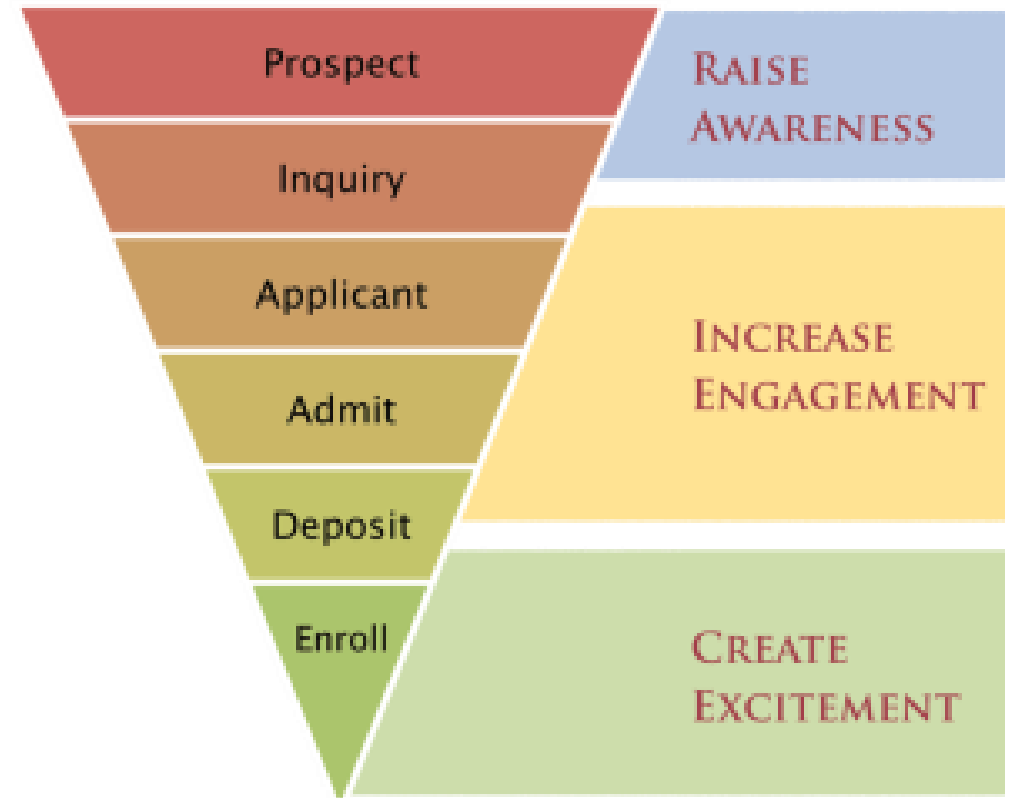


CRM and Online Application Solutions



What is a CRM?

- Customer Relationship Management
- Advanced communication channels deliver targeted messages and management
- Applicant portal



Why do we need an admissions CRM?

1. Configurable, mobile friendly admissions application
 - Current application is NOT mobile friendly
 - Customized applications for each graduate program
2. Enhance our search, recruitment, and enrollment processes
 - Data driven enrollment management
 - Targeted communications via texting, variable print, personalized URLs
3. One of the only schools in Missouri without one
 - Customer/student expectations

Who is Liaison?

- Founded in 1990
- Used by over 7,000 programs and over 800 institutions
- Processes 2,200,000 applications per year
- Centralized Application Service (CAS) products provide cloud-based program specific standardized admissions applications
- We currently use CAS solutions in 5 graduate programs:
 - Communications Science and Disorders - Audiology (CSDCAS)
 - Dietetics Internship (DICAS)
 - Occupational Therapy (OTCAS)
 - Physical Therapy (PTCAS)
 - Physician Assistant Studies (CASPA)



PTCAS
Physical Therapist Centralized Application Service

New Liaison Solutions

- CRM Solution: Enrollment Marketing Platform 
 - Named “Best of Breed” by University Business in 2015, 2016
 - Two instances: Graduate admissions and Undergraduate admissions
- Graduate Application Solution: 
POWERED BY LIAISON 
- Undergraduate Application Solution: 
- Admissions Management: 

Claim: No 3rd party plug-ins, relationships, or sub-contracting.

My Application

This dashboard is your application home providing access to each part of the application you need to complete and a high level overview of your progress.

Latest Notifications

SuperCAS application - Welcome! Last week

[View My Notifications](#)

Getting Started?

Speed up your application by entering your colleges attended first.

[Enter My Colleges](#)

Personal Information



0/8
Sections Completed

Academic History



0/6
Sections Completed

Supporting Information



0/11
Sections Completed

Program Materials



0/1
Sections Completed

Cost - Variable

Graduate

- GradCAS: \$24 per application (charged to applicant)
- EMP: \$30,000 in years 2 and 3

Undergraduate

- UniCAS: ~\$44,000 per year based on 16,000 applications
- EMP: \$30,000 in years 1, 2, and 3

Other costs

- Texts over allotted 20,000 are \$.05/each

Note: Initial costs did not include solution for dual credit, ELI, etc. Automation of these application processes will be investigated for cost/benefit.

Implementation Plan (Tentative)

- First planning meeting: Friday, 11/10/17
- Admissions, Graduate College, and International Services staff design the applications and portals and update operational processes
- Computer Services to create integrations
 - GradCAS
 - UniCAS
 - Program CASs (existing)
- Accepting applications by early summer, 2018

Check it out...

- www.myviewbookdemo.com
- <https://supercasplayground.liaisoncas.com/>
- California State University (UniCAS): <https://calstate.liaisoncas.com/>