



experience: **LIAISON** 

SEATTLE | FEBRUARY 15-16, 2023

A blue-tinted photograph of the Seattle skyline, featuring the Space Needle prominently on the left. The city's skyscrapers and surrounding greenery are visible under a clear sky.

# Total Enrollment: Building a More Efficient Market

John Abbatico / Feb 15<sup>th</sup> / 11:00 AM PST

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experience:LIAISON 

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SEATTLE | FEBRUARY 15-16, 2023

# Today's Speaker



**John Abbatico**

*Chief Product Officer*







# Efficient Markets

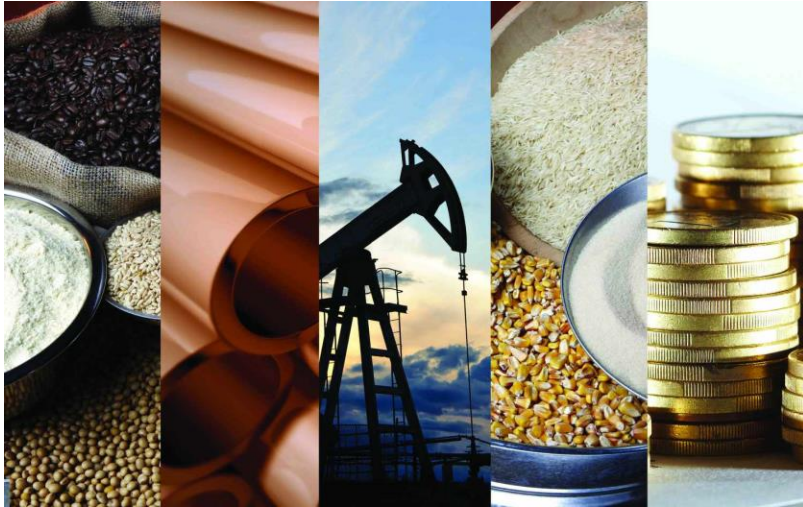


Efficient markets result in  
success for *all* parties



# Efficient Markets

- Efficient
  - Commodities



- Not So Efficient
  - Air Travel



# Efficient Markets

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## Is higher education an efficient market?

- All sellers can easily find the best fit buyers? **(D)**
- All buyers can easily find the best fit suppliers? **(D)**
- Information is transparent (you know what you are getting)? **(C)**
- Communication is seamless between all parties? **(B)**

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Overall Grade: **(C-)**

# Liaison's Total Enrollment Mission



The mission of Liaison's **Total Enrollment solutions** is to increase higher-education market efficiencies





# Total Enrollment

Solutions Enabling Efficiencies



# Total Enrollment: Intelligent Names

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# Total Enrollment: Marketing Services

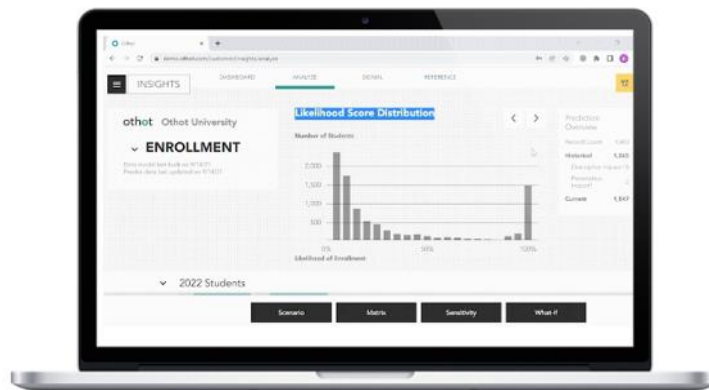
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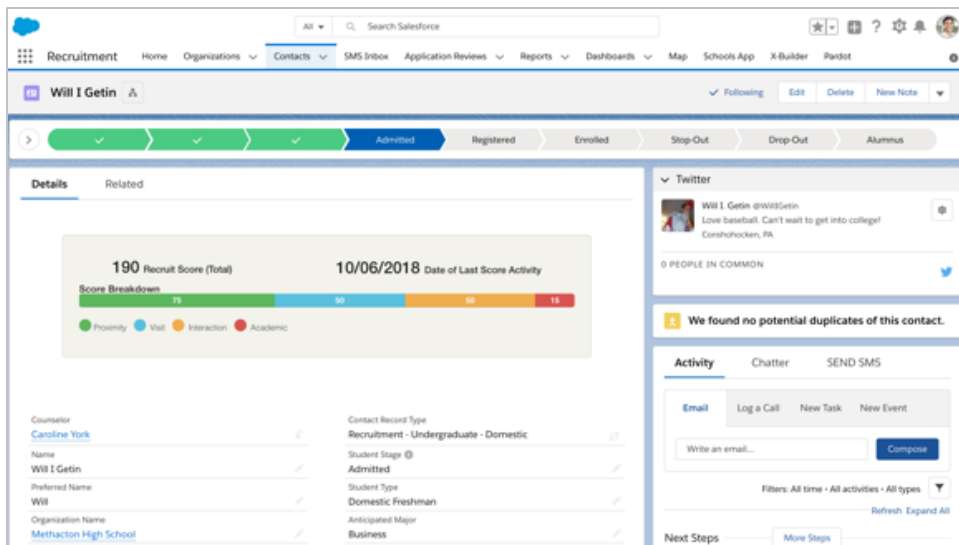
To Inform



# Total Enrollment: Predictive & Prescriptive Analytics

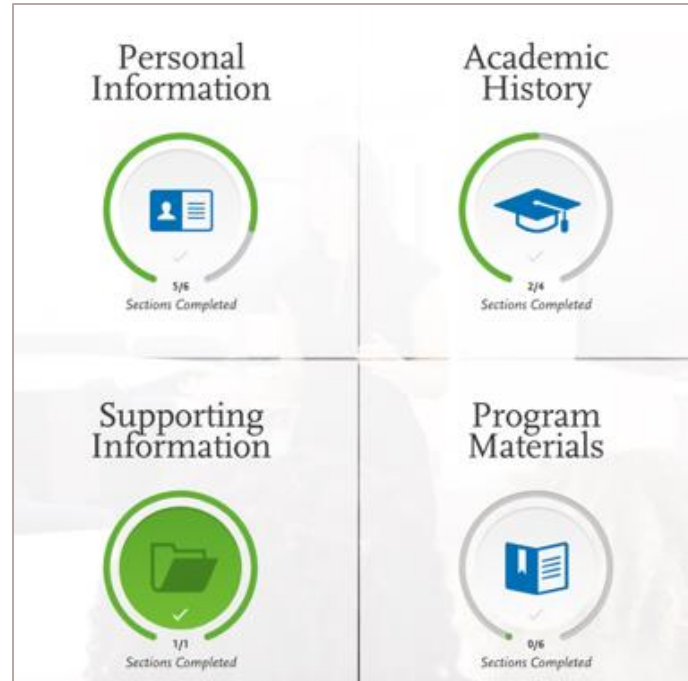


# Total Enrollment: Customer Relationship Management





# Total Enrollment: Centralized Application Services



# Total Enrollment: Efficiencies Come with Interoperability



# Total Enrollment

Vision





# Total Enrollment: More Intelligent Data



# Total Enrollment: Liaison Pathways Content Launch



## One Place to Manage Your Graduate School Search and Applications



CREATE ONE  
ACCOUNT



COMPLETE ONE  
APPLICATION

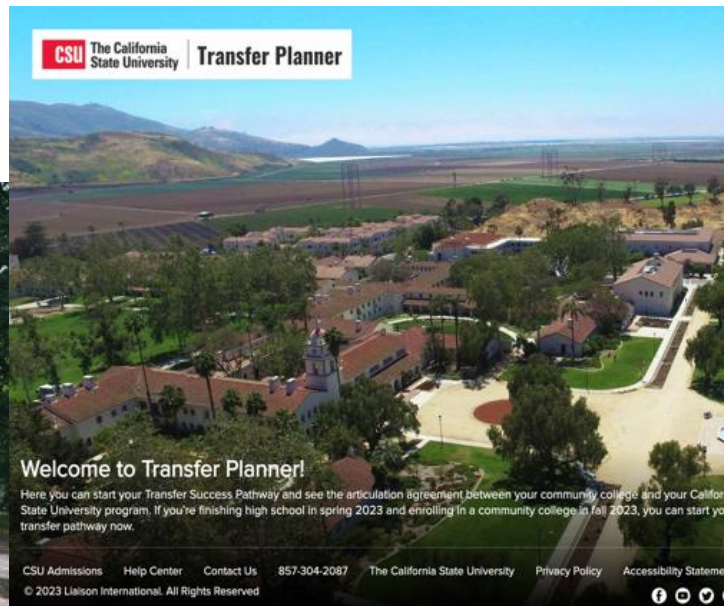


SUBMIT ONE SET OF  
TRANSCRIPTS





# Total Enrollment: Transfer Planner



Log In

Email \*

Password \*

[Forgot Password?](#)

CONTINUE

or continue with



New to CSU Transfer Planner? [Create Account](#)

# Total Enrollment: Living Profile



3<sup>rd</sup> Party Initiatives  
Key Partner DB  
Integration



SLIDE**ROOM**  
by LIAISON

Multimedia management /  
and evaluation



othot™  
A LIAISON COMPANY

Predictive and Prescriptive  
Analytics



TIME**2**TRACK  
A LIAISON COMPANY

Competency Evaluation  
and Tracking / Outcomes



ANALYTICS™  
by LIAISON

Prescriptive Analytics



LIVING**PROFILE**  
For Employers

Real Time Access  
Sponsorships/ Employment



## LEARNER PROFILE



Geo-demographics



Competencies



Research Discipline



Community Service/  
Advocacy



Leadership Attributes/  
EQ



Clinical Experience



Traditional Academic  
Metrics



Work Experience/Career



Transcripts



Languages



Athletics



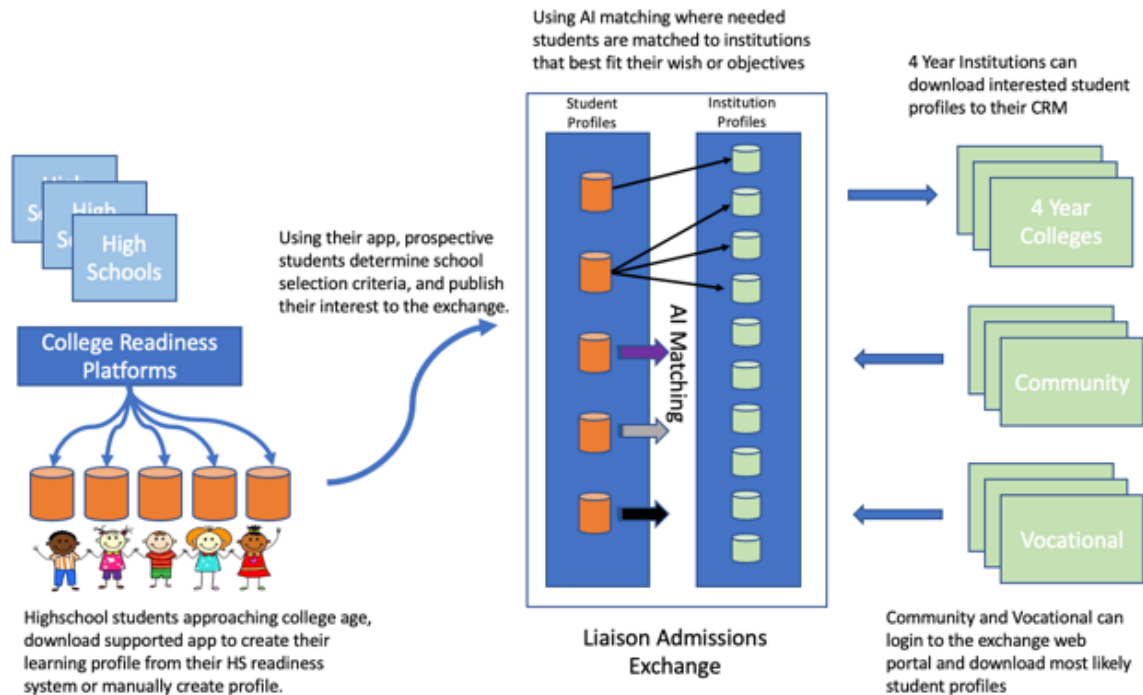
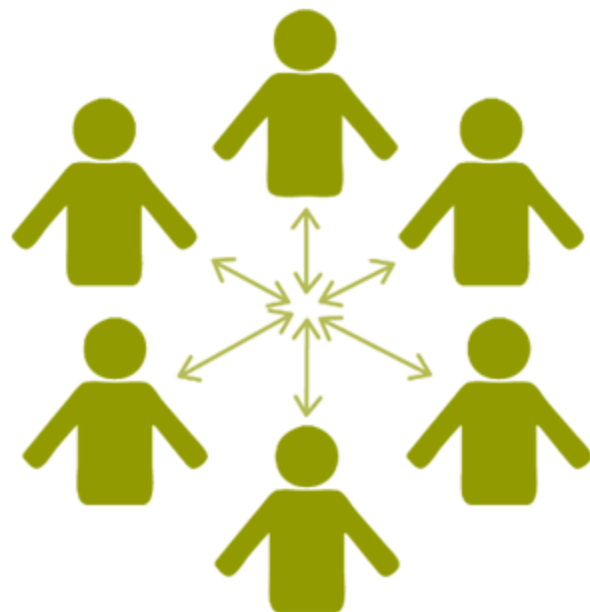
Teaching Experience



Awards/Recognition

# Total Enrollment: Direct Admissions

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# Thank You



**John Abbatico**

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