experience:LIAISON
SEATTLE | FEBRUARY 15-16, 2023

TOTALENROLLMENT™
by LIAISON
LIAISON

LIAISON

- Founded in 1990
- 427+ Employees
- Headquartered in Watertown, MA
- Additional locations: CA, PA, NY, SC, TX

3,500,000+ applications

40,000+ programs

1,200+ institutions

99% retention

40+ CAS disciplines

30+ years experience

What We've Learned

- ✓ Pioneered **40+** Centralized Application Services over 30 years
- ✓ Now drawing on a combined **120+** years of higher ed experience

1. One size does **not** fit all
2. Outcomes over all else
3. Data is the language of decision makers

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Introducing
The Total Enrollment Approach

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Your Ecosystem Approach to the Student Journey

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Liaison's Intelligent Names

Proprietary, data science-driven, high-value adult learners with propensity scores

Driven by "living analytics" – continuously updated as new data is available

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The Value of the Liaison's Intelligent Names

Drive degree completion, graduate enrollment, and upskilling

Develop meaningful strategies to engage adult prospects, applicants, and students

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BUSINESSCAS™
by LIAISON

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Liaison's Applications

User-friendly, intuitive applicant interface that can streamline applying to multiple programs with one set of materials

Robust backend portal and processing services that ensure business continuity and optimize on-campus resources

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The Value of Liaison's Applications

See the whole student, beyond just test scores and transcripts

Optimize the application experience for prospective students and staff

Expand your applicant pool

Reallocate limited on-campus resources

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Expand Your Applicant Pool with CAS™

Your Applicant Pool Now

Your Applicant Pool with CENTRALIZED APPLICATION SERVICE CAS by LIAISON

Exposure through being listed in the only central directory for your discipline

Promotion through CAS advertising to students on popular sites (e.g., Google, US News & World Report, Financial Times)

Promotion by other CAS member schools

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Business Continuity

Scanning + Document Processing

Over 3.5 million documents processed annually

Annual processing error rate of **less than 1%**

Transcript Verification

Highly trained staff and year-round scalable processes

Official transcripts compared with coursework, grades, and credits

Standardized GPAs calculated

Customer Service

Over 1,000,000 calls, chats, and emails resolved annually

An extension of **over 5,000** admissions offices

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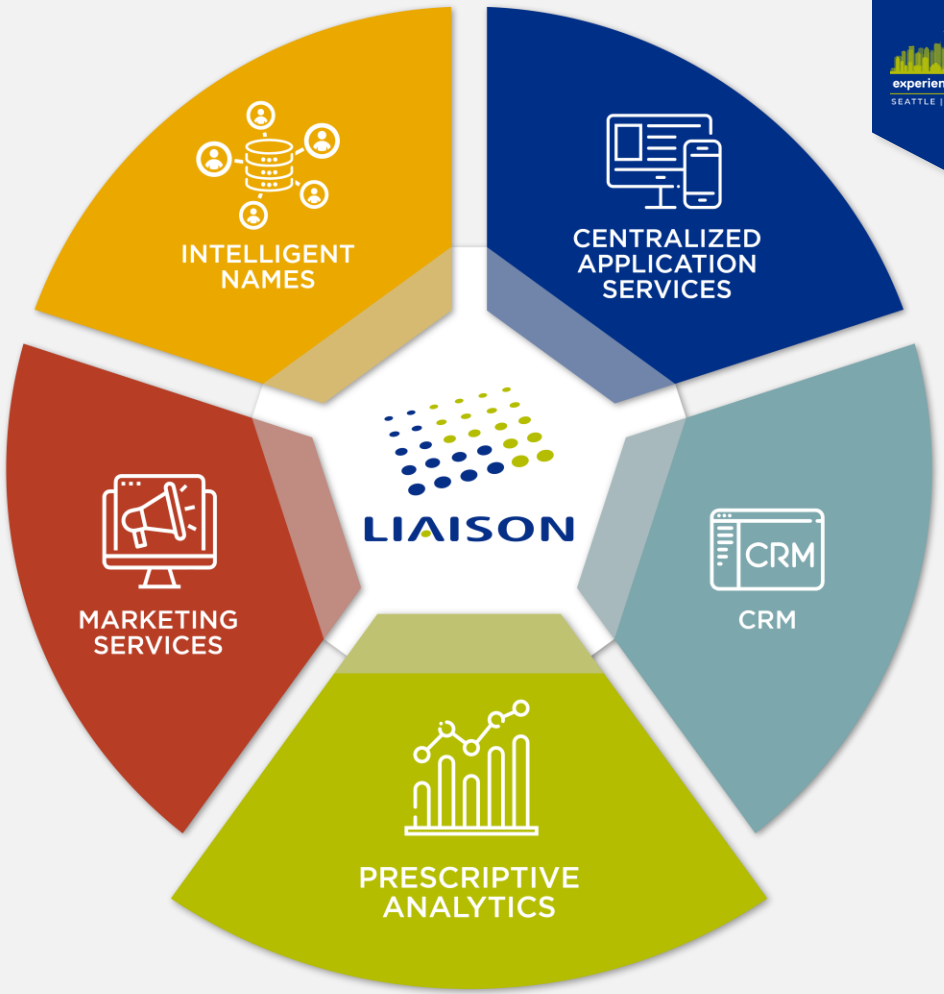

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Liaison's Prescriptive Analytics

Insights that answer, "What should be done?"

Views into each individual student's unique situation and decision-influencing factors

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ENROLLMENT MARKETING | EM by LIAISON

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Liaison's Marketing Services

Immediate, relevant, automated, and trackable **marketing campaigns**

Enrollment **marketing experts** to develop, design, and manage campaigns and communication plans

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Enrollment Marketing in a Digital Age

4 Keys to Success

- Immediate
- Relevant
- Automated
- Trackable

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Omni-Channel Communication

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Demo

St. Cloud State University | Graduate Admissions

Goal:

Significant enrollment growth in graduate programs without additional staff increase.

2021
6%
INCREASED ENROLLMENT

2022
9%
INCREASED ENROLLMENT

0%
STAFF INCREASE

Sean Pitzer
Associate Director of Grad Admissions,
St. Cloud State University

"The kind of solution Liaison offers could probably replace the work of around 10 full-time employees. We could only achieve our current level of outreach, segmentation, and configuration with a larger staff or a shift in institutional priorities."

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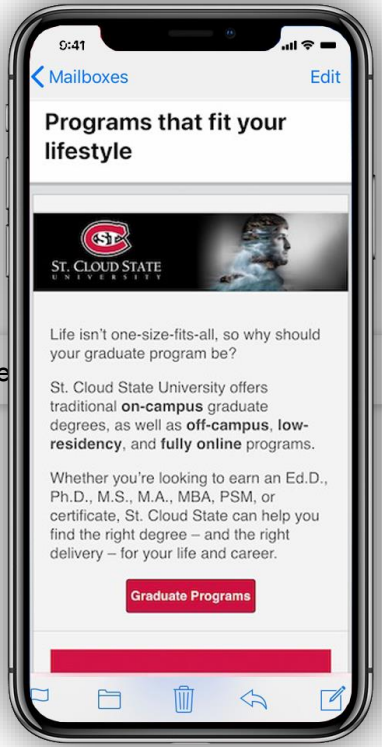
St. Cloud State University | Graduate Admissions

Lead Generation

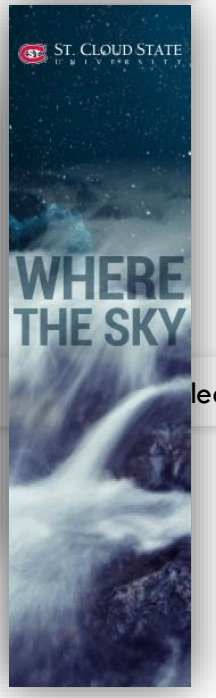
Prospect

Digital Outreach

Lead Generation



Digital Outreach



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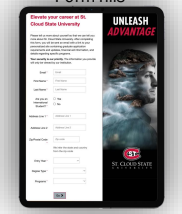
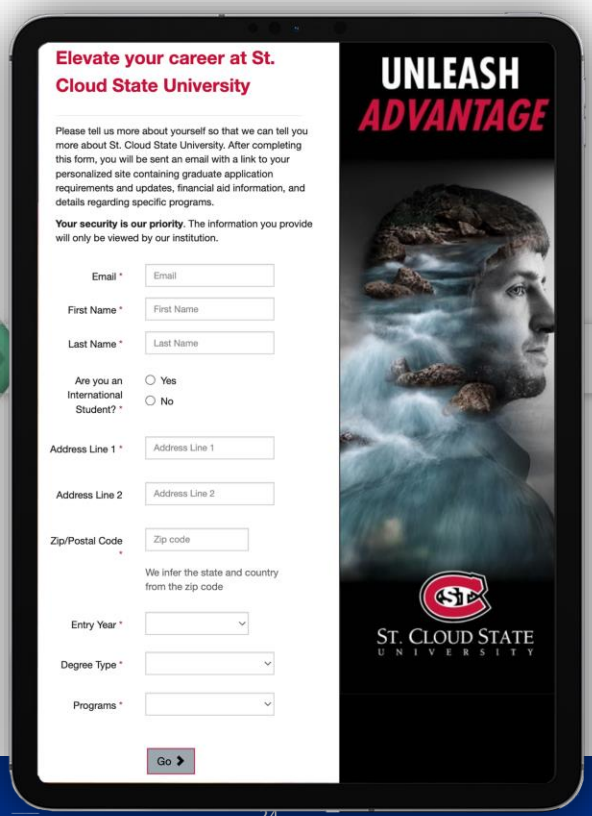
St. Cloud State University | Graduate Admissions

Lead Generation

Dynamic Form-fills



Dynamic Form-fills



Prospect → Inquired → Accepted → Enrolled

Digital Outreach

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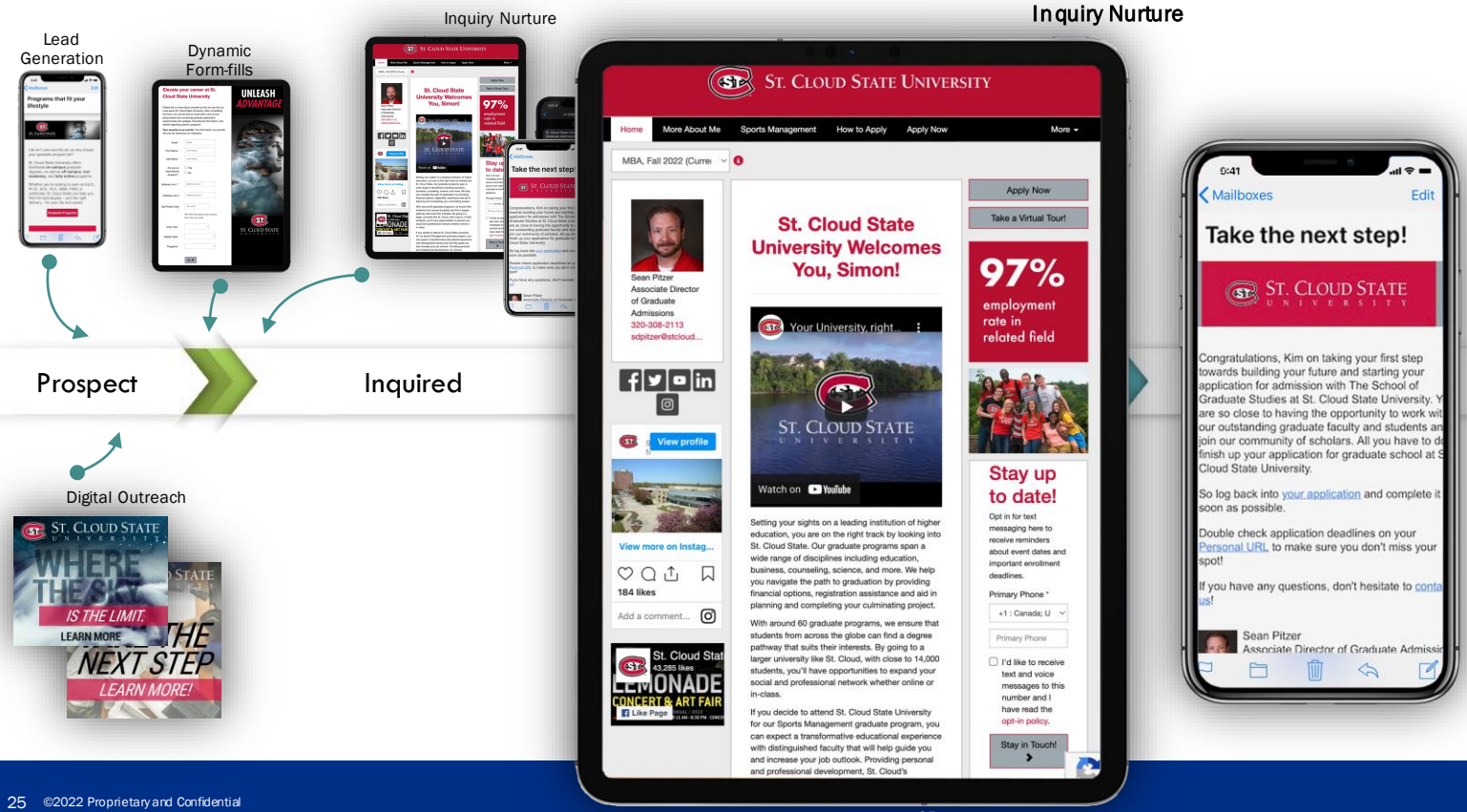
St. Cloud State University | Graduate Admissions



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St. Cloud State University | Graduate Admissions

Drive to Apply

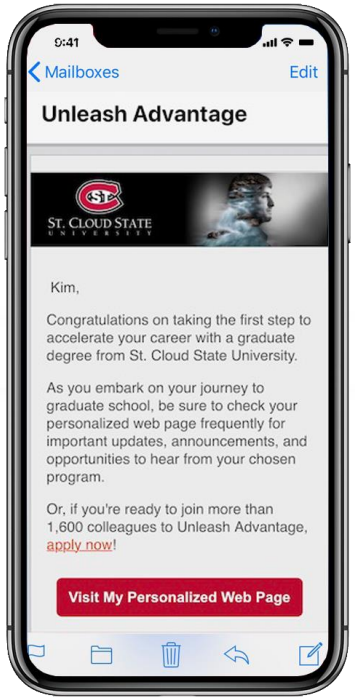
Leah,

By pursuing a graduate degree, you'll become part of an elite group of educated professionals. Roughly 13% of the U.S. population over the age of 25 hold an advanced degree. Our graduate student experience revolves around professional networking, in-depth leadership training, and real-world experience that will last a lifetime.

Whether you're on campus or online, graduate education at St. Cloud State provides access to world-class faculty, colleagues, and facilities in a collaborative environment for solving real-world problems in healthcare, business, education, and much more.

Submit your St. Cloud State application and let's get to work.

Leah Beighley
368 Terrace View Dr
Litchfield, MN, 55355-2531



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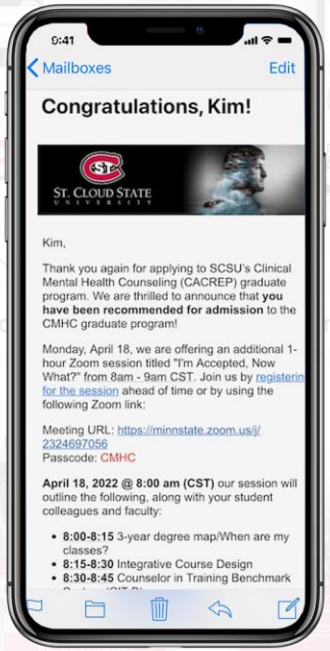
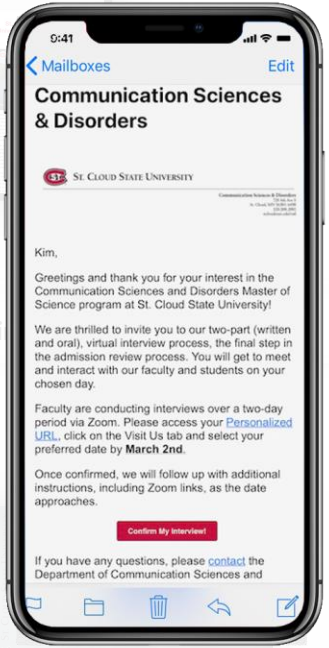
St. Cloud State University | Graduate Admissions

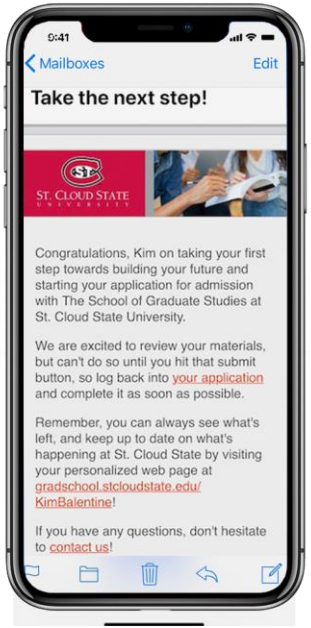
Event Outreach



Interview Management



Application Nurture



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Acceptance Package

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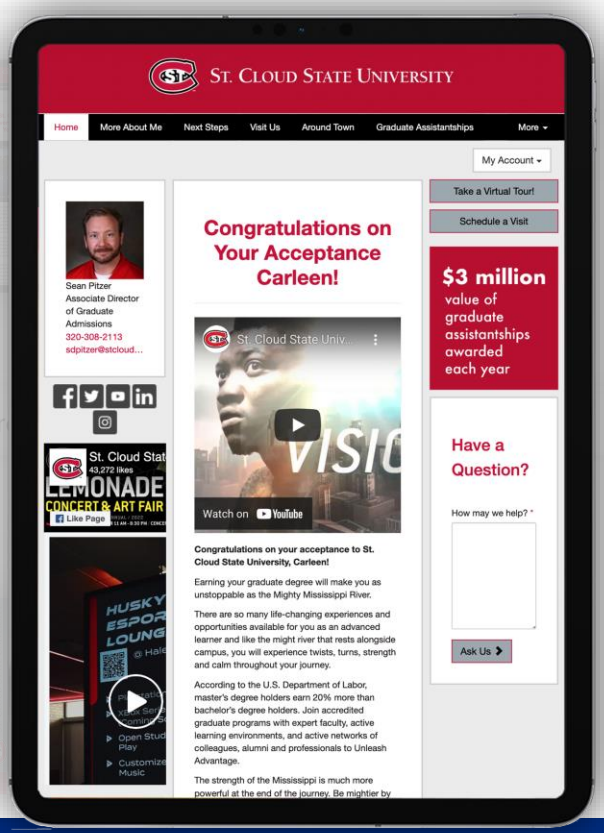
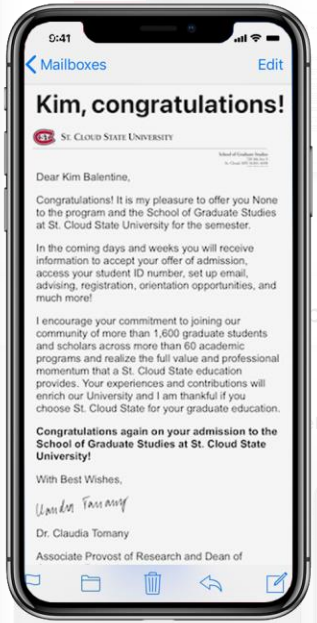
St. Cloud State University | Graduate Admissions



Accepted Yield



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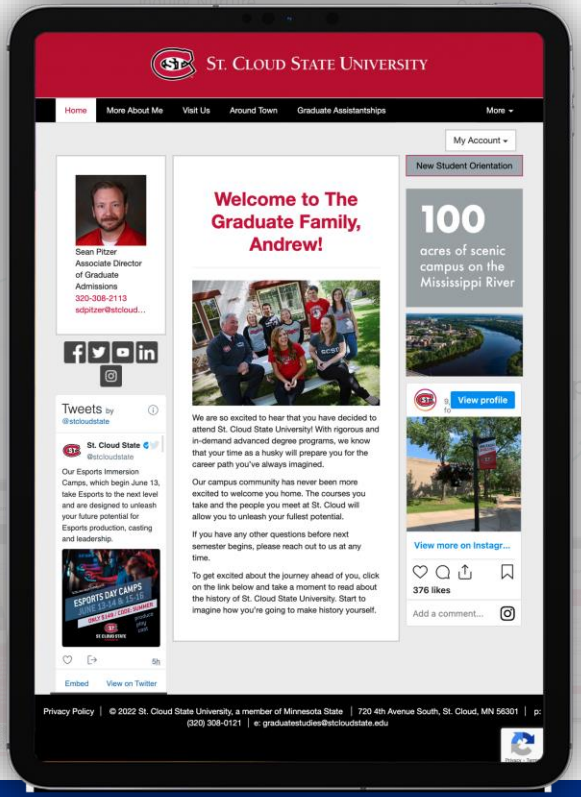
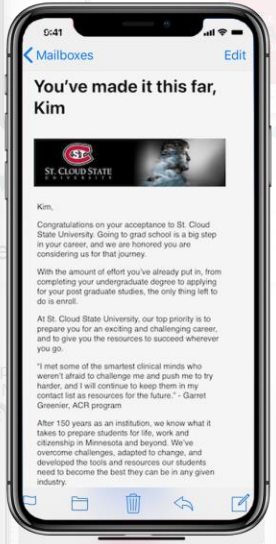
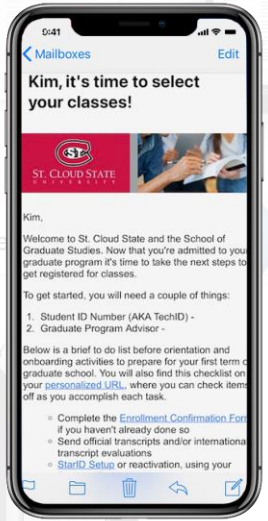
St. Cloud State University | Graduate Admissions



Enrolled Nurture



Orientation & On-Boarding



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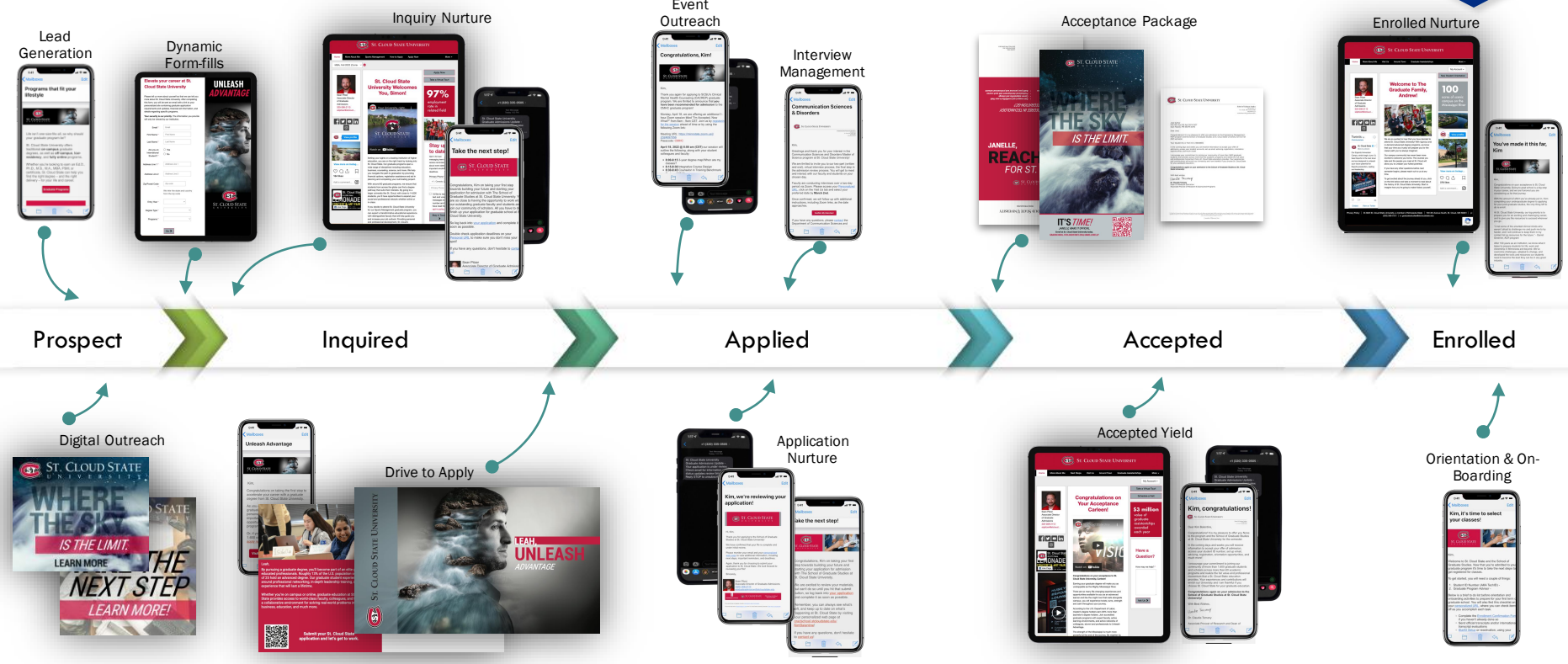
St. Cloud State University | Graduate Admissions



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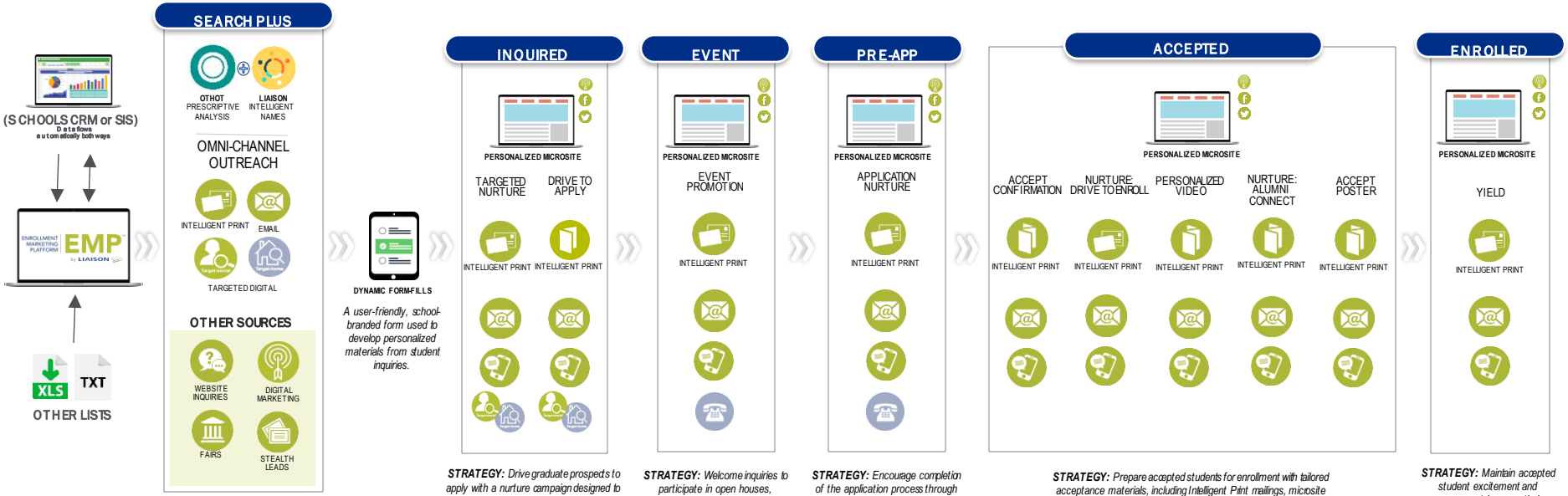
A Complete Communication Plan

Automated, Personalized, Trackable campaigns



STRATEGY: *Identify and engage with prospective students using advanced analytical tools, a funnel audit, and past search name performance.*

STRATEGY: *Drive graduate prospects to apply with a nurture campaign designed to reinforce brand awareness and affinity.*

STRATEGY: *Welcome inquiries to participate in open houses, information sessions or other events; on-ground and virtual.*

STRATEGY: *Encourage completion of the application process through continuous, personalized communications to the inquiries.*

STRATEGY: *Prepare accepted students for enrollment with tailored acceptance materials, including Intelligent Print mailings, microsite updates, emails, and texts.*

STRATEGY: *Maintain accepted student excitement and engagement by proactively demonstrating the value of the school's enrollment.*

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Q & A
LIAISON

Thank You

LIAISON

Recap: How We Will Help

Your Strategic Priority	How We'll Achieve it Together
Increase Applicant Pool	Greater Exposure with Liaison's **BusinessCAS** and Intelligent Names
Continuity with Communications	Send relevant, timely, personalized communications with Liaison's **Enrollment Marketing**
Use data to drive decisions	Utilizing Liaison's **Othot** predictive and prescriptive analytics

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Implementation Includes

- Consultative guidance on workflow changes with CAS implementation and project plan development
- Dedicated strategic lead
- Configuration Portal access and training
- An implementation consultant
  - project management services to help manage data and document integration
- Access to custom resources

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Membership Includes

- Admission by Liaison — a flexible cloud-based CRM
- Dedicated Support:
  - Applicant: via chat, email & phone to help with all application-related questions. This also includes the CAS Applicant Help Center.
  - Client Support: via email and phone to help with issues across CAS products
- Transcript & Test Score Processing Services
- Expansion of Applicant Pool
- Access to Partner Network
- CAS Annual Report
- Additional CAS Community Resources

LIAISON