

Visualize, Take Action and Grow **ANALYTICS**[™]

by **LIAISON**

Does your admissions and enrollment technology go beyond simply collecting your data? If you're like most higher education institutions, the answer is no. Most of these tools securely store data but stop short of providing insights that help their users take action. That is, until now.

Introducing: Analytics by Liaison[™]. Analytics paints your bigger picture, pulling data from your Centralized Application Service (CAS[™]) and making it useful by:

Visualize Insights to Facilitate Strategic Planning

By organizing cross-campus applicant data, Analytics empowers you to:

- ✔ Translate admissions and enrollment hypotheses to data-backed trends.
- ✔ Strategize resource and effort investment.
- ✔ Drive outcomes across campus and across disciplines.

Simplify Communication of Progress Toward Goals

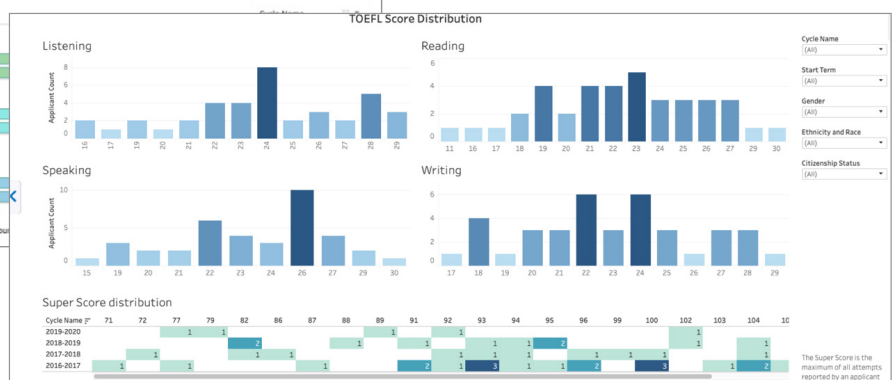
Analytics collects your data in robust, customizable dashboards. Stakeholders can not only answer their most pressing questions, but also display those answers in an easy-to-digest format — quickly and without much time or effort investment.



VOLUME DASHBOARD



ACADEMIC HISTORY DASHBOARD



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Through volume, demographic, residency and academic history dashboards, key stakeholders can easily filter the information they need to make and communicate strategic decisions.



Presidents, Provosts and Deans can answer:

- ✓ Do our college fairs have a significant impact on our recruitment goals for specific geographic areas? Is the investment in this recruitment tactic worth it?
- ✓ How has our enrollment changed over the last three years? Do we need to increase or decrease our investment in recruitment marketing?



Institutional Research Departments and Accreditation offices can answer:

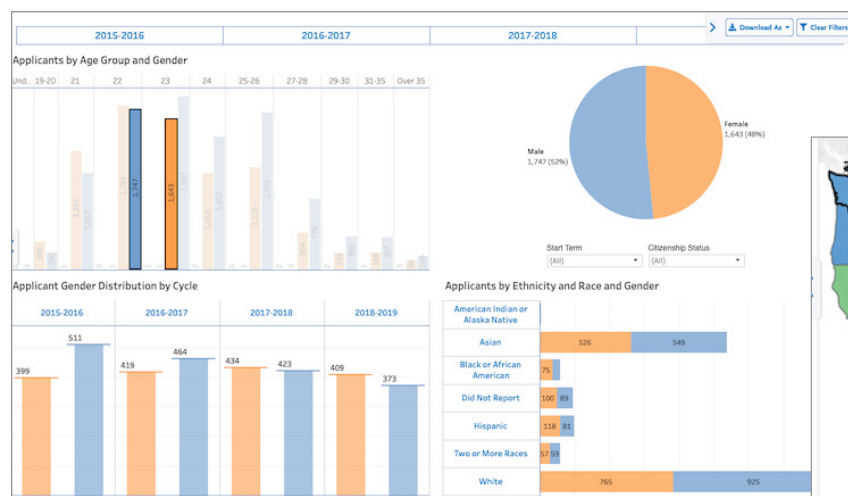
- ✓ Are our criteria for selection that involve demonstration of prior knowledge (e.g., GRE subject tests) appropriate for the aims of our program and do they maximize student success? (as required in the APA's Standards of Accreditation).



Faculty can answer:

- ✓ How does this year's cohort compare to the previous two years' cohorts?
- ✓ What grant funding do I qualify for in order to ensure student success?

DEMOGRAPHIC DASHBOARD



RESIDENCY DASHBOARD

