BUSINESS**CAS**
POWERED BY LIAISON

### What is BusinessCAS?

BusinessCAS™ is a Centralized Application Service (CAS™) that allows a student to apply to multiple graduate degree programs on one campus, or to multiple programs across multiple campuses, by submitting a single application for enrollment. The applicant is able to manage the entire process, including submission of supporting documentation, transcript and recommendation requests, as well as answer additional unique questions asked by individual campuses and/ or programs, including essays. BusinessCAS is provided by Liaison International, the leader in application management for higher education. Liaison has been providing Centralized Applications for more than 20 years and currently serves over 7,000 programs on more than 800 not-for-profit college and university campuses.

### Do other schools use Centralized Application Services from Liaison?

Yes, more than 7,000 graduate programs on over 800 traditional campuses leverage the same SaaS platform. Liaison manages more than 2,200,000 applications annually.

### Does my use of BusinessCAS have to be exclusive or can I use another application as well?

In order to effectively administer BusinessCAS, it's recommended that participating programs use BusinessCAS as their exclusive application for enrollment. That said, there are significant benefits for the institution in doing so, such as:

- Creation of dynamic application workflows in Liaison's cutting-edge review and processing software.
- Reduction of effort to process and package applications for review.
- Reduction in applicant email and phone support.
- Reduction in your application processing costs.
- A single data source to manage for integration to your SIS and other systems.

### Will using BusinessCAS increase the number of applicants to my school?

Data from the implementation of other services has repeatedly demonstrated an overall increase in applicants to participating programs. Specific variations among schools are likely with the aggregate trend for an increase being the most likely outcome. The ongoing adoption of the service will facilitate the efforts already in place at programs but cannot solely guarantee the growth of applicant pools. Empirical evidence from our association partners suggests that schools may expect an overall increase in applications of 10% or more, but individual increases will likely vary. Schools that are concerned with an increase in applications should know that BusinessCAS will lessen the impact of increased applications, since the processing and support activities are managed by the CAS rather than the campus. The administrative application process itself is less time-consuming, since the application information will be sent in formats that meet the needs of each school. Application review and decisions are still 100% at the determination of the individual campus and their enrollment criteria.

### Will my school's applicants be able to apply to other programs?

Yes. BusinessCAS provides applicants the ability to apply to multiple programs. Research suggests, due to the competitive nature of admissions, 62% of prospective students already apply to multiple programs. In this regard, a CAS is a value-added service to the applicant.

### Will BusinessCAS increase the likelihood that my applicants apply to other schools?

A CAS, by design, will make it possible for students to apply to multiple degrees/programs. BusinessCAS will also make it possible for applicants who may not otherwise know of your program to investigate and apply to your institution. That said, with roughly 1,700 traditional campuses offering graduate curriculum, it will likely be several years before campuses feel they are in "competition" with alternatives. At that point, participating programs will also benefit from access to more qualified candidates for their programs.

## Won't applicants have to spend more money for the application process?

The application processing fee of $48 will mostly be offset by the costs associated with transcript requests and sending documents via UPS™ or FedEx™. Our 30+ other national CAS association partners and their membership confirm this, as all have reported steadily increasing number of applicants, rather than a decrease, due to implementation of a CAS, even where more substantial fees are considered. The added convenience of only having to submit one set of data, requesting transcripts and having a central site from which they can initially monitor the application process outweighs an additional nominal cost of applying through BusinessCAS. In order to ensure access, BusinessCAS will commit up to 5% of all application processing fees to an application fee waiver program, in order to be certain no applicants are excluded.

## Will BusinessCAS increase the workload of my school's current staff?

While a CAS may generate more qualified applications and thus more applications for review, the workload increase should be negligible. Because BusinessCAS will provide a "finished product" (an application ready for review) and immediate action, the existing staff may actually be better positioned to manage more applications with the same or fewer resources. BusinessCAS will manage many of the labor intensive, time intensive tasks which would have been previously undertaken by those on the staff, such as scanning of documents and responding to applicant technical questions via phone and email, further reducing your need to support applicants during peak times.

## Will a CAS require that my school eliminate current staff?

Of course not. BusinessCAS may give you the opportunity to reallocate your resources away from clerical and administrative tasks to more valuable endeavors such as recruitment, marketing and relationship building. We are aware of no situation where staff must be eliminated.

## Does participating in BusinessCAS mean that the school will experience a loss of revenue from current application fees included in our process?

No, you can still collect your current application fees. However, many institutions find that the cost offset of outsourcing the application management and document processing functions included in a CAS offering (scanning, GPA calculation, etc.) create additional opportunity to reclaim budget, or FTE headcounts, who are freed up to focus on more valuable enrollment projects and tasks.

## Will BusinessCAS make admission decisions for my school?

No, BusinessCAS does not make any admissions decisions. BusinessCAS is simply a mechanism to gather the data that you need to make admissions decisions from applicants. BusinessCAS will provide data and documents in a ready to review format. The service will not interpret or evaluate the eligibility of any applicant. The selection and admission of all applicants is the sole prerogative of each college or department.

## What kind of support will my school be given during the conversion and operations of BusinessCAS?

Liaison is committed to forming a partnership with participating campuses, by providing planning, implementation, training and oversight. A training program and comprehensive customer service component will be significant parts of BusinessCAS for your campus.

### Will my school be required to purchase any special equipment/software?

No. The service will provide data and training materials in formats that can be used by current/legacy systems already in place. The advent of web-based technology allows for the rapid transfer of data in universal formats. Some schools participating in other CASs upload the CAS information into current systems, while others use the WebAdMIT software provided by the application service to review applications, then transfer the final data to their SIS.

### Will I be able to contact applicants during the application process?

BusinessCAS is set up so that as soon as an applicant has entered their contact information, the institutions to which they are applying will be able to contact that person if they so choose. In other health profession application systems, there is a mix between participating organizations which contact the individual right away to start the recruiting process, and those that wait until all information has been received and verified. It would be up to your institution, department or program at which point you wish to receive information about your applicants and when you would want to contact them. It is likely that participating in BusinessCAS will allow the programs to actually begin work with applicants earlier than is possible with the traditional process.

### Will BusinessCAS slow down our application process?

No, BusinessCAS will not slow down your application process. Most programs will realize an increase in speed to completion and packaging of the application for review as transcripts received by Liaison are scanned and appended to the submitted application on the same day, then made available to enter your unique workflow process.

### How do we get the data on applicants?

Data can be retrieved electronically on demand at any time. Additionally, exports can be scheduled to automatically pass data to your campus-based systems.

### What about international students?

International students will apply in the same manner as students in the U.S. Liaison, the provider of BusinessCAS, has a partnership with WES, a reputable service to manage/verify transcripts from foreign institutions.

### What if my school does not want to join BusinessCAS?

Every college has a choice whether or not to join BusinessCAS. Schools are welcome to join during the inaugural year, or at a later date. However, we encourage each college to become involved in the development of the CAS as soon as possible, whether or not you think your college might join. Every attempt will be made to establish an advisory committee that is representative of all college types. Additionally, each college that wishes to participate will have the opportunity to have input into the establishment and operations of the service. Those joining earlier may also take advantage of additional incentives.

## Which ERP systems can import CAS data?

All ERP and SIS systems tailored for institutions of higher education have the ability to import external applicant data via one or more configurable tools native to each system. BusinessCAS's "Export Manager" tool provides agnostic, simple-to-configure exports of any subset of applicant data an ERP/SIS system needs, filtered by any criteria schools may choose to apply. These exports are available in numerous formats to simplify the import process for the school. The most common systems used by our university clients include Banner™, Datatel™, PeopleSoft™ and Jenzabar™, among others.

## Is there one solution for all ERP/SIS system integrations?

Because there is no standard, pre-packaged solution that can perfectly serve the nuances of all schools' individual customized ERP implementations, each institution is best positioned to execute the final import of CAS data into their ERP or SIS system. That said, given the widespread presence of at least one CAS at most universities, it is very likely that a similar integration has already been done somewhere on your campus and we can connect you with the professionals who have acquired this level of expertise. Liaison's focus is to make exporting data from WebAdMIT seamless, with several user- and IT-friendly formats, so developing an individualized solution to integrate CAS data with your school's ERP or SIS system should be relatively straightforward.

## How do I create On-Demand Exports in WebAdMIT?

Liaison's WebAdMIT admissions toolkit provides several utilities and data formats that can be used to import data into an ERP or SIS system. These tools give institutions the ability to:

- Create files with only the fields required for use in their integration, rather than adapting to an obscure proprietary data format.
- Sequence fields exactly as demanded by the ERP system's tools.
- Apply several commonly-used transformations (e.g., date formats) on data to simplify importing.
- Limit the applicants included in the integration by any criteria required.
- Run the export as frequently or infrequently as needed.
- Output the files into numerous formats, such as comma-delimited, fixed-width and Excel.
- Schedule exports to run at fixed times, and access these exports for download via API. Institutions that have multiple schools or programs participating in a CAS can typically leverage expertise gained during the initial configuration of ERP or SIS tools, making subsequent integrations for additional programs hosted within a CAS much simpler.

## What are the options when considering how to configure my university's ERP or SIS system's native tools to import applicant data exported from my CAS?

There are two main options for performing the integration. The institution's IT team who is generally very knowledgeable about their ERP or SIS system can use the data definitions in the Custom Export Layout file provided within WebAdMIT to configure the system's tool to import the CAS data. Alternatively, a school can contract with a third-party vendor to handle the data import processes for them, as these generally only need to be configured once and undergo light maintenance in future years.

## Does Liaison recommend any third-party vendors for integration support services?

Our WebAdMIT support team has helped many universities in performing data integration between our systems and a variety of ERP or SIS systems, and they are more than happy to work with you and your IT staff. For institutions that would prefer a turnkey solution, Liaison International works with SSD Technology Partners/Axiom, who are specialists in performing Banner integrations of CAS data. If you are interested in retaining SSD's services, please contact Lisa Detwiler at ldetwiler@ssdel.com.

## Who do I contact at Liaison for support with CAS data and ERP integration?

Many schools and programs find the integration of CAS data with their ERP system to be straightforward, but Liaison's team is available to provide support and guidance if necessary. If you have questions or want to share feedback, please contact our WebAdMIT Support Team at WebAdMITSupport@liaisonedu.com.

## How does Liaison's API simplify the export process?

WebAdMIT's API tools will provide IT teams with the following capabilities:

- Export Manager API—Run, download and process user-created data exports from the Export Manager programmatically, enabling true automation no longer dependent upon manually running export files.
- Document Export Manager API — Automate batch downloads and indexing of applicant documents (such as the full application PDF) for university record keeping and integration.
- Custom Fields API – Enable two-way integration with an SIS by automating the writing of data from an outside source back into WebAdMIT's custom fields.
- For more information, visit https://liaison-intl.github.io/.

## What disciplines use a CAS?

The following are examples of more than 30 education associations that participate in a Liaison-powered CAS:

- AMCAS/Allopathic Medicine
- AADSAS/Dental Medicine
- AACOMAS/Osteopathic Medicine
- AACPMAS/Podiatric Medicine
- VMCAS/Veterinary Medicine
- CASPA/Physician Assistant
- PharmCAS/Pharmacy

### CONTACT US

**Bob Alig**
*BusinessCAS Consultant*
Liaison International
Phone: (215) 360-4210
Email: ralig@liaisonedu.com

**Robert Ruiz**
*Vice President, Strategic Enrollment*
Liaison International
Phone: (734) 389-5562
Email: rruiz@liaisonedu.com

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