

Our Lady of the Lake University reduces application review time by 75%



How Liaison's Centralized Application Service (CAS™) for Communication Sciences & Disorders Programs streamlined admissions for the University



➔ OUR LADY OF THE LAKE UNIVERSITY'S CHALLENGE

Improving the Applicant Experience

Our Lady of the Lake University has 12 graduate programs, with the Department of Communication Disorders receiving over one third of the total applications to the school's master's degree programs. Without a dedicated admissions team of its own, the department relied on one university admissions processor — who was also managing applications for other graduate departments — to process their nearly 300 applications, answer applicant questions, calculate GPAs and create paper folders to deliver to faculty reviewers.

Because the admissions team needed at least two weeks after the application deadline to continue processing paperwork, receiving transcripts and creating folders for each applicant, faculty reviewers were receiving applications weeks after the February 1 deadline, leaving them only one week to review between 60 and 75 applications each before sending interview invitations. The school's manual processes resulted in lost information, human error in GPA calculations and inefficiencies in sending interview invitations and acceptance letters.

Our Lady of the Lake's Department of Communication Disorders saw a 13% increase in total number of applicants in the first cycle with CSDCAS.

📁 RESULTS

Liaison's CAS enabled the Department of Communication Disorders to:

- **REDUCE APPLICATION REVIEW TIME BY 75%**
- **ATTRACT HIGHER QUALITY APPLICANTS** with a broader, national reach
- **PROVIDE STUDENTS ACCESS TO TRACK THEIR APPLICATION STATUS** online and receive real-time alerts and notifications, resulting in a greater number of completed applications



LIAISON'S SOLUTION

An Efficient System for Capturing and Reviewing Applications

"After attending the CAPCSD Conference, I knew I had found the solution to ease the administrative burdens, improve our admissions process and obtain the best-fit students for our University: It was CSDCAS™, the Centralized Application Service for Communication Sciences and Disorders programs," said Dr. Christine Carmichael, IRB chair and director of graduate admissions for the department of communication disorders.

The implementation of CSDCAS drastically reduced application processing time. "Globally, CSDCAS has quickened and refined our entire application process," Dr. Carmichael said. "We went from processing applications for nine months in the admissions office and two months in the department to less than one month of total processing with CSDCAS."

OUR LADY OF THE LAKE UNIVERSITY'S OUTCOME

"Before, it would take up to a week to review 60 or so folders, with faculty spending every waking moment that we weren't teaching, in meetings or doing research looking at graduate applications," said Carmichael. "Now, we still have two faculty reviewers for each applicant, but they can review all of their applicants within one day's time — in less than an 8-hour day." CSDCAS processes and calculates points according to rubrics defined and configured by the department, ranking applicants automatically, based on coursework and test scores.

In addition, Carmichael said CSDCAS has improved the applicant experience. "Students prefer the instant access of the portal to having to call admissions and be put on hold. The response to the online paperless portal has been overwhelmingly positive." She said she appreciates the ability to "provide proactive and consistent communication with applicants through the tools within CSDCAS."



About Our Lady of the Lake University

Our Lady of the Lake University is a private, Catholic university in San Antonio, TX with a student body of 3,500. The University offers more than 30 undergraduate majors and minors, 14 master's programs and two doctoral programs through its College of Arts and Sciences, School of Business and Leadership, School of Professional Studies and the Worden School of Social Service. OLLU offers classes in daytime, evening, weekend and online formats.

Looking to streamline the application process for all of your stakeholders? Contact Liaison to learn more about how a CAS can help.

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