



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL

Building Consensus: The True Story Behind TAMU's Successful CAS Integration

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Agenda

1. Texas A&M – Where They Started
2. Why CAS?
3. Onboarding Lessons Learned
4. Change Management
5. Pro Tips
6. Q&A

Meet Our Presenters



Catherine Roueche-Herdman

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TEXAS A&M
UNIVERSITY®

- Public, land-grant, research institution in College Station, TX
- Almost 75,000 total undergraduate and graduate enrollment
- 16,560 graduate students
- 17 schools and colleges
- Over 270 master's and doctoral degree programs



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Time for a Change

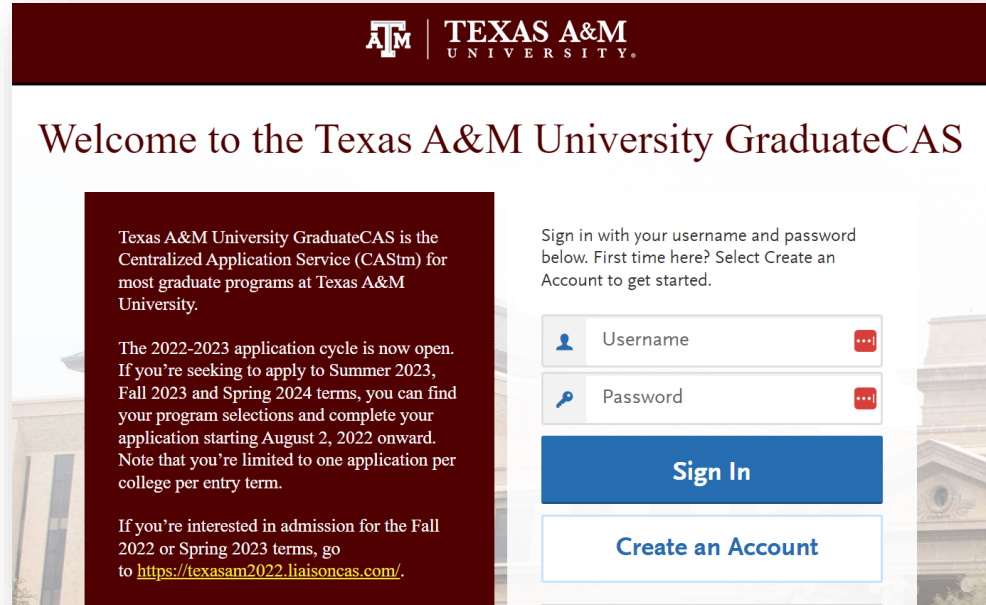
- ApplyTexas.org – launched in 2002
- Application review tools (home-grown and out-of-the-box)
 - Web-based portal > ImageNow > Graduate Review System
- Inefficient workflows, accessibility issues, missing information
- Struggling to find a working solution

The CAS Solution

EngineeringCAS proved the concept

UniCAS – University-wide Central Application Service

- Everything in one place
- Programs gain control
- CRM capabilities



TAMU Timeline

March 2018:

College of Engineering signed with EngineeringCAS

Aug 2019:

College of Business sees Eng success and wants to look at BusinessCAS

Dec 2019:

TAMU signs UniCAS contract

Sept 2020:

Texas A&M UniCAS GO LIVE

Fall 2018:

Go Live on EngineeringCAS for the Fall 2019 incoming class

Sept 2019:

Central Admissions begins looking at UniCAS

Jan 2020:

Begin implementation of TAMU UniCAS



Onboarding WINS

- Involved campus representatives BEFORE the final decision was made
- Lean on your experts
- It takes more time and energy – but pays off in the long run
 - Campus representatives involved and excited about the change
- Love a good task force
- Get the right team (more to come)

Onboarding WINS – by *team*



Team Liaison

- Accessibility of Liaison team
- AM / CSM / CDM
- Hand-holding
- Met with all teams, facilitated conversations around campus
- Training plans to aid programs
- Support! Availability!



Team TAMU (ie: Team Catherine)

- Decisive
- Accessible and quick to reply
- Desire to learn and be the point of contact
- Knowledge of TAMU campus and Grad/Prof Admissions
- Part of a great team



Build a Winning Team

- Project Manager
 - Coordination of timeline, meetings, communication planning
- SME / Configuration Lead
 - Key person to learn the tool, be the expert
 - Especially helpful if they can pull together other groups (IT, College Reps, etc)
- IT involvement critical
- Reps from each college/school
- Process for communication

Pro Tips

- Involve more people and teams early in the process (discovery, pre-sale)
- Institute monthly meetings
- Communicate! Communicate! Communicate!
- Build in buffer room with deadlines
- Be the expert!
- Ask forgiveness rather than permission

A diverse group of people in a modern office setting. A woman in the foreground is raising her hand, smiling. Other people are visible in the background, some looking towards the camera and others looking away. The overall atmosphere is positive and collaborative.

Q&A

The logo for the Liaison CAS experience. It features a stylized graphic of a cluster of dots in white and yellow on the left. To the right of the graphic, the text reads: "LIAISON" in a small, white, sans-serif font; "CAS" in a large, bold, yellow, sans-serif font; "experience" in a smaller, white, sans-serif font; and "JULY 24-25 2023" and "CHICAGO, IL" in a small, white, sans-serif font stacked at the bottom.

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Thank You

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