BusinessCAS™ optimizes the admissions process for all stakeholders.

The first and only Centralized Application Service (CAS™) for business programs, BusinessCAS™ brings graduate management admissions offices an improved way to recruit, enroll and admit best-fit students while saving money and headcount each admissions cycle. So you can focus your efforts on building better business classes, Liaison offers the national platform for driving applicant volume while providing an optimized applicant experience at no cost to participating programs.

BusinessCAS offers a single application portal, which benefits applicants by:

- **Streamlining the process** for researching and applying to multiple programs of interest.

- **Offering a modern application experience** that guides them through the application process.

- **Providing 24/7 access** to real-time application status updates.

> " Even before we redirected our official application to BusinessCAS, we had new applications coming through organically just because the Miami Business School was listed in this central directory for graduate management education programs. I knew we'd get exposure to a whole new pool of applicants who hadn't considered our programs before when we joined BusinessCAS, but I didn't realize it would happen that quickly. Excited about being a part of this initiative!"

DR. LOUBNA BOUAMANE
Director, Admissions & Recruiting, Full-time Programs

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS ADMINISTRATION

BUSINESS**CAS**™
by LIAISON

BusinessCAS adds your school and programs to a global graduate management education marketplace, benefiting your **admissions office** by:

- **Driving awareness of** *all* **of your business programs — not just the MBA —** through a streamlined application process and communications tools that enable targeted, personalized communications to those interested in your program.

- **Decreasing time to decision** by providing a processing team as an extension of your staff, scanning of transcripts and packaging application components.

- **Providing insight into enrollment trends and performance** on your campus through robust analytics tools.

BusinessCAS benefits the **business discipline as a whole** by:

- **Collecting and delivering consistent, actionable data** about national, discipline-wide enrollment and recruitment trends.

- **Facilitating enrollment projections** to help guide creation of data-driven recruitment strategies.

- **Creating an opportunity to share best practices** for building a better business class, and ultimately a better workforce.

BusinessCAS Features

Applicants have access to:

- A single, mobile-friendly application.

- Tools to facilitate official transcript requesting and unofficial uploading.

- A platform for requesting and packaging letters of recommendation.

- Status updates.

- Applicant support to guide them through the application process.

Institutions receive free:

- Program promotion.

- Support throughout the on-boarding process and on-going throughout each applicant cycle.

- Scanning, processing and packaging of application materials.

- Enrollment management software, which includes workflows by program, scoring rubrics and interview management.

- Reporting and analysis tools.

> **❝** Since joining the BusinessCAS community just over a month ago, KU is already seeing an approximately 50% increase in applications over last year. I'm personally excited about what this significant progress in our first cycle means for my institution, and I'm thrilled about the overall momentum of the BusinessCAS initiative!**❞**

DEE STEINLE
Executive Director, MBA and MSB Programs

KU SCHOOL OF BUSINESS
The University of Kansas

Why Liaison?

Expansive Reach

7,000+ programs across **800+** campuses use Liaison's admissions tools.

Quick Implementation

Implementation of BusinessCAS will **take just weeks**.

Extensive Experience

Founded in **1990**, Liaison has spent over two decades serving higher education and processes **2,200,000** applications each year.

BUSINESSCAS™
by LIAISON