

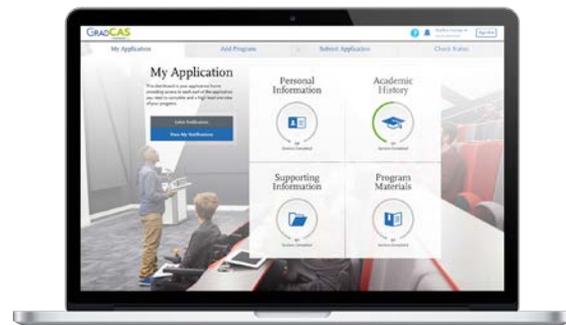


## GradCAS™ extends your institution's reach while improving admissions efficiencies for graduate programs.

GradCAS™ brings graduate admissions offices an improved way to recruit, admit and enroll best-fit students while saving money and headcount each admissions cycle. So you can focus your efforts on building better graduate classes, GradCAS optimizes the admissions process for all stakeholders.

GradCAS offers a single application portal, which benefits **applicants** by:

- **Streamlining the process** for researching and applying to multiple programs of interest.
- **Offering a modern application experience** that guides them through the application process.
- **Providing 24/7 access** to real-time application status updates.



GradCAS adds your school's programs to a global graduate education marketplace, benefiting your admissions office by:

- **Driving awareness of *all* of your graduate programs** through a streamlined application process and communications tools that enable targeted, personalized communications to those interested in your program.
- **Decreasing time to decision** by providing a processing team as an extension of your staff and packaging application components.
- **Simplifying reporting** so you can offer transparency into your process as you balance competing demands for your time and attention.
- **Providing insight into enrollment trends and performance** on your campus through robust analytics tools.

GradCAS benefits **graduate education as whole** by:

- **Collecting and delivering consistent, actionable data** about national, discipline-wide enrollment and recruitment trends.
- **Facilitating enrollment projections** to help guide creation of data-driven recruitment strategies.
- **Creating an opportunity to share best practices** for building a better graduate class, and ultimately a better workforce.

### What's Included with CAS?

#### For applicants:

- Single mobile friendly application
- Transcript upload and official request
- Letters of recommendation
- Notifications of status

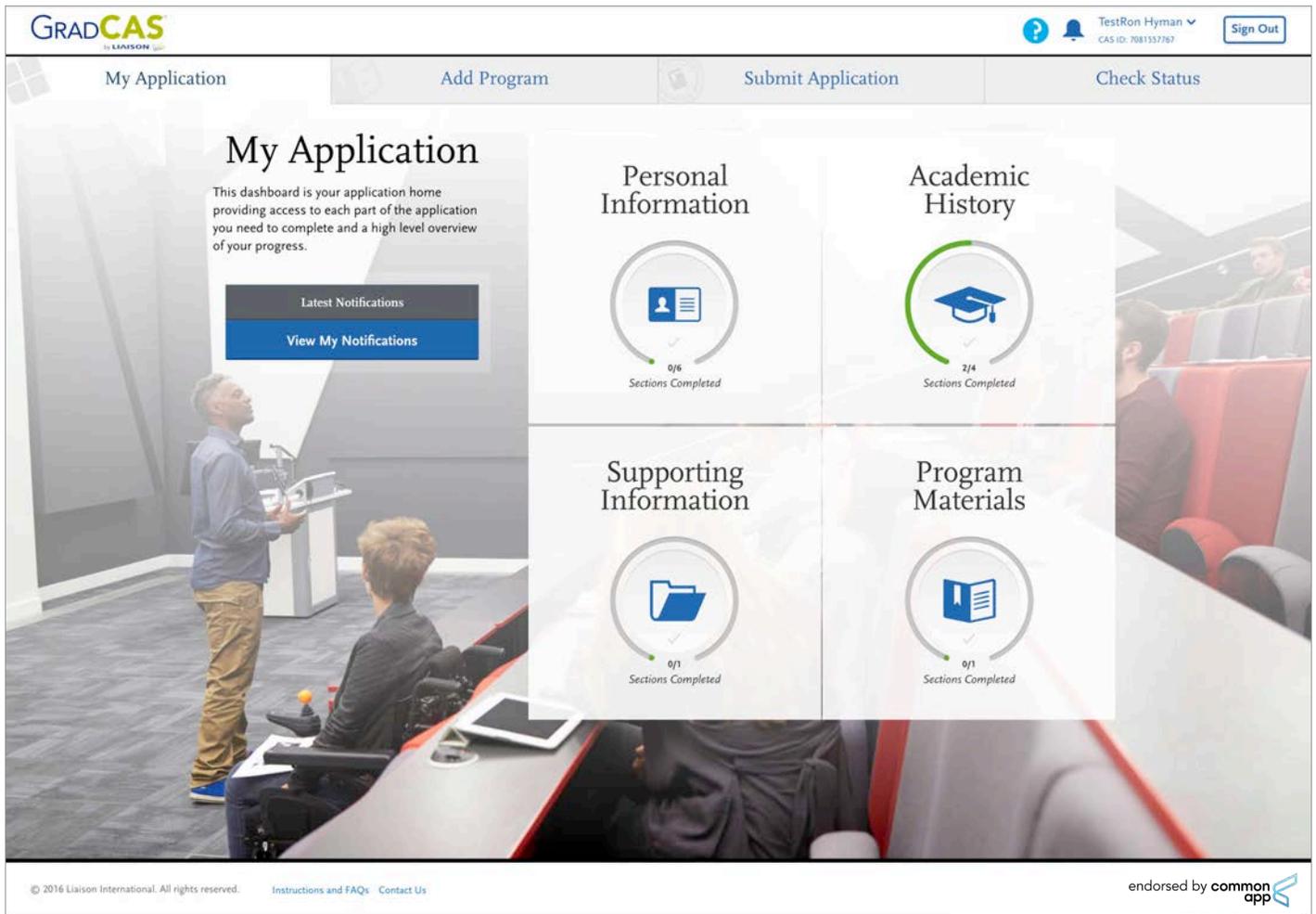
#### For institutions:

- Free participation in marketplace
- Free applicant support

- Free packaging of materials to completion
- Free enrollment management software
  - Workflows by program
  - Scoring rubrics
  - Interview management
- Free reporting and analytics

#### For the discipline:

- Evergreen reporting and trend analysis



GradCAS is brought to you by Liaison, the leading provider of higher education admissions management and enrollment solutions. GradCAS is a full-service, web-based application solution that allows students to apply to multiple programs of interest with just one set of application materials.

Today, over 31,000+ programs nationwide have adopted a Centralized Application Service (CAS™). It's no surprise when you consider that they create opportunities for recruitment and collaboration among community peers.

GradCAS specifically offers:

- A platform for driving applicant volume.
- Cloud-based admissions software for delivering a better applicant experience.
- Workflow and analytics tools for evaluating, selecting and enrolling best-fit students.
- Communications tools for enabling personalized, relevant and timely communications to applicants.
- Processing, packaging and applicant technical support so you can focus on strategic priorities.

## About Liaison

For more than two decades, Liaison has streamlined the process by which higher education institutions manage their application processes and market their programs to prospective students. More than 31,000 programs on over 1,000 campuses nationwide reach prospective students, minimize administrative tasks and create exceptional experiences for applicants across the full enrollment cycle — from first interest to first day on campus — through our admissions management and enrollment marketing solutions. Across our Centralized Application Services (CASs™), we process over 2,500,000 applications per year.



### Why Liaison?



#### Global Reach

**31,000+** programs across  
**1,000+** campuses use  
Liaison's admissions tools.



#### Quick Implementation

Implementation of  
GradCAS will  
**take just weeks.**



#### Extensive Experience

Founded in **1990**, Liaison has spent over two decades serving higher education and processes **2,500,000+** applications each year.