# 2019-2020 Cycle Report

BUSINESS**CAS**™
by **LIAISON**

The 2019-2020 BusinessCAS™ Cycle Report aggregates data for all received and complete applications submitted through the Centralized Application Service during the 2019-2020 admission cycle (**September 10, 2019 through March 31, 2021**). This report primarily reflects data for applications to **Summer 2020, Fall 2020, Winter 2021 and Spring 2021**. Liaison offers it as a resource to participating schools to assist in trend and recruitment analysis, benchmarking and strategic decision-making.

## BusinessCAS Summary

The 2019-2020 cycle marked the third year for the CAS. BusinessCAS has experienced tremendous growth in this time, expanding both its reach across the business school community and the number of students who applied through it.

### PARTICIPATION BY STATE AND TYPE OF INSTITUTION:

Participating schools grew by nearly **40%** in BusinessCAS this cycle. The growth expanded the CAS's reach across more states and provided services to a diverse range of research, liberal arts, minority-serving and other types of institutions.

| Institution Type | Public 44% | Private 56% |
|---|---|---|
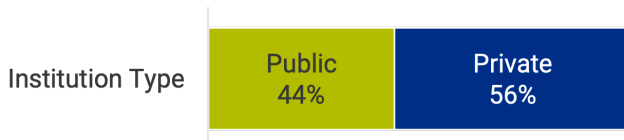
- ✓ Alabama
- ✓ Arkansas
- ✓ California
- ✓ Connecticut
- ✓ District of Columbia
- ✓ Florida
- ✓ Iowa
- ✓ Kansas
- ✓ New York
- ✓ North Carolina
- ✓ Oklahoma
- ✓ Rhode Island
- ✓ Washington
- ✓ Tennessee
- ✓ Texas
- ✓ Virginia

### PROGRAM FEE COLLECTION:

The Liaison processing fee for BusinessCAS applications is **$48**. Participating schools have the option to collect an additional program fee (specific to their institution) as part of the application if they so choose.

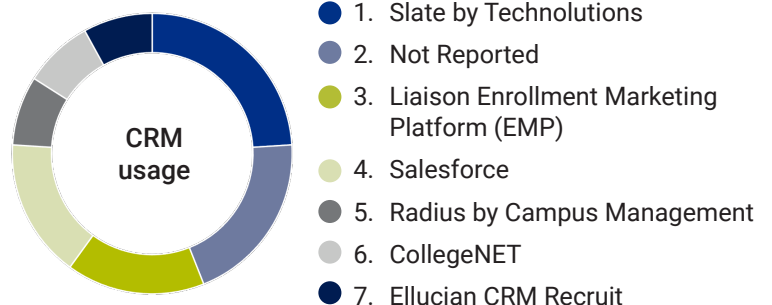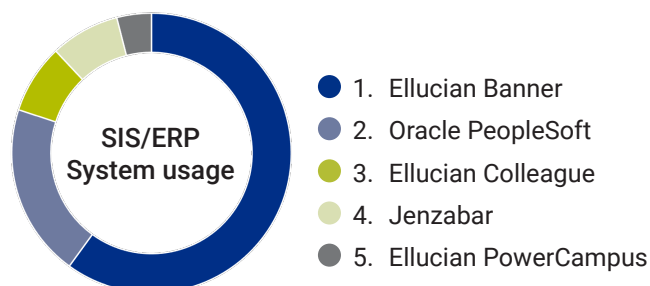**Programs Collecting Fees in addition to Liaison's Processing Fee**



Not Collecting 49%
Collecting 51%
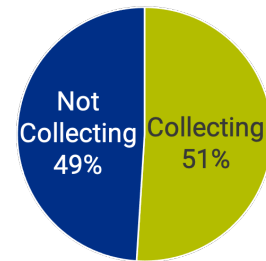
**Total fees** (*i.e. Liaison processing fee + school program fee*) **range from**
**$50-$150**

**For those collecting program fees the average amount collected is**
**$47**

### SOFTWARE SYSTEMS:

BusinessCAS comes with one of two admissions management software, WebAdMIT or Admissions by Liaison. However, CAS users also have the option to build integrations to their local systems to manage some or all of their communication plans, review process and/or post-admission processes. BusinessCAS users frequently choose to take advantage of Liaison's export tools and move data and documents to their local systems. Here is a breakdown of systems BusinessCAS users currently use:



**SIS/ERP System usage**

1. Ellucian Banner
2. Oracle PeopleSoft
3. Ellucian Colleague
4. Jenzabar
5. Ellucian PowerCampus



**CRM usage**

1. Slate by Technolutions
2. Not Reported
3. Liaison Enrollment Marketing Platform (EMP)
4. Salesforce
5. Radius by Campus Management
6. CollegeNET
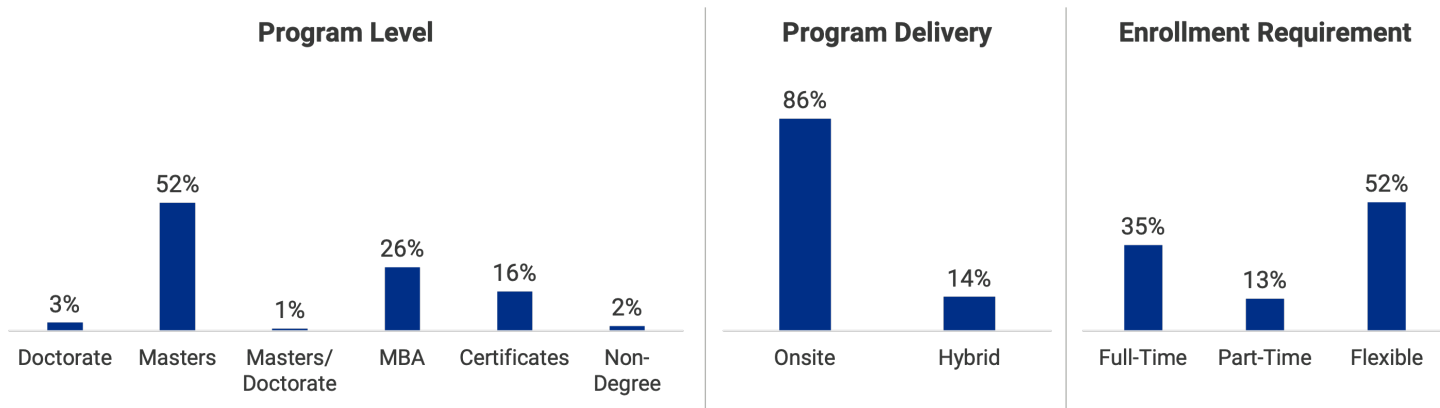7. Ellucian CRM Recruit

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# Program Summary

Programs that participate in BusinessCAS reap the benefits of a Centralized Application Service and a community of their peers while maintaining the unique branding and requirements that help them admit and enroll best-fit students.
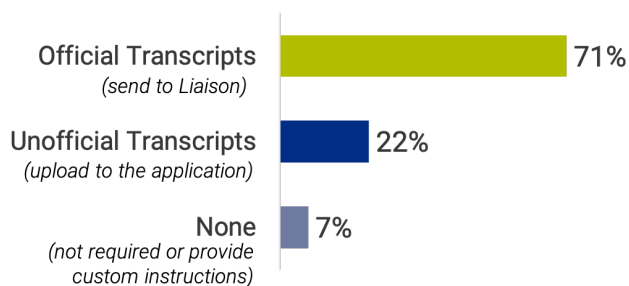
## DESIGNATION DETAILS:

A "designation" refers to how a program is listed and can be selected within the CAS. Each designation allows BusinessCAS users to specify the program name, fee, track, term, population and method of delivery. An applicant submits applications to programs as per these designation listings.

### Program Level

| Doctorate | Masters | Masters/Doctorate | MBA | Certificates | Non-Degree |
|-----------|---------|-------------------|-----|--------------|------------|
| 3% | 52% | 1% | 26% | 16% | 2% |

### Program Delivery

| Onsite | Hybrid |
|--------|--------|
| 86% | 14% |

### Enrollment Requirement

| Full-Time | Part-Time | Flexible |
|-----------|-----------|----------|
| 35% | 13% | 52% |

## TRANSCRIPTS REQUIREMENTS:

One of the benefits of BusinessCAS is that it gives users the ability to set up their transcript requirements such that Liaison can receive and process official transcripts on their behalf.

The 2019-2020 cycle saw a **16%** increase in the number of business programs requesting applicants to upload unofficial transcripts compared to the previous year.

| | |
|---|---|
| Official Transcripts *(send to Liaison)* | 71% |
| Unofficial Transcripts *(upload to the application)* | 22% |
| None *(not required or provide custom instructions)* | 7% |

### Total number of transcripts Liaison processed

| | For Submitted Applicants | For In-Progress Applicants |
|---|---|---|
| Official US Transcripts | 3,129 | 535 |
| Unofficial US Transcripts | 1,341 | 475 |
| Foreign Evaluations | 336 | 24 |

## RECOMMENDATION REQUIREMENTS:

The Letters by Liaison provides recommenders with an easy-to-use experience for submission. BusinessCAS users have the option to chose from several different recommendation types including GMAC's Common Letter of Recommendation.

| Recommendation requirement | Yes 64% | No 29% | Optional 7% |
|---|---|---|---|
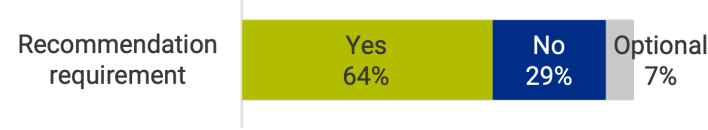
Approximately **36%** of BusinessCAS programs did not set up any recommendation requirements for their programs or provided students the option to submit if they chose.

### Average number of recommendations required:

Each designation determines minimum recommendations required and maximum recommendation allowed.

⬇ Minimum – **1.98**     ⬆ Maximum – **2.71**

### Average # of recommendations received per applicant  1.35

### Total number of recommendation letters Liaison processed

| | For Submitted Applicants | For In-Progress Applicants |
|---|---|---|
| Recommendation letters submitted by Letters by Liaison | 8,361 | 742 |

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# Applicant Pool Summary

As more schools joined the CAS, the BusinessCAS submitted applicant pool grew by **405%** from the previous application cycle. As this growth trajectory continues and we ramp up recruiting and marketing efforts to drive qualified applicants to the CAS, we expect steady growth in applicants, both in volume and quality.

## DEVICE USAGE:

**16%** of the applicant pool, or approximately **1 of every 6** applicant used a mobile device (as opposed to a desktop) to access their BusinessCAS application.

**Nearly 70%** of applicants used Google Chrome as their browser to apply to BusinessCAS.

## FIRST GENERATION STATUS

**30%**
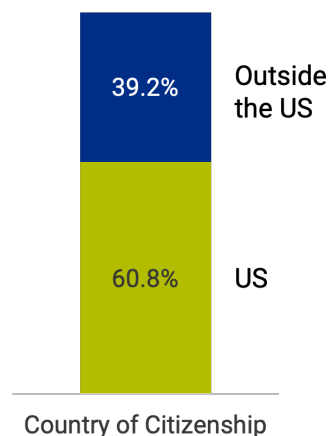of applicants identified themselves as first-generation college students.

## VISA REQUIREMENTS:

Applicants who indicated they would need an F-1 or J-1 visa to study in the US

No
56%

Yes
44%

## COUNTRY OF CITIZENSHIP:

BusinessCAS received domestic applications from residents of all 50 US states. The international applicant pool drew students from 117 countries. The 2019-2020 cycle saw an **18%** increase in applicants from outside the United States.

39.2% — Outside the US

60.8% — US

Country of Citizenship

**Top 5 US States of Residency:**

1. Florida
2. California
3. Texas
4. New York
5. Tennessee

**Top 5 Sending Countries for International Students:**

1. China
2. India
3. Taiwan
4. Venezuela
5. Saudi Arabia

## ACADEMIC PERFORMANCE:

Although students who attended both US and non-US schools report their credits and GPA, the diversity of grading and credits systems internationally makes it difficult to report averages. The data below reflects academic performance of students who reported their studies at US institutions only.

| Average cumulative GPA: | |
|---|---|
| Undergraduate | 3.31 |
| Graduate | 3.55 |

| Average number of credits earned: | |
|---|---|
| Undergraduate | 92.53 |
| Graduate | 46.06 |

## TEST SCORES:

Below is a breakdown of the top two self-reported test scores for all BusinessCAS applicants, irrespective of the type of program they applied to.

| Average self-reported GRE score (scaled): | |
|---|---|
| Overall | **315.14** |
| Quantitative | **159.68** |
| Verbal | **149.41** |
| Analytical | **3.27** |

| Average self-reported GMAT score: | |
|---|---|
| Overall | **607.06** |
| Quantitative | **43.35** |
| Verbal | **29.41** |
| Analytic Writing Assessment | **4.18** |
| Integrated Reasoning | **4.72** |

## TOP 10 UNDERGRADUATE MAJORS:

The undergraduate majors for BusinessCAS applicants stayed constant from the previous cycle, with finance and business fields dominating at the top and engineering and other social science majors following.

1. Account/Finance
2. Business Administration
3. Business/Management
4. Other/Not Listed/None
5. Economics
6. Engineering (various specialties)
7. Marketing
8. Computer Science/Information Technology
9. Psychology
10. Political Science

## GENDER, AGE, RACE & ETHNICITY:

*(Percentages <1% not shown)*

Like we saw in 2018-2019, the 2019-2020 BusinessCAS applicant pool is split almost equally in terms of gender.
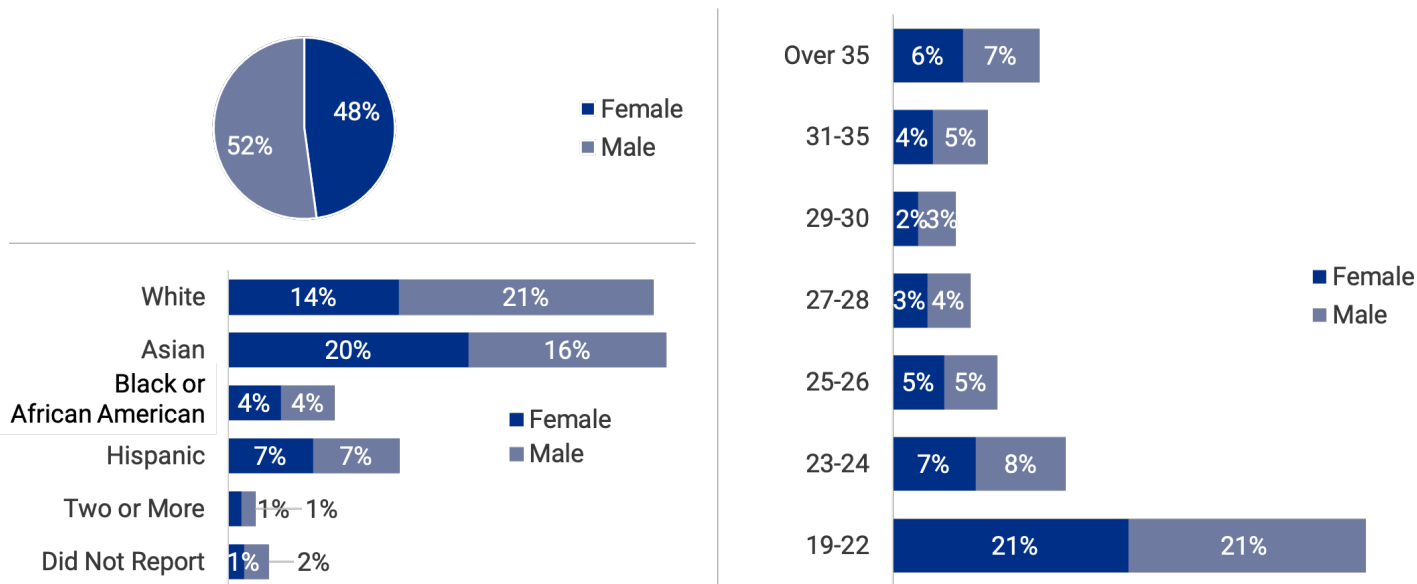


## Conclusion

As the 2019-2020 BusinessCAS™ Cycle Report makes clear, BusinessCAS was able to continue generating impressive momentum and results for its participating programs during the most disruptive year in recent memory. In addition, the data it contains demonstrates Liaison's ongoing commitment to helping institutions understand their most important goals and quantify the success of their class-building initiatives. We're looking forward to another great year expanding the BusinessCAS Community and its contribution to graduate management education as a whole.