

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# Today's Speaker



**John Abbatico**

*Chief Product Officer*



# Efficient Markets



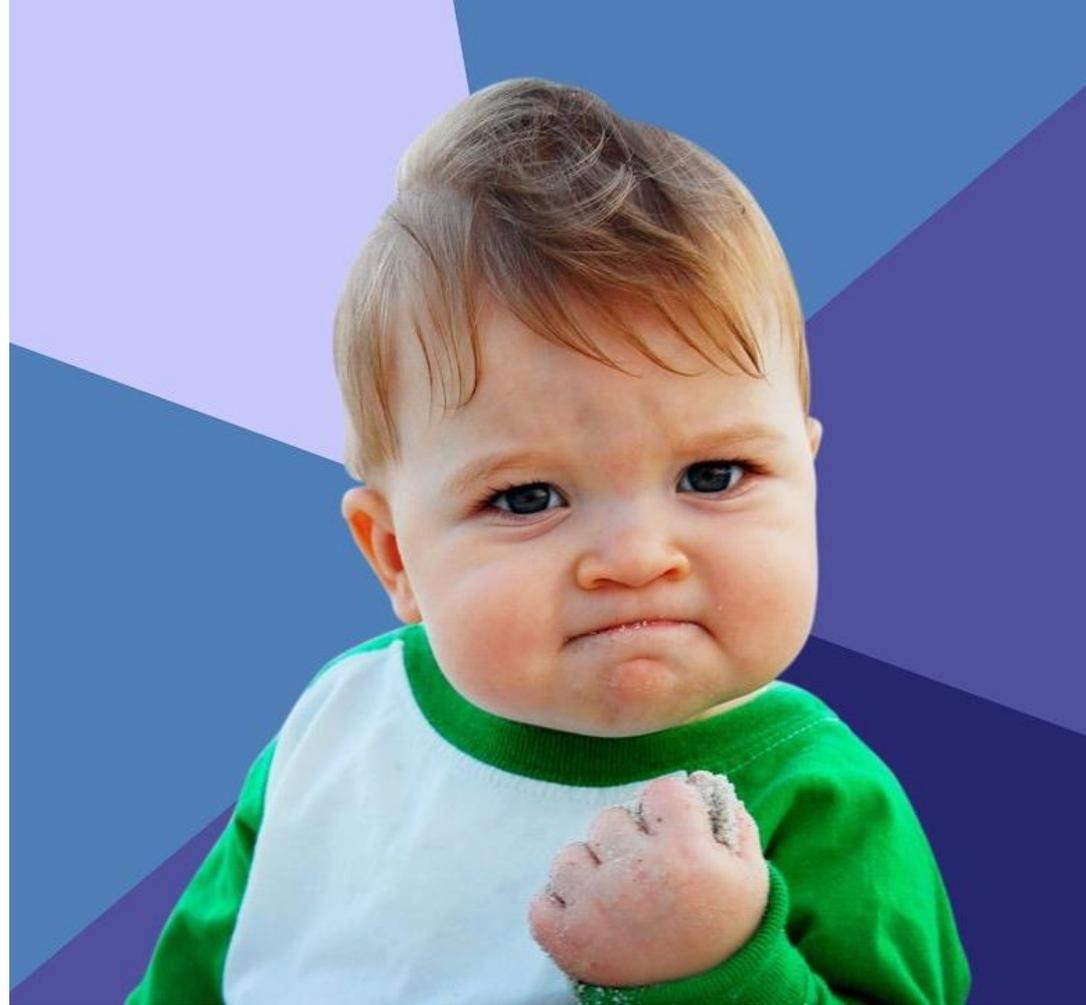
- Many textbook definitions
- Key efficient markets concepts for today
  - Information and price transparency
  - All buyers have access to all best-fit sellers
  - All sellers have access to all best-fit buyers
  - Frictionless communication



# Efficient Markets



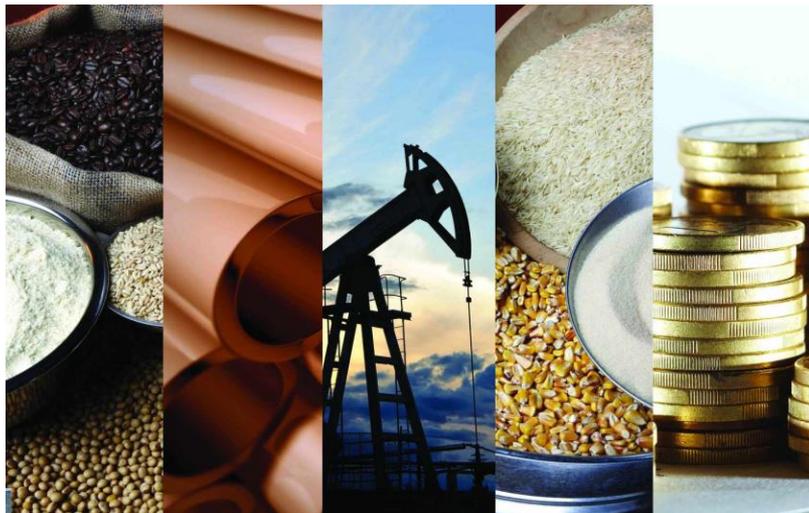
Efficient markets result in  
success for *all* parties



# Efficient Markets



- Efficient
  - Commodities



- Not So Efficient
  - Air Travel



# Efficient Markets



## Is higher education an efficient market?

- All sellers can easily find the best fit buyers? **D**
- All buyers can easily find the best fit suppliers? **D**
- Information is transparent (you know what you are getting)? **C**
- Communication is seamless between all parties? **B**

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Overall Grade: **C-**

# Liaison's Total Enrollment Mission



The mission of Liaison's **Total Enrollment solutions** is to increase higher-education market efficiencies





# Total Enrollment

Solutions Enabling Efficiencies



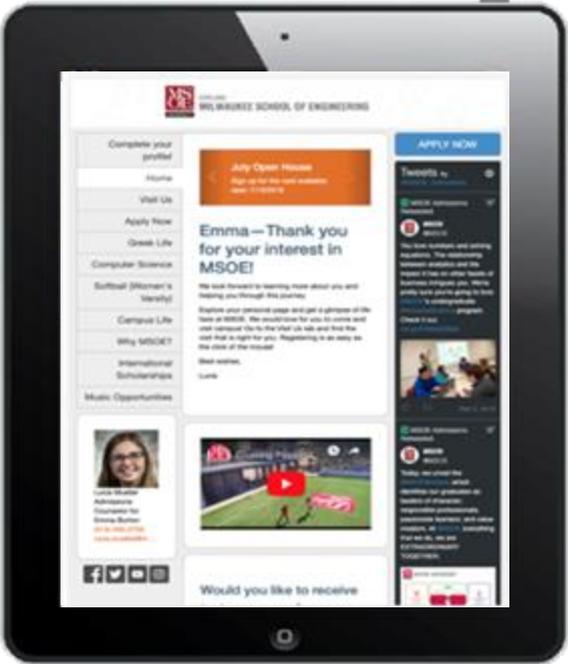
# Total Enrollment: Intelligent Names



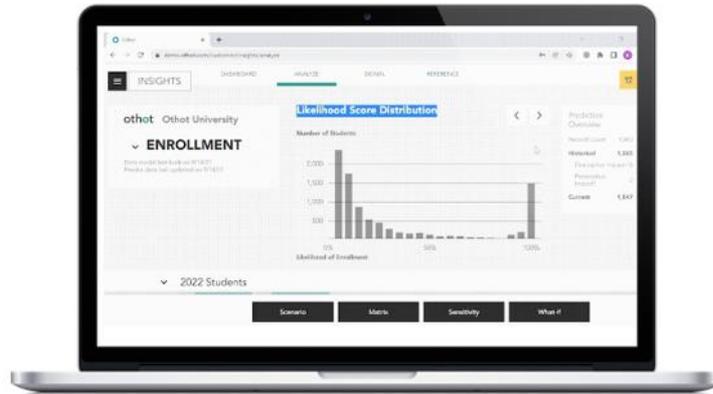
# Total Enrollment: Marketing Services



To Inform



# Total Enrollment: Predictive & Prescriptive Analytics



# Total Enrollment: Customer Relationship Management



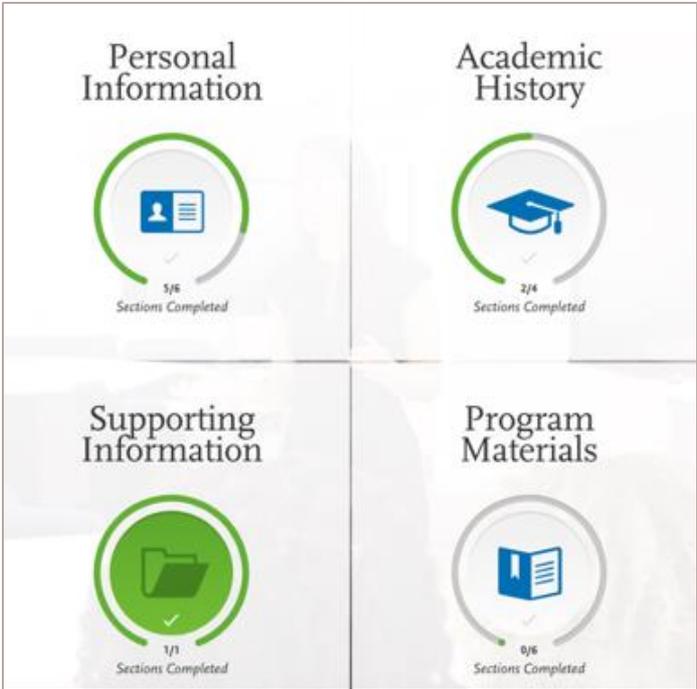
The screenshot shows a Salesforce CRM profile for 'Will I Getin'. The interface includes a navigation bar with 'Recruitment' selected, and a breadcrumb trail: 'Home > Organizations > Contacts > Will I Getin'. A progress bar at the top indicates stages: Admitted (active), Registered, Enrolled, Stop-Out, Drop-Out, and Alumnus. The main content area is divided into 'Details' and 'Related' sections. The 'Details' section shows a 'Recruit Score (Total)' of 190 and a 'Date of Last Score Activity' of 10/06/2018. A 'Score Breakdown' bar chart shows scores for Proximity (75), Visit (50), Interaction (18), and Academic (18). Below this is a table of contact information:

Field	Value
Counselor	Caroline York
Name	Will I Getin
Preferred Name	Will
Organization Name	Methacton High School
Contact Record Type	Recruitment - Undergraduate - Domestic
Student Stage	Admitted
Student Type	Domestic Freshman
Anticipated Major	Business

The 'Related' section includes a Twitter post from @WillIGetin: 'Love baseball. Can't wait to get into college! Conshohocken, PA'. Below the tweet, it states 'We found no potential duplicates of this contact.' and provides options for 'Activity', 'Chatter', and 'SEND SMS'. An email composition box is visible with the text 'Write an email...' and a 'Compose' button. At the bottom, there are 'Next Steps' and 'More Steps' buttons.



# Total Enrollment: Centralized Application Services



# Total Enrollment: Efficiencies Come with Interoperability





# Total Enrollment

Vision





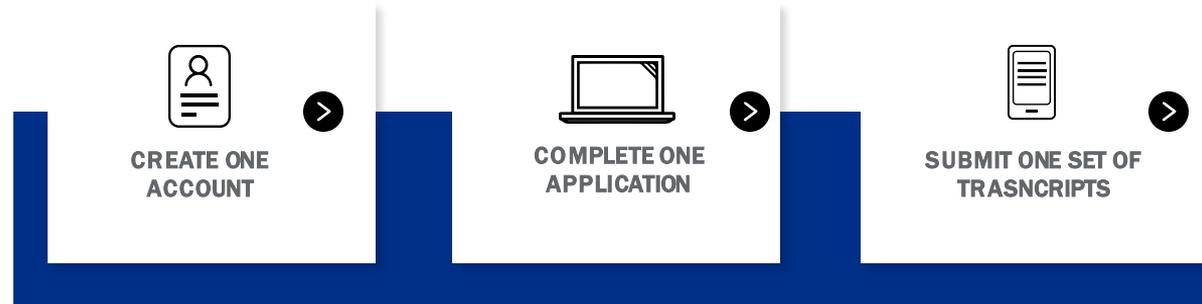
# Total Enrollment: More Intelligent Data



# Total Enrollment: Liaison Pathways Content Launch



## One Place to Manage Your Graduate School Search and Applications



# Total Enrollment: Transfer Planner



A screenshot of the CSU Transfer Planner website. At the top left, there is a logo for 'CSU The California State University' and the text 'Transfer Planner'. The main image is an aerial view of a university campus with red brick buildings, green lawns, and a baseball field. Below the image, the text reads 'Welcome to Transfer Planner!' followed by a paragraph: 'Here you can start your Transfer Success Pathway and see the articulation agreement between your community college and your California State University program. If you're finishing high school in spring 2023 and enrolling in a community college in fall 2023, you can start your transfer pathway now.' At the bottom of the screenshot, there is a footer with links for 'CSU Admissions', 'Help Center', 'Contact Us', '857-304-2087', 'The California State University', 'Privacy Policy', and 'Accessibility Statement'. There is also a copyright notice: '© 2023 Liaison International. All Rights Reserved.' and social media icons for Facebook, Instagram, Twitter, and LinkedIn.

## Log In

Email\*

Password\*  [Forgot Password?](#)

or continue with  

New to CSU Transfer Planner? [Create Account](#)

# Total Enrollment: Living Profile



3<sup>rd</sup> Party Initiatives  
Key Partner DB  
Integration



SLIDEROOM<sup>™</sup>  
by LIAISON

Multimedia management /  
and evaluation



othot<sup>™</sup>  
A LIAISON COMPANY

Predictive and Prescriptive  
Analytics



TIME2TRACK<sup>™</sup>  
A LIAISON COMPANY

Competency Evaluation  
and Tracking / Outcomes



ANALYTICS<sup>™</sup>  
by LIAISON

Prescriptive Analytics



LIVINGPROFILE<sup>™</sup>  
For Employers

Real Time Access  
Sponsorships/ Employment



## LEARNER PROFILE

Geo-demographics

Competencies

Research Discipline

Community Service/  
Advocacy

Leadership Attributes/  
EQ

Clinical Experience

Traditional Academic  
Metrics

Work Experience/Career

Transcripts

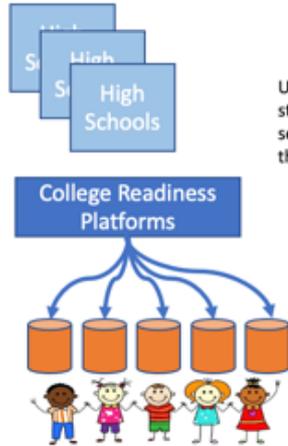
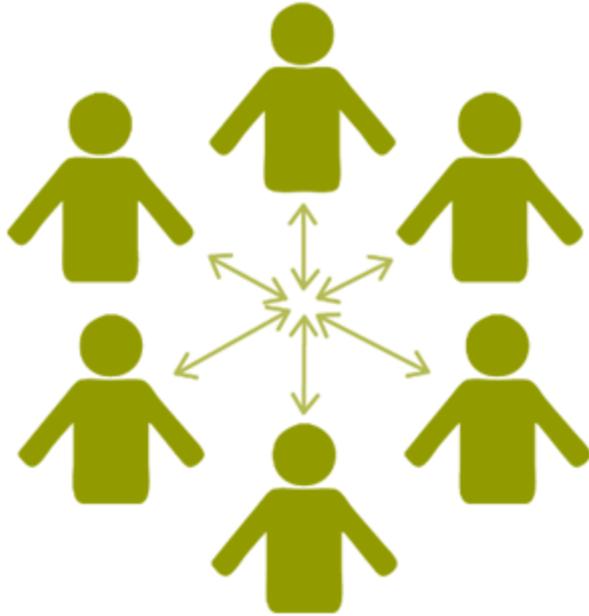
Languages

Athletics

Teaching Experience

Awards/Recognition

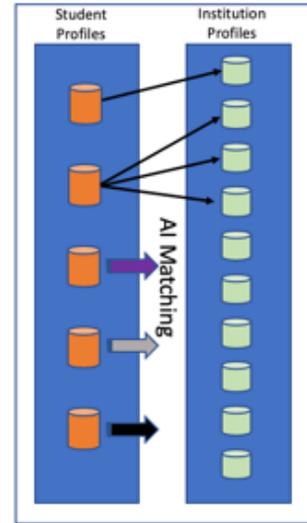
# Total Enrollment: Direct Admissions



Highschool students approaching college age, download supported app to create their learning profile from their HS readiness system or manually create profile.

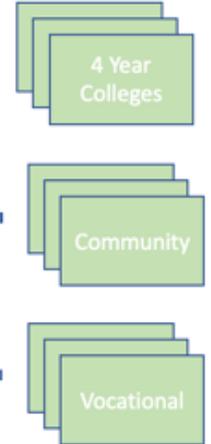
Using their app, prospective students determine school selection criteria, and publish their interest to the exchange.

Using AI matching where needed students are matched to institutions that best fit their wish or objectives



Liaison Admissions Exchange

4 Year Institutions can download interested student profiles to their CRM



Community and Vocational can login to the exchange web portal and download most likely student profiles

# Thank You



**John Abbatico**

Liaison

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