



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023



# Going Live with CAS: Do's, Don'ts, and Lessons Learned From Bentley University

Andy Crawford, Director, Enrollment Operations, Bentley University

Jillian Baer, Solutions Consultant, Liaison International

---

**experience: LIAISON** 

---

SEATTLE | FEBRUARY 15-16, 2023



# Agenda



- Bentley University – Where They Started
- Why CAS?
- Onboarding Process
- Successes
- Lessons Learned
- Early Cycle Results
- Pro Tips
- Q&A



# Your Speakers



**Andy Crawford**

*Director, Enrollment Operations*



**BENTLEY**  
UNIVERSITY



**Jillian Baer**

*Solutions Consultant*





## BENTLEY UNIVERSITY

- Private institution in Waltham, MA
- McCallum Graduate School of Business
- Graduate school established in 1973
- 1,100 graduate students
- 46% international students
- 58 countries represented



SEATTLE | FEBRUARY 15-16, 2023

# The CAS Solution



- Looked at competitor institutions
- Recognizing value of Central Application Services (Common App)
- Expanding the footprint
- Seeking opportunities to improve processes
- Prioritizing quality over quantity in applications



[Home](#)

[Questions](#)

[Documents](#)

[Recommendations](#)

## Program Overview:

Bentley University's Full-Time MBA program makes you proficient in a broad range of advanced business concepts. In our traditional format, you'll be part of a diverse cohort attending day classes in your first year. In your second year, you'll customize your program through a wide selection of concentration and elective courses. Corporate immersion projects and optional abroad experiences will sharpen what you learn in the classroom. Our highly ranked Pulsifer Career Development Center, internship positioning, and extensive network will set you up for success to land a job after graduation and launch your career.



# Onboarding Process



- Buy-in and continued participation
  - Marketing Champion, Evaluation/Operations Champion, Systems Champion
- Length of time to get onboarded
  - Long-term commitment requiring continued cross-functional collaboration
- Logistics
  - CAS resources and meetings throughout process

# Onboarding Successes



- Improvements in operational efficiencies
- Emphasized growth with system rather than fit into existing process
- Unchanged admission evaluation process in Slate
- User-friendly set-up in the back end of the application
- Gaining traction in new markets and strengthening existing markets



# Lessons Learned



- Include the right people in the meetings
  - Preventing redundancy
  - Systems support is essential
- Make sure to clean up all paths to the application
  - Email communications, website, marketing forms, and links
  - Document running forms and communications to audit each term
- Staff involvement and training
  - Cross train, be prepared with backups
  - Motivate staff by relating to individual duties and interests
  - Provide clear instructions of changes to avoid errors and audit user access

# Early App Funnel Comparison



Current as of 01/26/2023 at 02:48:13 PM ET [Refresh](#)  
Status Completed successfully.

## Apps

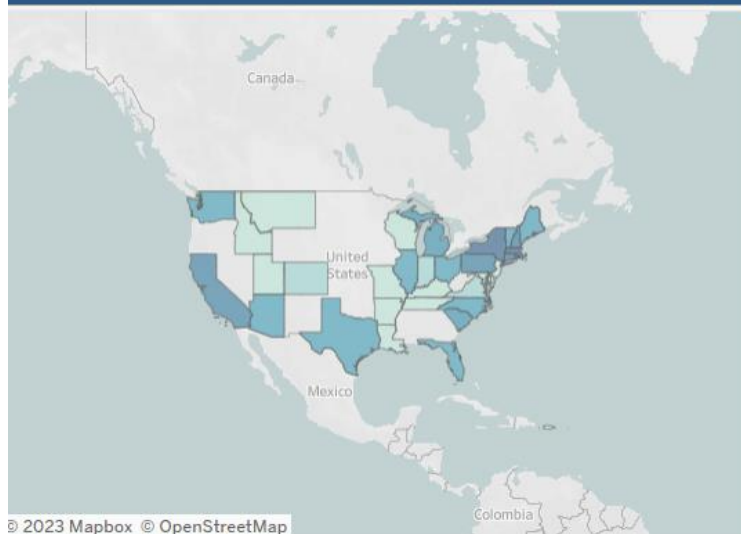
Filters [APP - Degree 1](#) [PINNED](#) IN Full Time MBA, Part Time MBA, Accelerated Online MBA, MS in Accountancy, MS in Accounting, [Counting Ana...](#)  
[Citizenship Status](#) [PINNED](#) IN US Citizen, Permanent Resident, Foreign National

Metric	AppCY	AppPY	AppDiff	Submit...	Submit...	SubDiff	AdmCY	AdmPY	Adm%Dif	DepCY	DepPY
Programs by Citizenship (drill down)											
AOMBA	73	41	78%	9	10	-10%	4	2	24.4%	1	2
FTMBA	714	481	48.4%	122	192	-36.5%	17	37	-5.3%	7	15
MSASTM	270	166	62.7%	73	88	-17%	35	27	17.3%	14	14
MSBA	600	279	115.1%	96	139	-30.9%	17	24	.4%	6	5
MSF	439	257	70.8%	95	141	-32.6%	17	21	3%	8	4
MSHFID	117	117	%	16	25	-36%	4	6	1%	1	3
MST	45	24	87.5%	19	9	111.1%	11	1	46.8%	9	
PTMBA	81	96	-15.6%	13	29	-55.2%	5	8	10.9%	3	6
Total	2339	1461	60.1%	443	633	-30%	110	126	4.9%	49	49

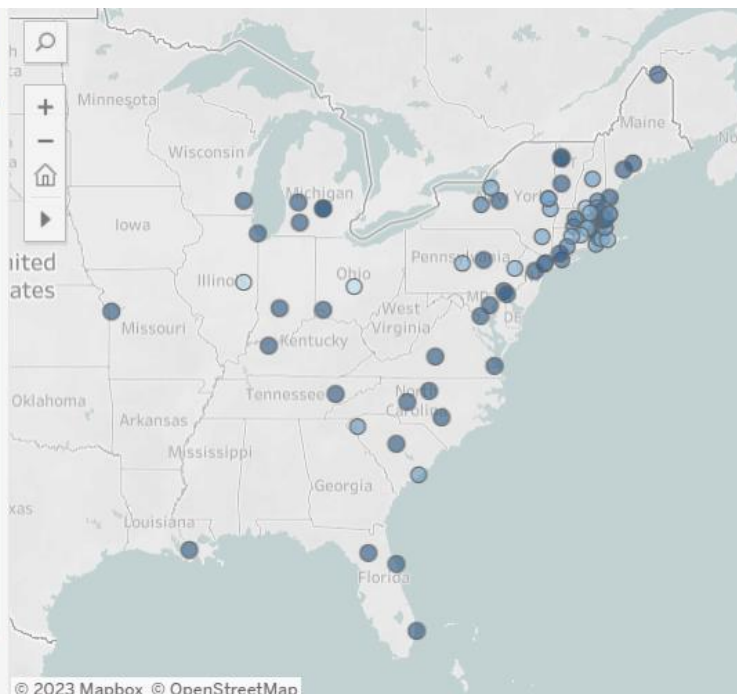
# Domestic Footprint



## Domestic Graduate Student Applicants: All 2023

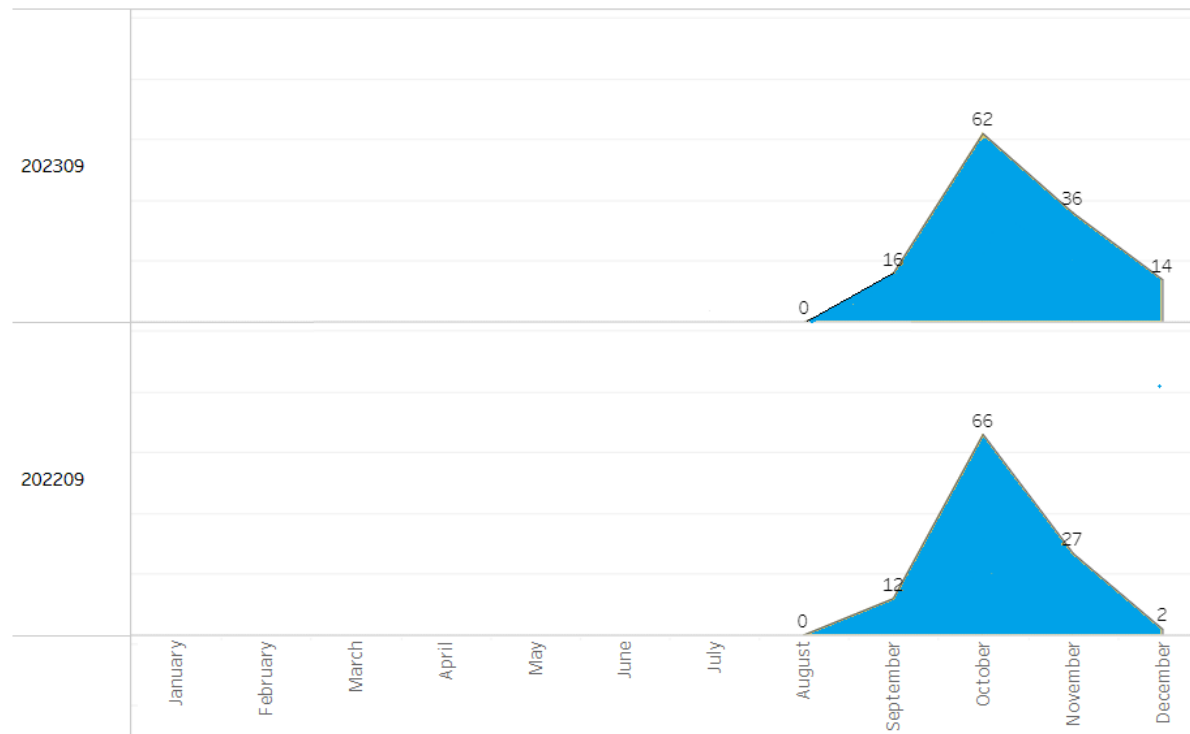


Click on the state to view applicants by city and filter the charts below. De-select to clear.



# Early Acceptances Comparison

Point-in-Time Acceptances by Month





# Pro Tips



- Allow time to plan and prepare for changes
- Include key team members in exploration and onboarding
- Understand your requirements for support
- Remember that no question is too simple or unusual
- Have confidence in your ability to lead change and execute



# Q & A



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023

# Thank You



**Andy Crawford**

acrawford@bentley.edu



**Jillian Baer**

jbaer@liaisonedu.com

