

LIAISON
CAS
experience

JULY 24-25 2023
CHICAGO, IL

Developing a Pipeline of Underrepresented Students: CAS Strategies Before, During, and After Admissions

Stagg Court, 4th Floor

3:00 PM to 3:50 PM

Monday, July 24, 2023



Disclosures

- **Financial:** I am a full-time employee at Wichita State University (Wichita, KS).
- **Financial:** My registration was compensated by Liaison International.
- **Non-Financial:** My graduate programs have used WebAdMIT/CSDCAS since the 2014-2015 admissions cycle.
- **Non-Financial:** My term on the Admissions Committee of the Council of Academic Programs in Communication Sciences and Disorders (CAPCSD) ended June 2023.

Learning Outcomes

- (1) Understand the importance of aligning program, university, and community goals related to underrepresented students' access to programs
- (2) Learn intuitive and easily implemented strategies using a CAS to assist underrepresented students in applying to programs
- (3) Explore program-specific ideas to increase the success rate of admissions for underrepresented students
- (4) Explore program-specific ideas using CAS data to increase the program completion rate of underrepresented students

Learning Outcomes, Simplified

- (1) Define your program(s), university, and community goals related to underrepresented students' access to programs
- (2) Develop the pipeline from **program interest** to **application**
- (3) Develop the pipeline from **application** to **admission**
- (4) Develop the pipeline from **admission** to **program completion**

1. Defining Goals

Understand the importance of aligning program, university, and community goals related to underrepresented students' access to programs

Vision and Mission of the Professions

ASHA = American Speech-Language-Hearing Association

AUD = Audiology

SLP = Speech-Language Pathology

Vision

Making effective communication a human right, accessible and achievable for all.

Mission

Empowering and supporting audiologists, speech-language pathologists, and speech, language, and hearing scientists through:

- advancing science,
- setting standards,
- fostering excellence in professional practice, and
- advocating for members and those they serve.

Source: <https://www.asha.org/about/>

Vision and Mission of the Institution: WSU

KBOR = Kansas Board of Regents

WSU = Wichita State University

Vision

To be one of the nation's premier urban public research universities, known for providing impactful applied learning experiences and driving prosperity for the people and communities we serve.

Mission

The mission of Wichita State University is to be an essential EDUCATIONAL, CULTURAL and ECONOMIC DRIVER for Kansas and the greater public good.

Source: https://www.wichita.edu/about/strategic_plan/mission.php

Vision and Mission of the CSD Programs

AuD = Doctor of Audiology

CSD = Communication Sciences and Disorders

MA-CSD = Master of Arts in CSD (Speech-Language Pathology)

Vision

To be recognized for leadership, innovation, and excellence in communication sciences and disorders.

Mission

To prepare qualified speech-language pathologists and audiologists as scholars/practitioners who are professionally competent to practice in educational and medical settings on behalf of children and adults who have disorders of communication and related difficulties.

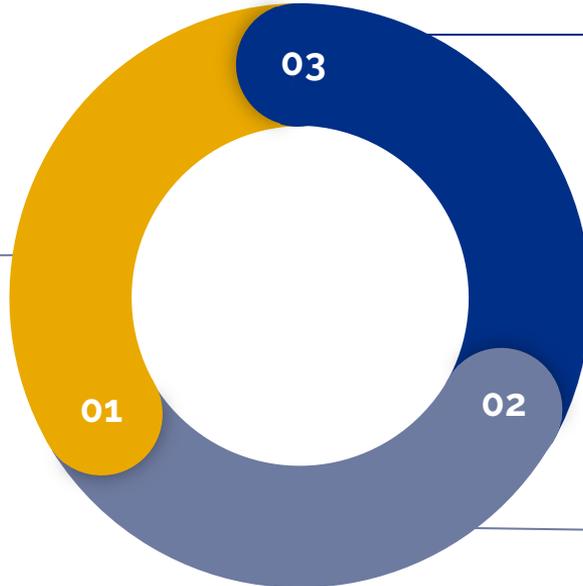
Source: https://www.wichita.edu/academics/health_professions/csd/aboutCSD.php

The CSD Life Cycle

GRADUATE ADMISSIONS

Holistic Review:
Experiences,
Attributes, Metrics

Increased diversity of
students on multiple
dimensions, including
lived experience



EXTERNAL SUPERVISION

We (all university programs)
rely on clinicians in the
community to train our
students

Expectations & Beliefs of
Supervisors regarding student
skills, abilities, achievement

UNIVERSITY PROGRAMS

Academic achievement,
clinical teaching and
learning, program
completion outcomes,
PRAXIS

Source: Carmichael, Mandulak, & Parham (2022)

Thinking about the legacy of our professions

- **Who** we admit and **how** we admit students
- **How** we educate and support them to become exceptional clinicians, scholars, and lifelong learners
- **Facilitating** and **supporting** the important relationship between programs and the community

Starting the Process in the CAS

CSDCAS
CSDCAS 2023-2024

ORGANIZATION DETAILS

Wichita State University [Show URL](#)

Wichita State University

The Programs and Applicant Gateways below are available to view & edit. Select one to begin.

Programs (2) Export

VIEWING ALL [Q](#)

<input type="checkbox"/>	PROGRAM	WEBADMIT NAME	OPEN DATE	DEADLINE	STATUS	LAST UPDATE
<input type="checkbox"/>	Doctor of Audiology	AuD-Start Summer 2024	07/17/2023	02/01/2024	Approved	07/13/2023
<input type="checkbox"/>	Speech-Language Pathology	SLP-Start Fall 2024	07/17/2023	02/01/2024	Approved	07/13/2023

2. Pipeline from Program Interest to Application

Learn intuitive and easily implemented strategies using a CAS to assist underrepresented students in applying to programs

Demographic Profile of ASHA Members and Nonmembers Certified in SLP Only

Jan. 1 – Dec. 31, 2022

(n = 199,942)

Race ^b (n = 169,873)	
American Indian or Alaska Native	0.3%
Asian	3.1%
Black or African American	3.7%
Native Hawaiian or Other Pacific Islander	0.2%
White	91.2%
Multiracial	1.5%

Age ^b (n = 178,319)	
34 and younger	26.7%
35–44	29.3%
45–54	23.1%
55–64	12.7%
65 and older	8.2%

Ethnicity ^b (n = 172,906)	
Hispanic or Latino	6.6%
Not Hispanic or Latino	93.4%

Sex ^b (n = 182,573)	
Female	96.4%
Male	3.6%

Source: ASHA. (2023). 2022 Member and affiliate profile. www.asha.org

Demographic Profile of ASHA Members and Nonmembers Certified in Audiology Only

Jan. 1 – Dec. 31, 2022

(n = 14,029)

Race ^b (n = 10,948)	
American Indian or Alaska Native	0.2%
Asian	3.9%
Black or African American	2.5%
Native Hawaiian or Other Pacific Islander	0.1%
White	91.8%
Multiracial	1.5%

Age ^b (n = 11,733)	
34 and younger	18.7%
35–44	26.2%
45–54	25.4%
55–64	18.6%
65 and older	11.2%

Ethnicity ^b (n = 11,154)	
Hispanic or Latino	3.4%
Not Hispanic or Latino	96.6%

Sex ^b (n = 12,022)	
Female	86.9%
Male	13.1%

Source: ASHA. (2023). 2022 Member and affiliate profile. www.asha.org

Demographic Profile of Wichita, Kansas

i Population Estimates, July 1, 2022, (V2022)	△ 396,192
i Population estimates base, April 1, 2020, (V2022)	△ 397,547
i Population, percent change - April 1, 2020 (estimates base) to July 1, 2022, (V2022)	△ -0.3%
i Population, Census, April 1, 2020	397,532
i Population, Census, April 1, 2010	382,368
Age and Sex	
i Persons under 5 years, percent	△ 6.6%
i Persons under 18 years, percent	△ 25.1%
i Persons 65 years and over, percent	△ 14.6%
i Female persons, percent	△ 50.5%
Race and Hispanic Origin	
i White alone, percent	△ 70.6%
i Black or African American alone, percent (a)	△ 10.3%
i American Indian and Alaska Native alone, percent (a)	△ 1.0%
i Asian alone, percent (a)	△ 4.9%
i Native Hawaiian and Other Pacific Islander alone, percent (a)	△ 0.0%
i Two or More Races, percent	△ 8.1%
i Hispanic or Latino, percent (b)	△ 17.6%
i White alone, not Hispanic or Latino, percent	△ 61.9%

Source: <https://www.census.gov/quickfacts/wichitacitykansas>

Demographic Profile of Wichita State University

Year	2019	2020	2021	2022
Total Enrollment	16,058	15,550	16,097	16,921
Age in years (mean)	25.8	25.3	25.6	25.5
Age in years (median)	21	21	21	21
Percent female	55.0%	56.0%	56.0%	57.0%
Percent male	45.0%	44.0%	44.0%	45.0%
Percent first generation	40.0%	40.0%	38.0%	38.0%
Amer Ind & Alaskan Native	0.6%	0.6%	0.6%	0.6%
Asian non-Hispanic	6.7%	6.5%	6.3%	6.7%
Black non-Hispanic	5.9%	5.4%	5.7%	5.6%
Hawaiian	0.1%	0.1%	0.1%	0.1%
Hispanic	12.7%	12.6%	13.3%	14.5%
White non-Hispanic	56.9%	56.4%	55.2%	53.1%
Multiple race non-Hispanic	4.5%	4.6%	4.6%	4.7%
Missing	2.9%	3.0%	3.2%	3.7%
International	9.7%	10.8%	10.9%	10.9%

Source: Office of Planning and Analysis

Strategies to increase the pipeline from program interest to application

- Communicate early and often using the email system
- Hold “How to use the CAS” open sessions
- Develop mutual partnerships with other units
- Spend money to recruit (yours or someone else’s)

Source: Syverson, Franks, & Hiss (2018)

CAS Strategies: Part 2



Douglas Parham | Dashboard Account Logout

CSDCAS / Wichita State University (2022 - 2023) ▾

Wichita State University | Wichita State University | 2022 - 2023 Cycle | Admissions

▼ Applicants

Search

Search Assignments

Search Interviews

Clipboard

In Progress Applicants

On Hold Applicants

Undelivered Applicants

Search Correspondence

▼ Applicant Lists

List Manager

Email Templates

New Email Template

	Name	
	Wait list denied Program Full 2021	
	Wait List 2023	
	Initial Application Interest	
	Acceptance Deadline Reminder	
	Wait List (interview)	
	Application Complete	
	Thank you for your interest in the Wichita State University Graduate Programs	
	Financial Support Application Deadline Reminder	
	Admit Letter (no GS application)	
	No Response to Offer	
	Wait List (no GS application)	
	...	

About Email Templates

Stay in touch with applicants using the Email features in WebAdMIT.

The Email Templates feature allows you to create and save routine correspondence with your applicants.

Review the [Corresponding with Applicants](#) documentation in the [WebAdMIT Help Center](#) for more information on how to work with these features.

CAS Strategies: Part 2



Douglas Parham Dashboard Account Logout

CSDCAS / Wichita State University (2022 - 2023) ▾

Wichita State University | Wichita State University | 2022 - 2023 Cycle | Admissions

▼ Applicants

Search

Search Assignments

Search Interviews

Clipboard

In Progress Applicants

On Hold Applicants

Undelivered Applicants

Potential Applicants (In Progress)

Search Actions ▾

Sort Results ▾

41 applicants underway but not complete, with 27 allowed for previewing.

Last Name	<input type="text"/>	Local Status	<input type="text"/>
First Name	<input type="text"/>	Designation	<input type="text"/>
CSDCAS ID	<input type="text"/>	Designation Added Date	<input type="text"/>
Email	<input type="text"/>	Program Plans	<input type="text"/>
Phone Number	<input type="text"/>		

Search

Reset Criteria

<input checked="" type="checkbox"/>	Name	Email	CSDCAS ID	Designation
-------------------------------------	------	-------	-----------	-------------

Applicant information is available within the platform.



CAS Strategies: Part 2



Douglas Parham | Dashboard | Account | Logout

CSDCAS / Wichita State University (2022 - 2023)

Wichita State University | Wichita State University | 2022 - 2023 Cycle | Admissions

▼ Applicants

Search

Search Assignments

Search Interviews

Clipboard

In Progress Applicants

On Hold Applicants

Undelivered Applicants

Search Correspondence

▼ Applicant Lists

List Manager

Custom Fields Manager

New Custom Field

Active Fields

	Label	Type	Description	Actions
☰	KS Resident	Select From List	Identifier for resident/non-resident status	
☰	20-Hour Work During UG	Yes / No Value	Identifier for student who reported working 20 hour or more a week during undergraduate program	
☰	Diversity	Yes / No Value	Diverse racial/ethnic background or McNair Scholar. Not applicable to international applicants.	
☰	Full-Time Athlete	Yes / No Value	Update: 02/20/2019 DP	
☰	Hand-entered Last 60hr GPA	Numeric (2)	Grade point average for last 60 credit hours. Validate entries with GPA calculated by the Graduate School.	
☰	Honors Program	Yes / No Value	Response to custom question "Did or will you complete an honors academic track/program during your undergraduate coursework?"	
☰	Hand-entered GRE Q % Score	Numeric (2)	Use this field if the applicant failed to submit GRE scores appropriately	
☰	First generation	Yes / No	First generation student	

About Custom Fields

Custom Fields allow you to store information that your program needs but is not collected from the applicant in the CAS application.

Review the [Custom Fields](#) documentation in the [WebAdMIT Help Center](#) for more information on how to work with this feature.

3. Pipeline from Application to Admission

Explore program-specific ideas to increase the success rate of admissions for underrepresented students

Strategies to increase the pipeline from application to admission

- Remove barriers of GPA and GRE requirements (Syverson et al., 2018)
- Recommend application process be more holistic
- Consider all factors of a student's undergraduate and transfer experiences
- Use the Local Status system
- Stay in touch with applicants

Source: Syverson, Franks, & Hiss (2018)

CAS Strategies: Part 3



Douglas Parham | [Dashboard](#) [Account](#) [Logout](#)

CSDCAS / Wichita State University (2022 - 2023) ▾

Wichita State University | Wichita State University | 2022 - 2023 Cycle | Admissions

Applicants

Search

Search Assignments

Search Interviews

Clipboard

In Progress Applicants

On Hold Applicants

Undelivered Applicants

Search Correspondence

Applicant Lists

List Manager

Scoring

Scoring Models Point Tables

Your Scoring Models

New Scoring Model

AuD Total Score

Description:

Scorable Item	Point Table	Multiplier
First generation student (if no HRSA response)	Yes/No Table	
Hand-entered GRE AW Score	Hand-entered GRE Analytical Writing Score Updated	
Hand-entered GRE V % Score	Hand-entered GRE Verbal Reasoning % Updated	
Hand-entered GRE Q % Score	Hand-entered GRE Quantitative Reasoning % Updated	
Last 60hr GPA GPA	Overall GPA Breakdown Updated	
Honors Program	Yes/No Table	

About Scoring

Scoring Models provide a framework for you to score applicants based on institutional rating policies. Some Scoring Models also use Point Tables that allow you to assign points based on customized point scales. This helps you normalize and assign scores in a standard manner.

Review the [Scoring](#) documentation in the [WebAdMIT Help Center](#) for more information on how to work with this feature.

CAS Strategies: Part 3



Douglas Parham | Dashboard Account Logout

CSDCAS / Wichita State University (2022 - 2023) ▾

Wichita State University | Wichita State University | 2022 - 2023 Cycle | Admissions

▼ Applicants

Search

Search Assignments

Search Interviews

Clipboard

In Progress Applicants

On Hold Applicants

Undelivered Applicants

Search Correspondence

▼ Applicant Lists

List Manager

Scoring

Scoring Models **Point Tables**

Your Point Tables

New Point Table

Yes/No Table

Assign Score By: Text String.

Description: First generation student, Honors Program, Diversity, Full-time athlete, 20-Hour Work During UG

Edit Table

Copy Table

Inactivate Table

Hand-entered GRE Analytical Writing Score Updated

Assign Score By: Range of Numbers.

Description: Use this field if the applicant failed to submit GRE scores appropriately Update: 03/05/2019 DP

Edit Table

Copy Table

Inactivate Table

Hand-entered GRE Verbal Reasoning % Updated

Assign Score By: Range of Numbers.

Description: Use this field if the applicant failed to submit GRE scores appropriately Update: 03/05/2019 DP

Edit Table

Copy Table

Inactivate Table

About Scoring

Scoring Models provide a framework for you to score applicants based on institutional rating policies. Some Scoring Models also use Point Tables that allow you to assign points based on customized point scales. This helps you normalize and assign scores in a standard manner.

Review the [Scoring](#) documentation in the [WebAdMIT Help Center](#) for more information on how to work with this feature.

CAS Strategies: Part 3



Douglas Parham Dashboard Account Logout

CSDCAS / Wichita State University (2022 - 2023) ▾

Wichita State University | Wichita State University | 2022 - 2023 Cycle | Admissions

- ▼ Applicants
- Search
- Search Assignments
- Search Interviews
- Clipboard
- In Progress Applicants
- On Hold Applicants
- Undelivered Applicants
- Search Correspondence
- ▼ Applicant Lists
- List Manager

Local Status Manager

New Local Status

	Title	Decision	Color Code	Description	Actions
	AuD Need Interview Time	Interviewed		Agreed to interview. Set time.	
	AuD Applicant Declined Interview	Applicant Withdrew		Declined interview. Notify GS.	
	AuD Incomplete Applications	-	none	These applicants started an...	
	AuD Review Underway	-	none	Assigned to Reviewers	
	AuD Review Completed	-	none	All three reviewers have co...	
	AuD Admitted	Offer Made		Email personal letter. Send...	
	AuD Admitted: Not Attending WSU	Offer Declined		Admission offer declined.	
	AuD Admitted: No Response to Offer	Offer Withdrawn		No response to admissions o...	
	AuD Wait-List	Wait-Listed		Send CSDCAS E-mail. Complet...	
	AuD Wait-List: Accepted other university	Applicant Withdrew		Applicant withdrawn prior t...	
	AuD No Response to Interview Schedule	Applicant Withdrew		No response. Notify GS.	
	AuD Wait List: Denied	Denied		Program full. Notifv Gradua...	

About Local Statuses

Local Statuses allow you to track applicants as they go through your application process. Using Local Statuses, you can define the stages of your application cycle and keep your applicants organized by placing them in the appropriate statuses.

Review the [Using Local Statuses](#) documentation in the [WebAdMIT Help Center](#) for more information on how to work with this feature.

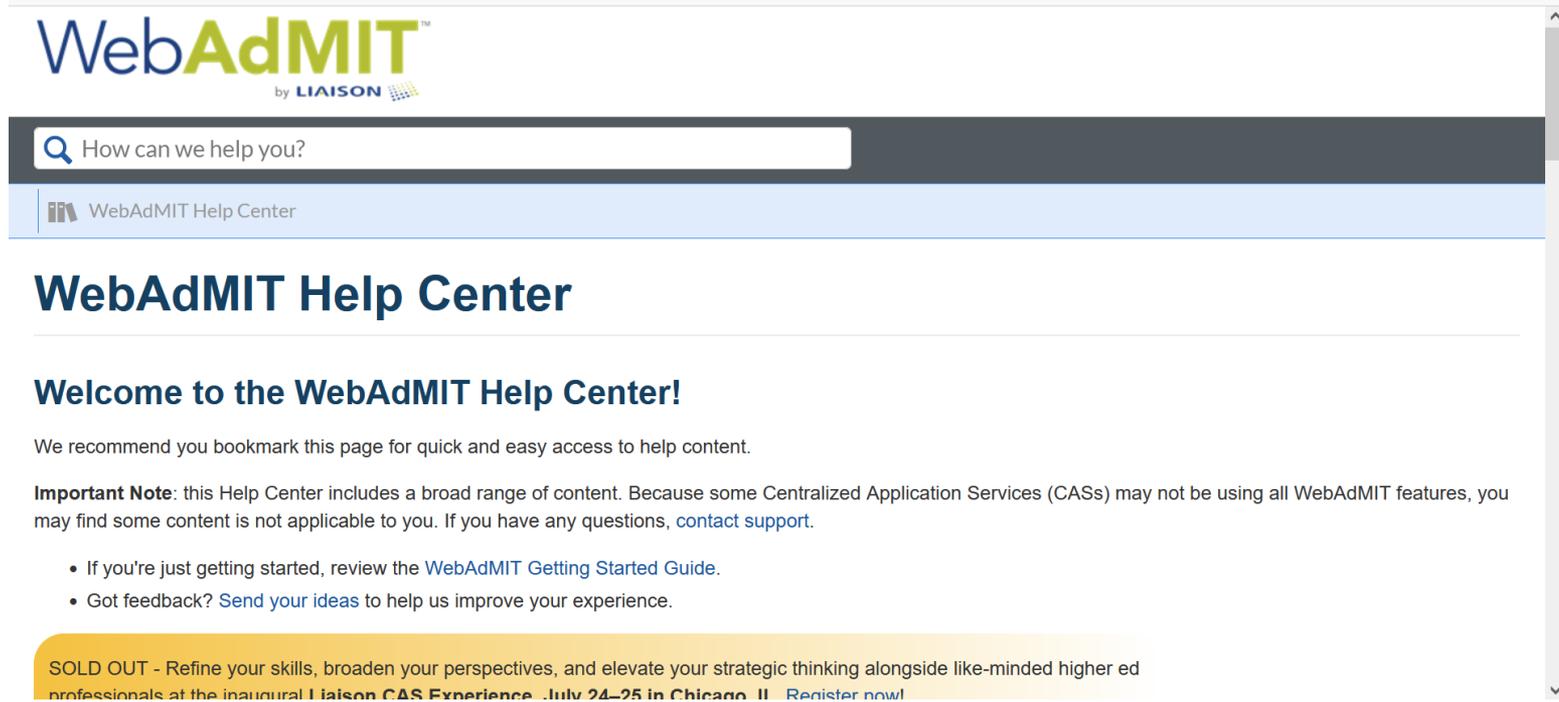
4. Pipeline from Admission to Program Completion

Explore program-specific ideas using CAS data to increase the program completion rate of underrepresented students

Strategies to increase the pipeline from admission to program completion

- Build clear pathways for program progression, and transparent processes for students who are struggling
- Fight for student funding
- Be flexible with admissions (e.g., deferrals)
- Take advantage of the CAS to help with accreditation reporting

CAS Strategies: Part 4



The screenshot shows the WebAdMIT Help Center homepage. At the top left is the WebAdMIT logo with 'by LIAISON' underneath. Below the logo is a search bar with the placeholder text 'How can we help you?'. Under the search bar is a navigation bar with the text 'WebAdMIT Help Center'. The main heading is 'WebAdMIT Help Center'. Below this is a sub-heading 'Welcome to the WebAdMIT Help Center!'. The text below reads: 'We recommend you bookmark this page for quick and easy access to help content.' An 'Important Note' follows: 'this Help Center includes a broad range of content. Because some Centralized Application Services (CASs) may not be using all WebAdMIT features, you may find some content is not applicable to you. If you have any questions, [contact support](#).' A bulleted list contains two items: 'If you're just getting started, review the [WebAdMIT Getting Started Guide](#).' and 'Got feedback? [Send your ideas](#) to help us improve your experience.' A yellow banner at the bottom contains the text: 'SOLD OUT - Refine your skills, broaden your perspectives, and elevate your strategic thinking alongside like-minded higher ed professionals at the inaugural Liaison CAS Experience, July 24-25 in Chicago, IL. [Register now!](#)'

Closing Points

- The actual (“Who we are”) is more important to decision-making than the aspirational (“Who we will be”).
- We must know our numbers.
- Our commitment to underrepresented students continues from program interest to program completion.
- We need proactive strategies in place to support students at each step in the process.

Open Discussion



LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Thank You

Douglas Parham

Wichita State University

douglas.parham@wichita.edu