



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL

Emerging and Adaptable Tools for Facilitating Systematic Holistic Review in Medical School Admissions

Presented by: John Abbatico

July 2023



Meet Our Presenter



John Abbatico
Chief Product Officer



A woman with dark hair is looking at a laptop. The background is a collage of digital elements: binary code (0s and 1s), a pie chart, a line graph, and various geometric shapes. A large blue diagonal bar runs from the top left towards the bottom right, separating the image from the text.

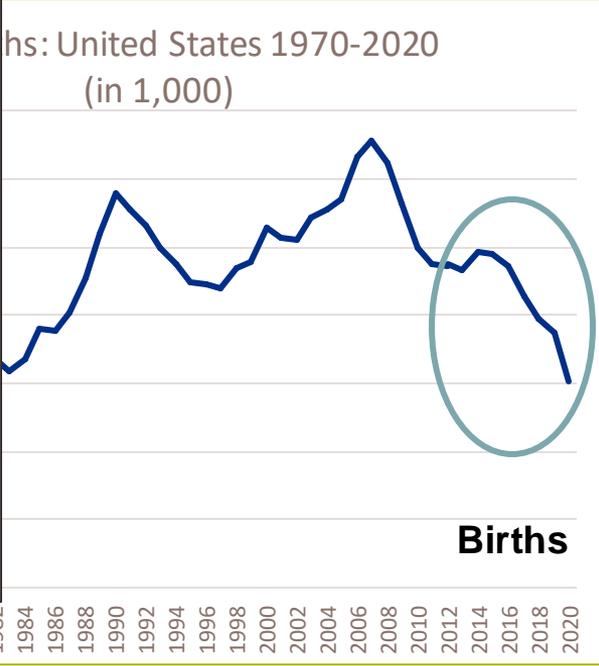
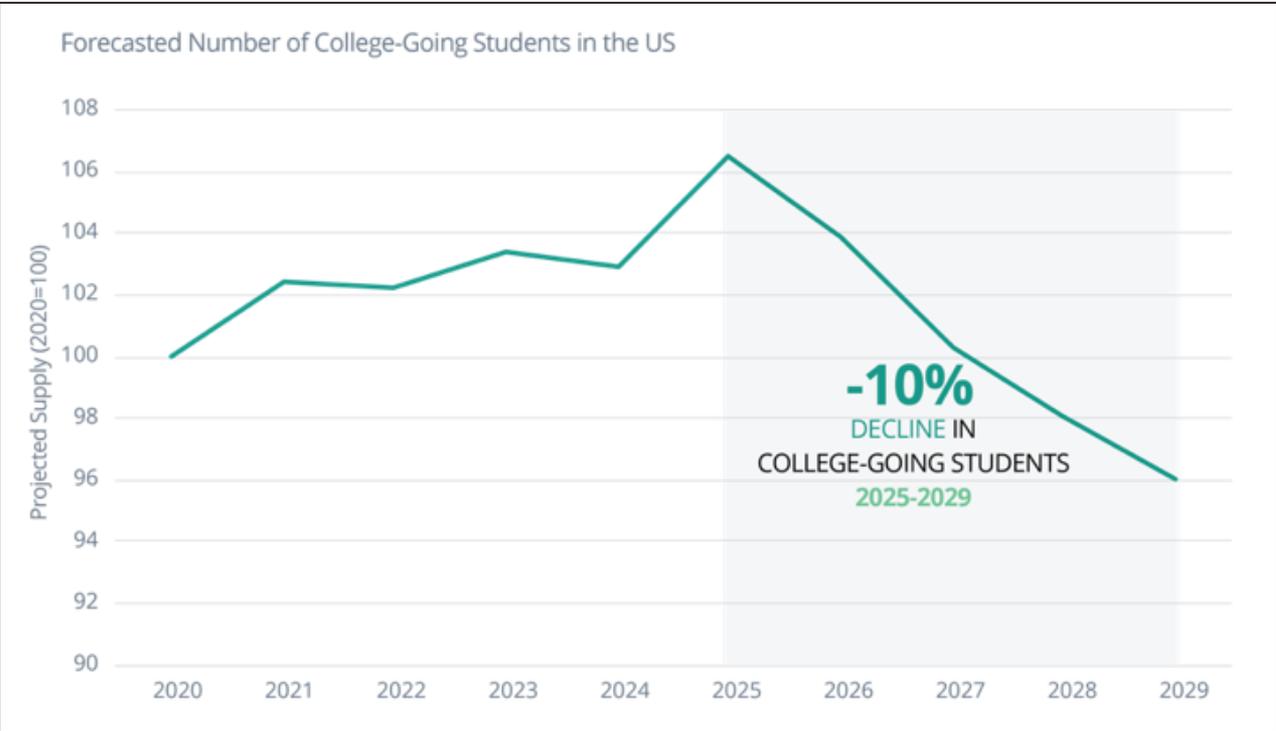
Agenda

1. The Demographic Cliff
2. Holistic Admissions – A Practical Pathway
3. How to Use Data and Machine-Learning (ML) Tools to Achieve Desired Outcomes



Shrinking Population

The Cliff is Here and Will Continue



1970
1972
1974
1976
1978
1980
1982
1984
1986
1988
1990
1992
1994
1996
1998
2000
2002
2004
2006
2008
2010
2012
2014
2016
2018
2020

The Future of the Student Pipeline is Uncertain

Other complicating factors:

- Pandemic-related issues
- International student uncertainty
- Test-optional implications (mix complication)
- Alternative career and educational paths



The Demographic Cliff: Complexities and Considerations

Complexities and Considerations



Holistic review becomes more important to ***ensure the student population reflects the broader society - races, culture, rural/urban, socioeconomics***



Holistic Admissions: Needs and Challenges

Which kitchen do you think produces the best meals?



Why Holistic Admissions?

“Universities that have added non-cognitive variables to their admissions requirements are finding that these variables are associated with improved outcomes.”

Individualized holistic review optimally reflects these common characteristics:

- Mission alignment
- Likely ability to succeed and thrive at a given institution
- Ability to enhance the educational experiences of peers
- Unique view of accomplishments and potential contributions of each applicant



Holistic Admissions and the SCOTUS Decision

In the courts: [Students for Fair Admission v. Harvard](#) and [Students for Fair Admission v. University of North Carolina](#)

The *Harvard* and *UNC* cases challenged the limited consideration of race and ethnicity in higher education admissions, the constitutionality of which has been upheld by the Supreme Court repeatedly for more than forty years.

In the Health Profession: A brief has been submitted to the U.S. Supreme Court in support of the limited consideration of an applicant's racial or ethnic background or experiences in higher education admissions

The Problem of Bias

“ Faculty experience admissions work as politically, cognitively, and procedurally difficult, because it positions them between impulses, principles, and pragmatism.”

JULIE POSSELT, INSIDE GRADUATE ADMISSIONS, P.18

Overall Challenges: Scalability and Unbiased Holistic Admissions

**No one way to
review any file**



**Scalability and
bias issues at
every step of the
funnel**



**Use benchmarks
rather than
metrics to ensure
people get a
review**



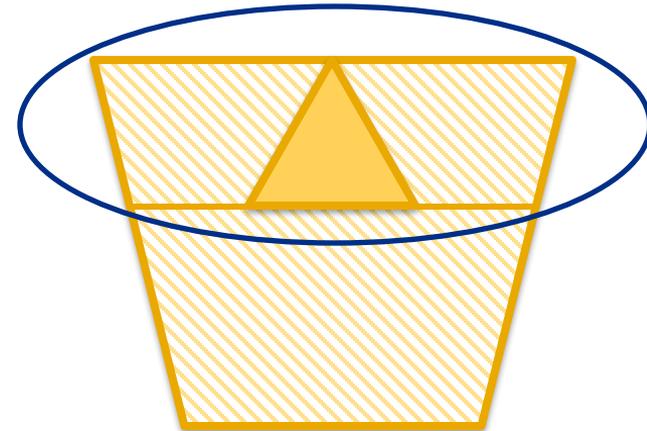
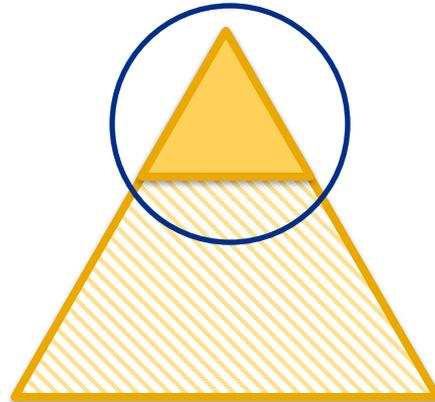
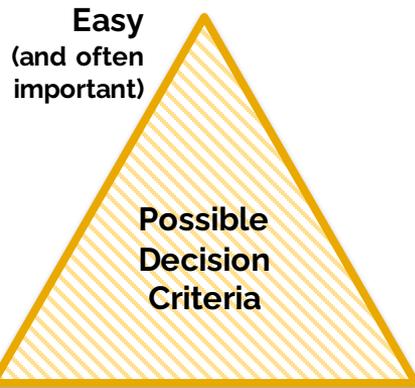


Using Data Analytics for Holistic Admissions

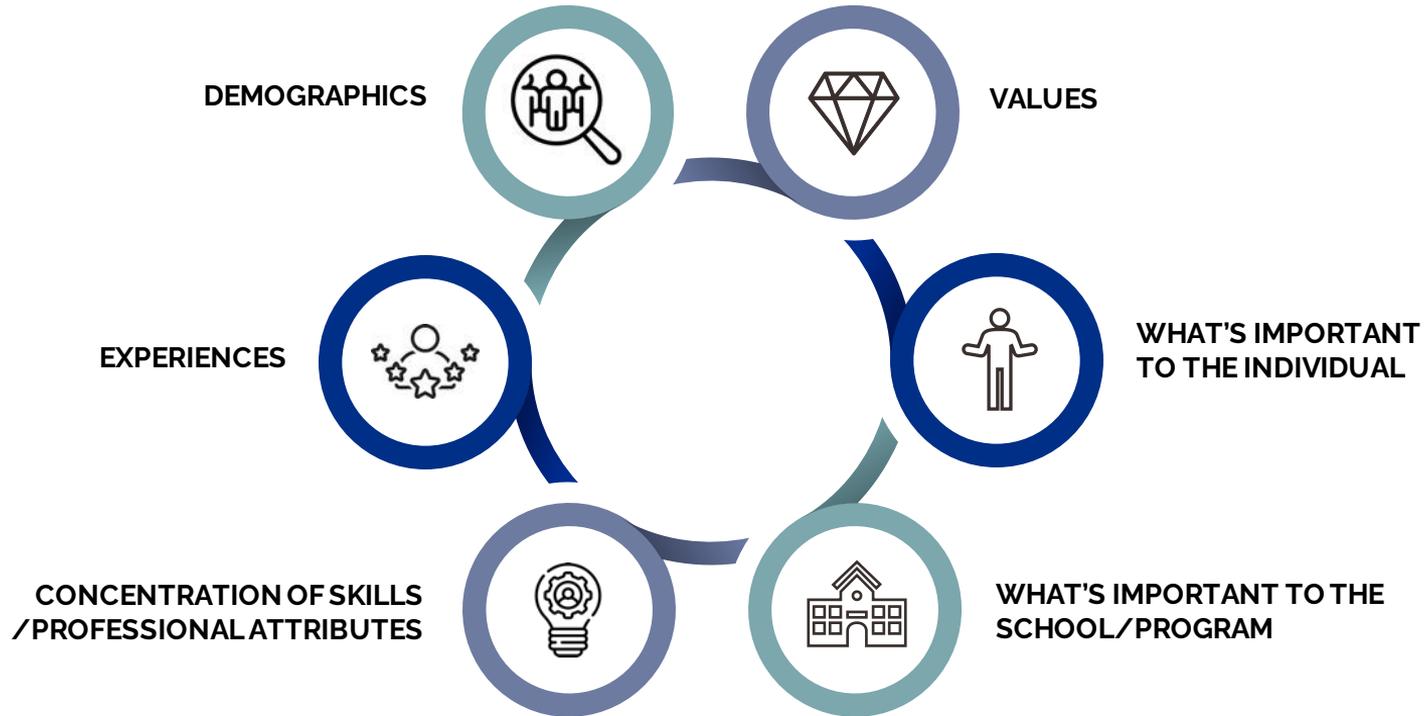
Advanced Analytics Can Make the “Hard” Easier

How We Make Admissions Decisions

How We Should Make Admissions Decisions

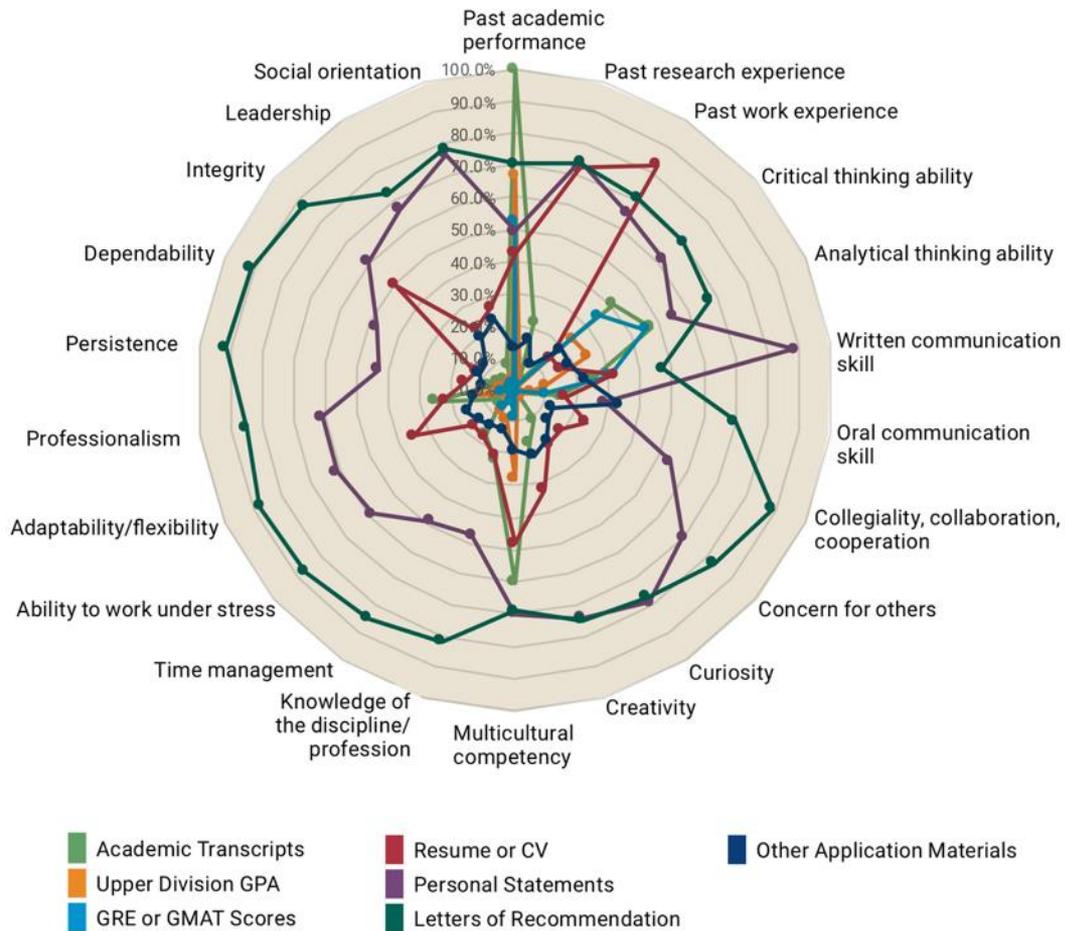


The Important Attributes to Consider

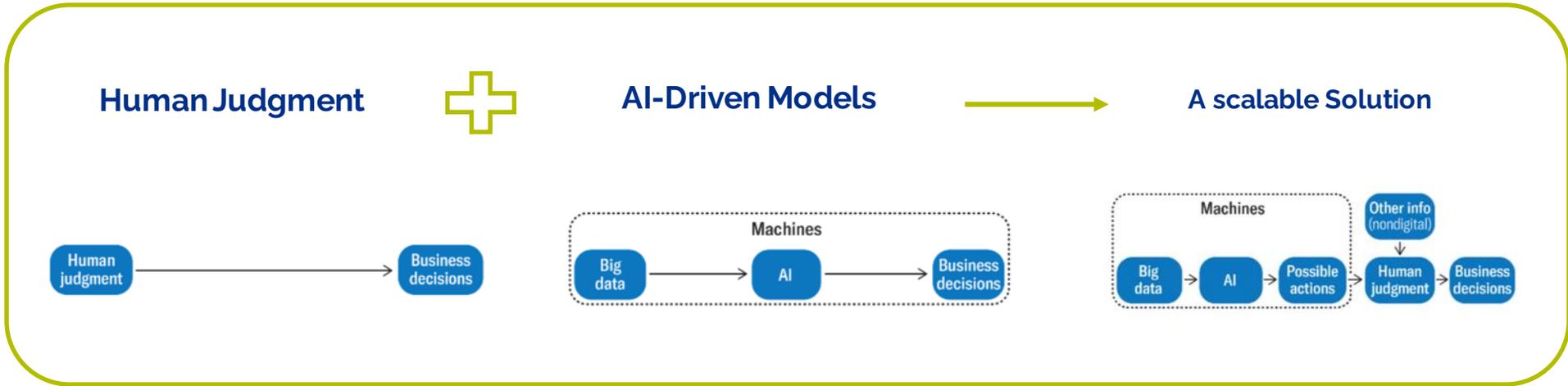


The Multi-dimensional Way We Would Like to See Each Candidate

Figure 7. Percentage Shares of Master's Programs Indicating the Use of Selected Application Materials to Weigh Applicants' Attributes



We Are Not Going to “Get There” Without Technology





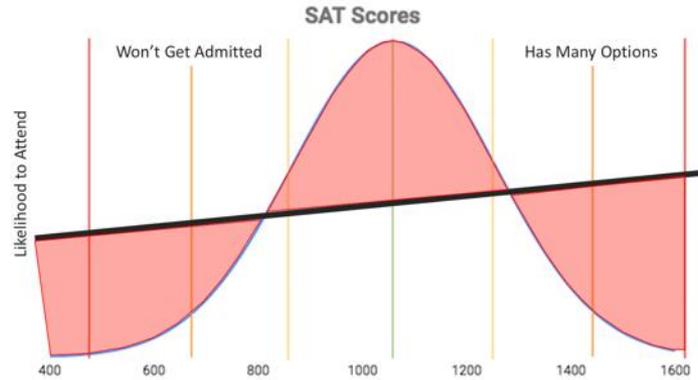
AI Powered Holistic Admissions

- AI helps identify the data factors that historically have been drivers to the decision.
- Knowing this, we can introduce additional data to broaden the selection process and test for bias.

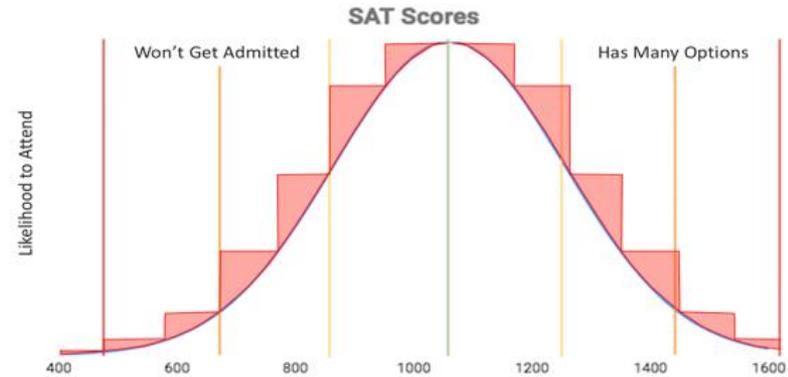


Holistic Admissions Demands Non-Linear Approach

Linear

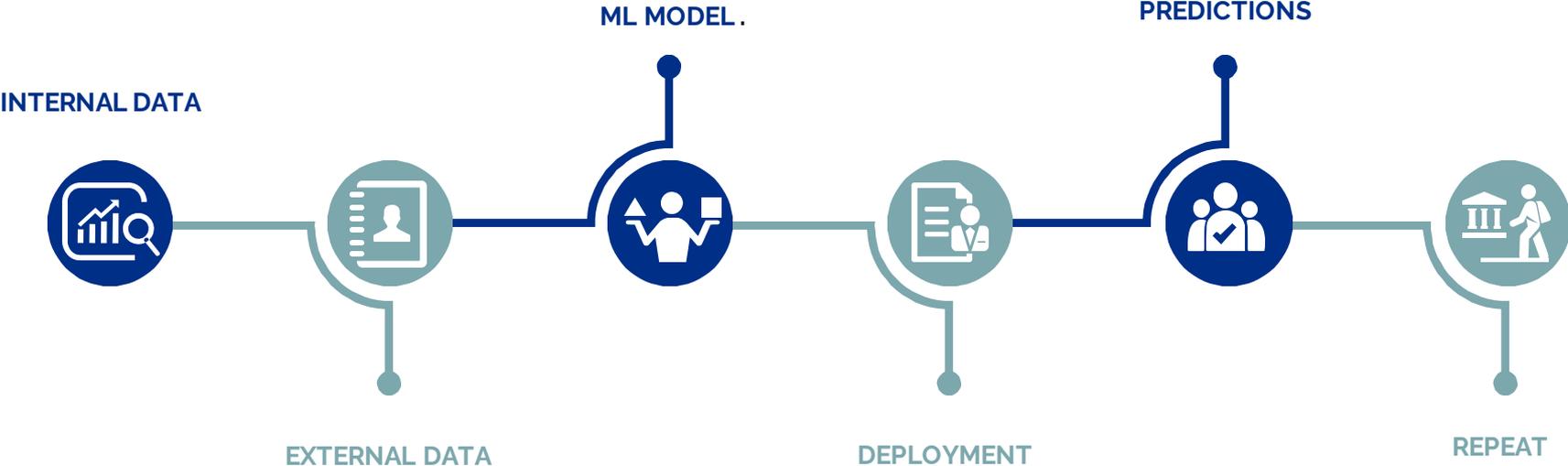


Nonlinear

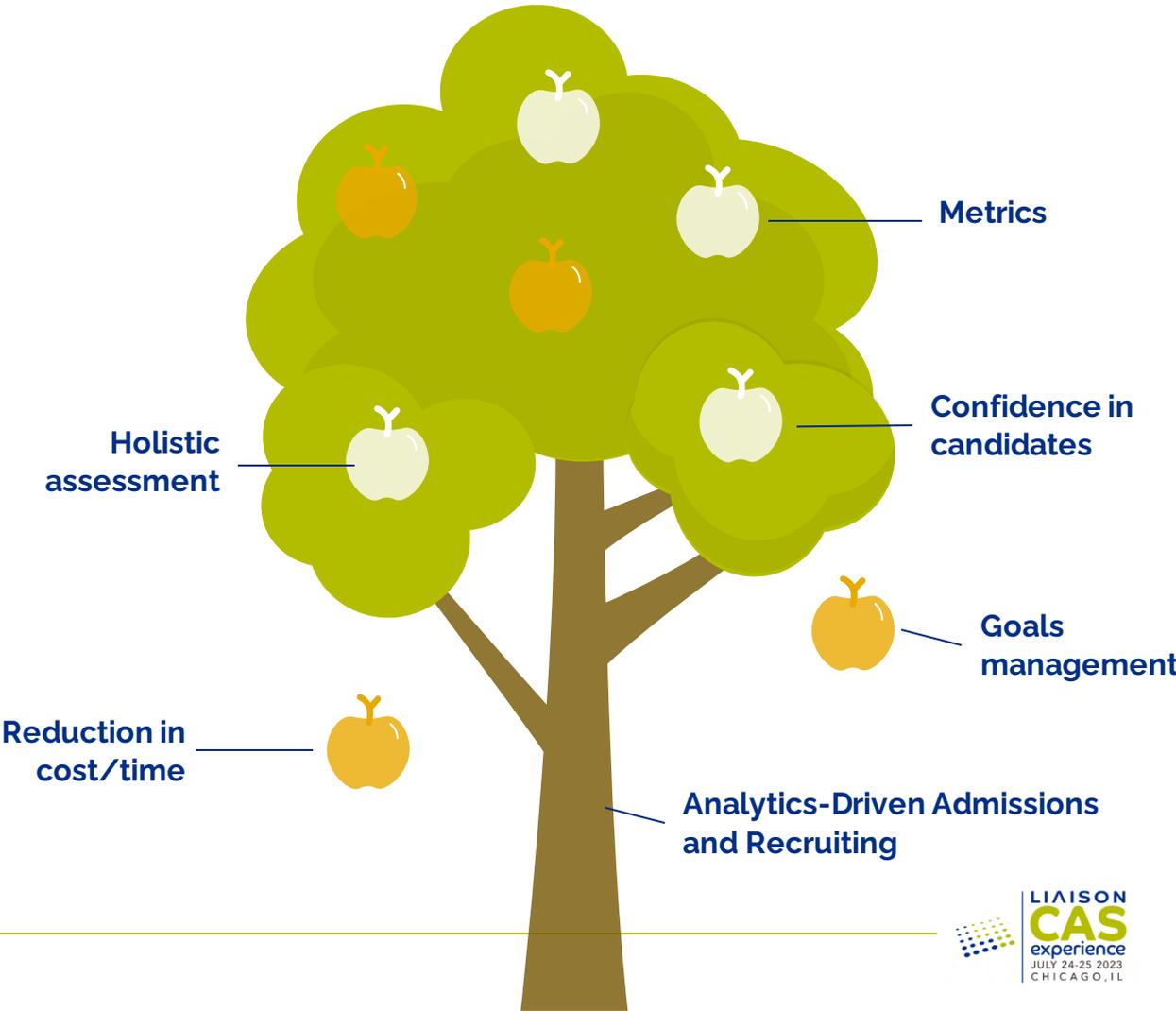


Liaison's Othot AI and Machine Learning:
Our algorithms include many variables and more finite perspective on synergies.

How We Scale



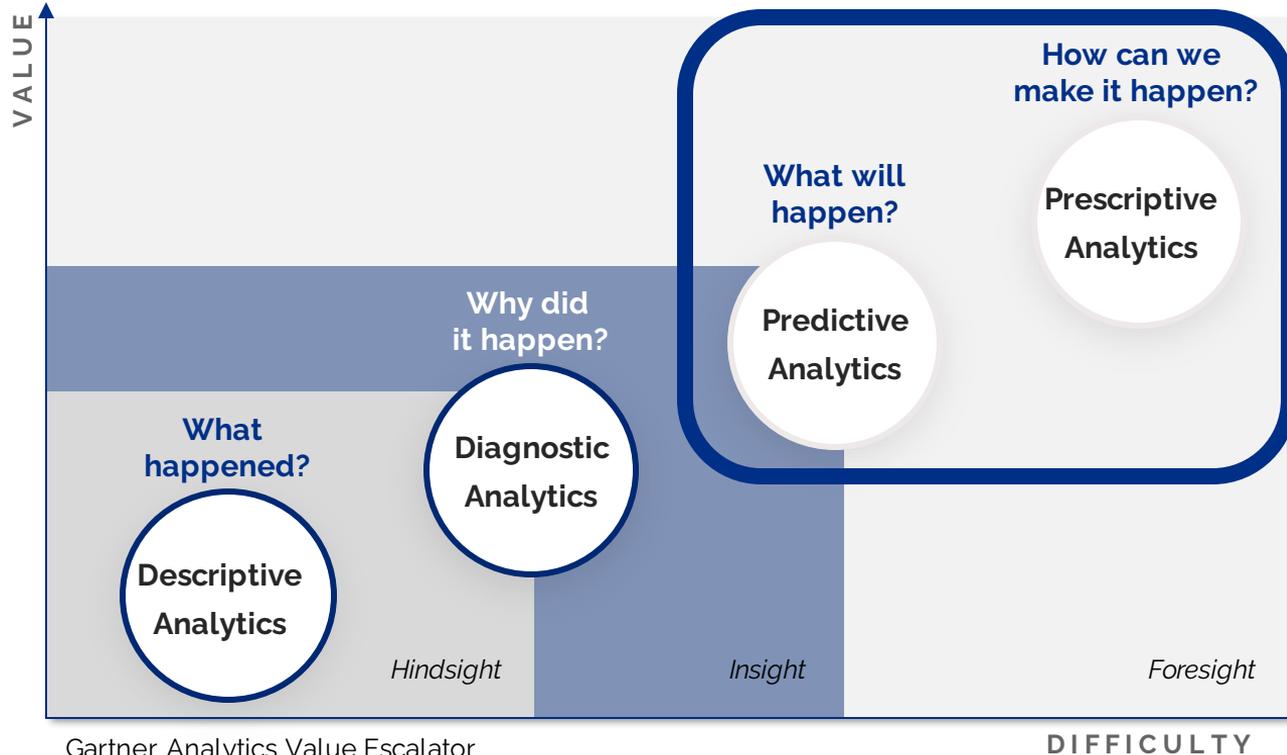
The Fruit of the Analytics-Driven Process





Machine Learning to Optimize Admissions

The Emergence of AI and ML as Decision Drivers



Gartner Analytics Value Escalator
www.gartner.com

How It Works



LEARN



PREDICT BEHAVIOR



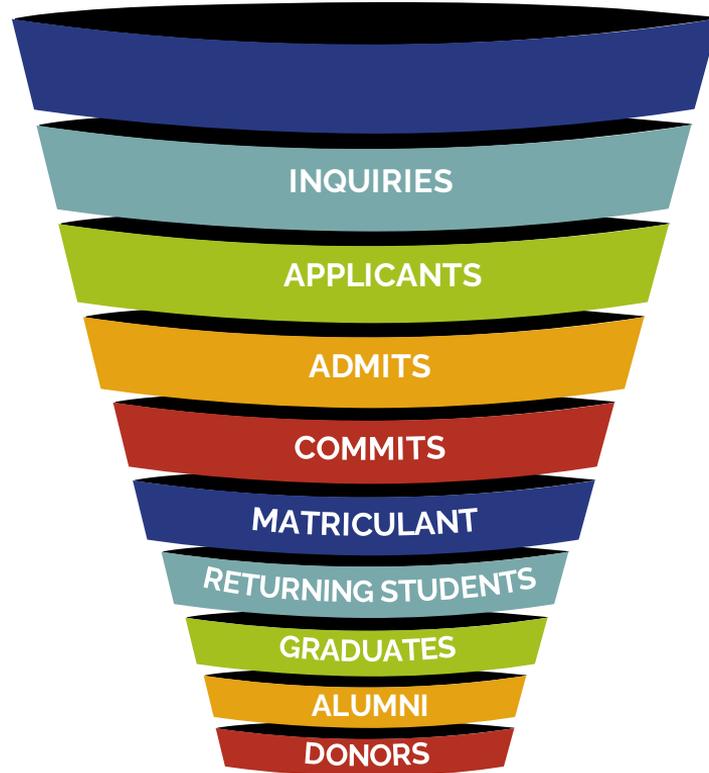
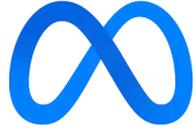
20%
Likely

PRESCRIBE



80%
Likely

Very Different Tools and Solutions Are Emerging



INTELLIGENT**NAMES**[™]
by LIAISON

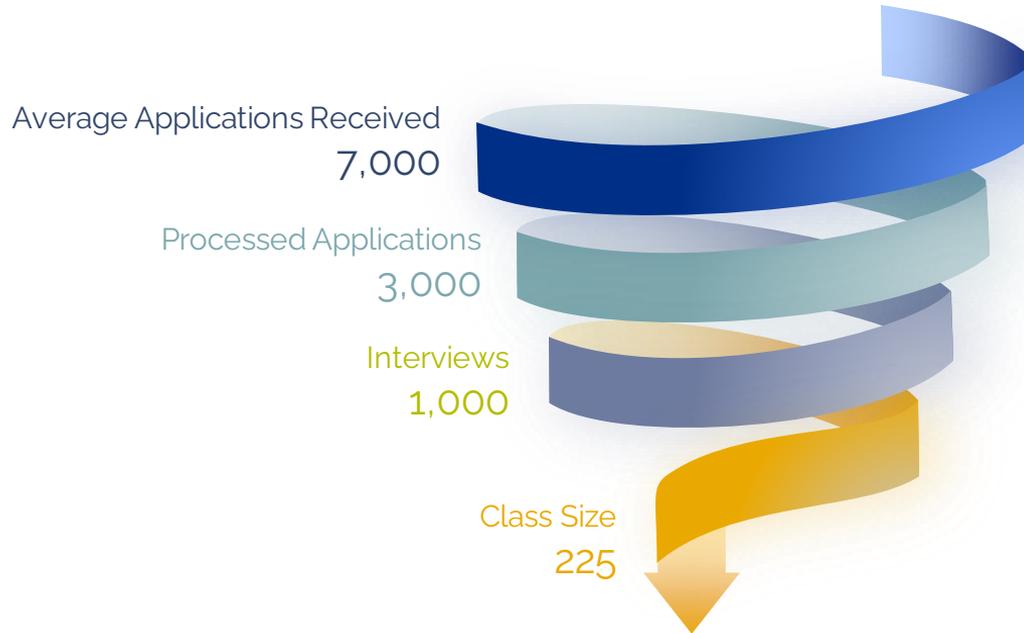
othotSM
by LIAISON

amazon.com[®]

LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Real-World Implications

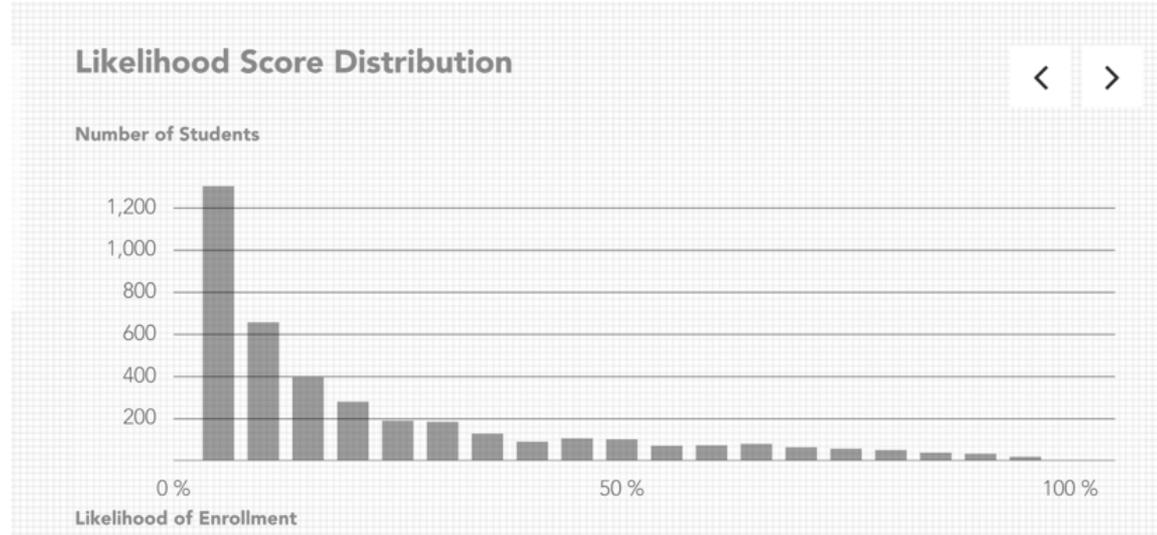
Highly Competitive Programs, Like Medical



- Reduce the number of Interviews
- Decrease the burden on staff
- Don't miss a great candidate
 - Holistic review!
- Increase the probability of student success

Strategically Using the Othot ML Platform: Yield as an Example

HIQ:



Focus on
Individuals:

Geography

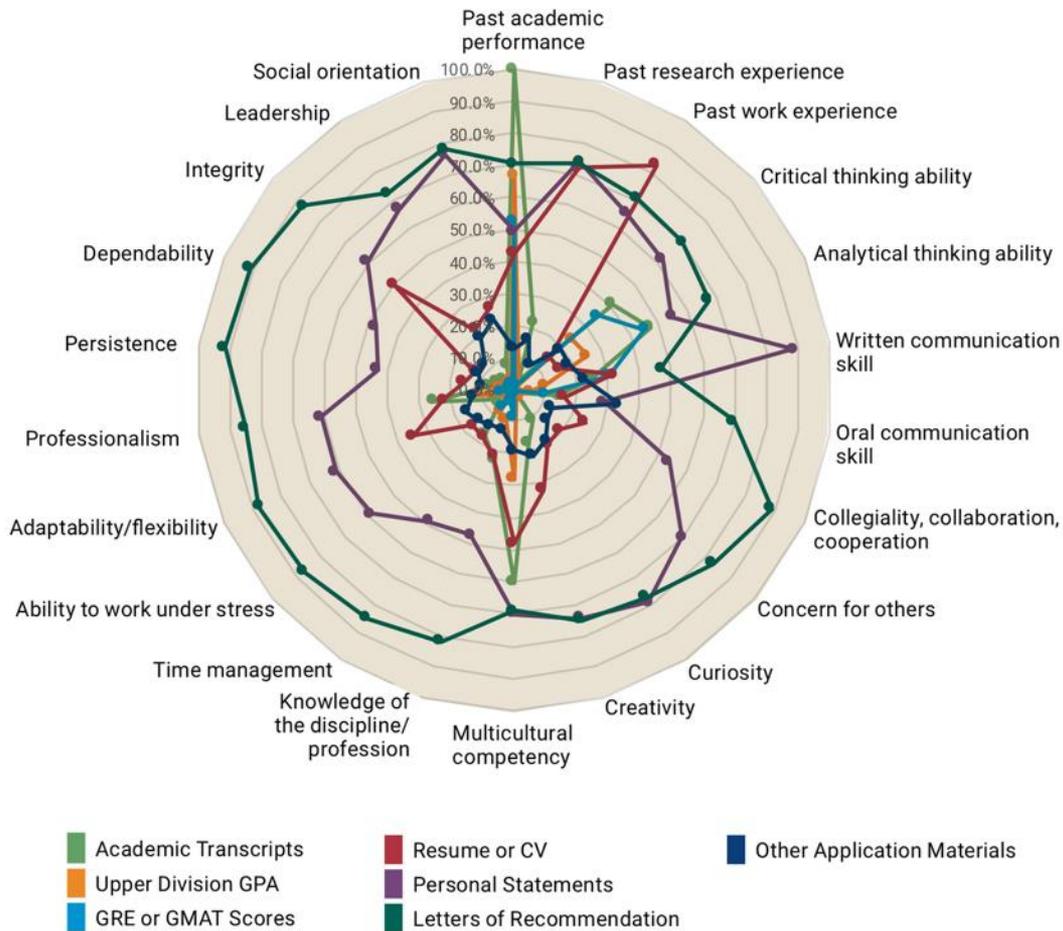
Diversity

Holistic
Attributes

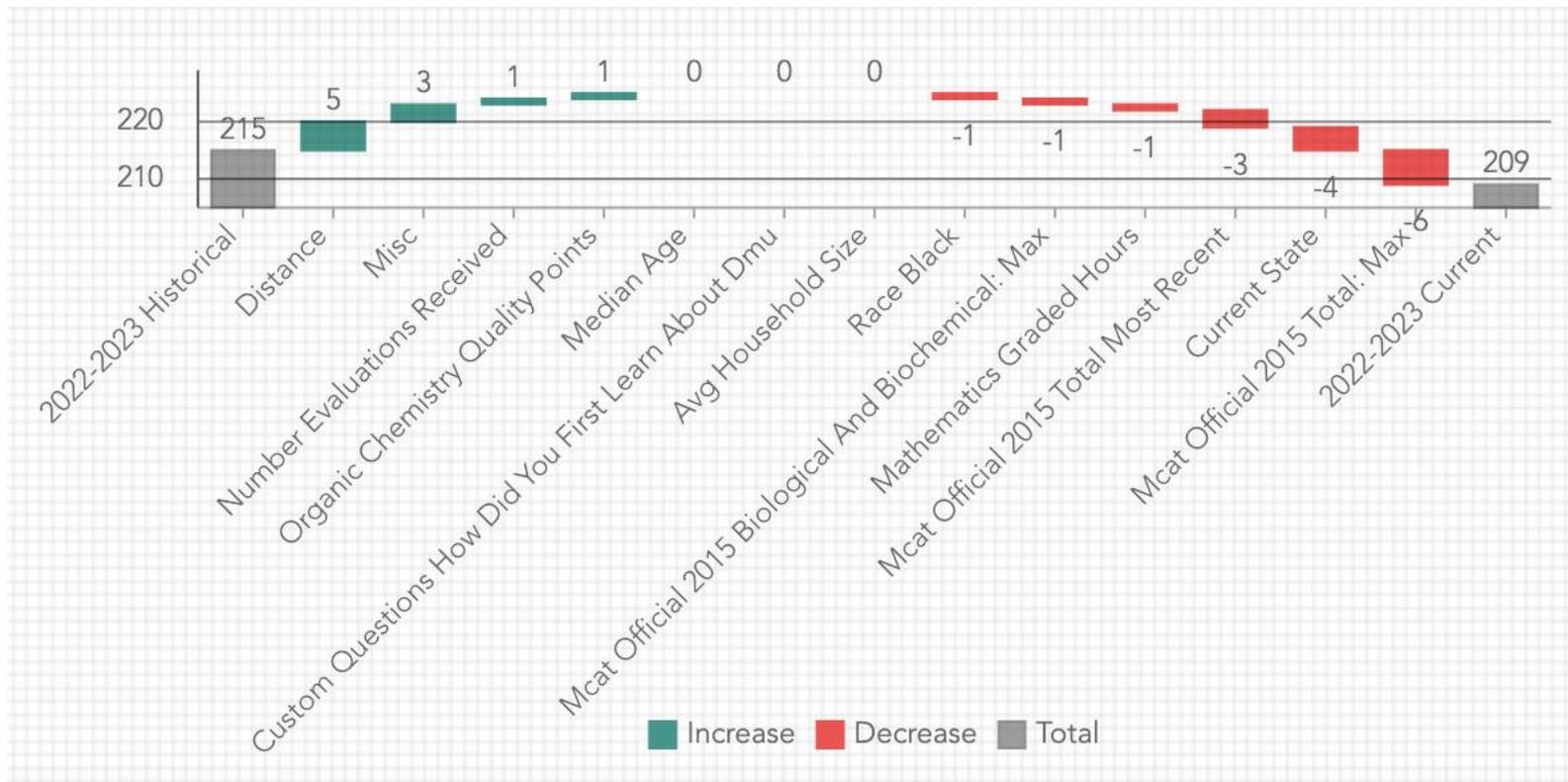
Focus on Individuals



Figure 7. Percentage Shares of Master's Programs Indicating the Use of Selected Application Materials to Weigh Applicants' Attributes



Explainable AI Increases Trust and Usability



Next Best Actions to Help Achieve Desired Outcomes

2021 Students ALL

Likelihood ... State Recommen...

Likelihood Score	Student ID	Life Cycle	Counselor Name	Decile (Numeric)	Recommendation 1	Recommendation 2
36%	003410000qrXimAAE	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Campus Visit
37%	00341000029ougDAAQ	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Campus Visit
41%	003410000qcMTLAA2	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Campus Visit
72%	003410000qclsuAAE	Inquiry	COUNSELOR 2	1	Inq: Financial Brochure	
39%	003410000qclrIAAU	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Campus Visit
62%	003410000qcKURAA2	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Inq: Financial Br
75%	0031L00002uDqHgQAK	Inquiry	COUNSELOR 1	1	Inq: Visit Postcard	
34%	0034100001mgnWYAAY	Inquiry	COUNSELOR 10	1	Inq: Apply Now Postcard	Campus Visit
47%	00341000024rJ9mAAE	Inquiry	COUNSELOR 1	1	Inq: Apply Now Postcard	Campus Visit
64%	003410000qcloWAAU	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Inq: Financial Br
62%	0034100001lq1c9AAA	Inquiry	COUNSELOR 8	1	Inq: Visit Postcard	
35%	0031L00002qsEUMQA2	Inquiry	COUNSELOR 8	1	Inq: Apply Now Postcard	Campus Visit

Othot Identifies the **Most Impactful** action for each individual student. This can drive personalized campaigns throughout the enrollment cycle.

Scenario Matrix Sensitivity What-If

Speed-to-Value: Models Directly from CAS Data



Molly Moeller | Dashboard Account End Impersonation Old User Interface Logout

AACOMAS / Des Moines University College of Osteopathic Medicine (2021 - 2022)

Des Moines University | Des Moines University College of Osteopathic Medicine | 2021 - 2022 Cycle | Admissi

▼ Applicants

Search

Search Assignments

Search Interviews

Clipboard

In Progress Applicants

On Hold Applicants

Undelivered Applicants

Competing Offers Accepted

Search Correspondence

▶ Applicant Lists

▼ Reports & Exports

Export Manager

Report Manager

PDF Manager

Recent Files

▼ Management

Dashboard

▼ Notes from AACOMAS

Name	AACOMAS ID	Note Date
Kochanek, Darian Undelivered: Transcript Request - AU transcript from DOMNICAN UNIVERSITY was for another student	1737474568	Apr 1 2022
Yalavarthi, Ashish Undelivered for unreported Brigham Young University as per the transcript of UNIVERSITY OF MISSOURI - KANSAS CITY.	4134414912	Mar 23 2022
MAHMOOD, MARIYAH UNDELIVERED FOR INCORRECT DEPT. PREFIXES OF WLBUR WRIGHT COLLEGE - CITY COLLEGES OF CHICAGO.	8659459435	Mar 21 2022
Perez Diaz, Natalia Incorrect Coursework for PENNSYLVANIA STATE UNIVERSITY.	7606636311	Mar 18 2022
Cartwright, Nia AACOMAS Application On Hold: Application Fee(s) Owed	2121385664	Mar 17 2022

← Prev 1 2 3 4 5 6 7 8 9 ... 66 67 Next →

▶ Designations by Local Status

▼ Designations by Decision

- 333 None
- 0 Defer to Next Cycle
- 183 Wait Listed
- 0 Matriculated
- 879 Application Received
- 0 Invited for Interview
- 0 Interviewed
- 1 Rescinded
- 216 Offer Accepted
- 461 Offer Declined
- 464 Withdraw
- 3 Offer Made
- 1564 Denied
- 4104 Total

▼ Designations by Application Status

- 3154 ● In Progress
- 25 ● Received
- 0 ● Complete
- 4073 ● Verified
- 6 ● On Hold
- 0 ● Undelivered
- 6 ● Manual
- 7264 Total

▼ Designations by Academic Update

- 29 ● AU In Progress
- 45 ● AU Received
- 6 ● AU Complete
- 274 ● AU Verified
- 354 Total

Food for Thought

- Holistic admissions is on the critical path to achieving our missions.
- Technology (AI/ML) is a critical tool to scalable holistic admissions and helps reduce bias.
- The fruit of an Othot-driven admissions process includes:
 - reduced review/interview resources.
 - improved likelihood of student and program success.
 - confidence in yielding the students we admit.

A diverse group of people in a modern office setting. A woman in the foreground is raising her hand, smiling. Other people are visible in the background, some looking towards the camera and others looking away. The overall atmosphere is positive and collaborative.

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 on two lines.

LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Thank You

John Abbatico
Chief Product Officer
Liaison

jabbatico@liaisonedu.com

A data analytics- and insights-driven approach to holistic admissions

