



## NASH-Liaison Partnership FAQ

The National Association of System Heads (NASH) is excited about the opportunity to partner with Liaison on to address higher education challenges facing our members, including supporting public higher education systems across the nation to drive equitable access and success through student-friendly, efficient, centralized application services. This document outlines anticipated questions regarding NASH's partnership with Liaison's Centralized Application Service (CAS™) and basic responses.

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## About Liaison and NASH

### Q: Why should my system/state consider a Centralized Application Service (CAS)?

A: The systemwide Liaison Centralized Application Service (CAS) is a highly configurable platform that allows for flexible configuration based on each public higher education systems' unique needs, specifications, branding, data protocols, integration, and advanced analytics. The student-friendly architecture allows for deeper insight across the system with adaptability to current enrollment trends as well as unique state- and systemwide challenges.

Additionally, campuses achieve significant efficiencies with a CAS by curating services inside one application, including the cost saving opportunity to reduce requirements on campus and a competitive speed to decision. As a result, the benefit of "systemness" allows for shared services, shared innovation, and shared enhancements within systems and across the entire *NASH Enrollment Intelligence (EI)* network due to the capabilities developed within the current architecture.

### Q: Why Liaison?

A: Liaison's history with product and service offerings like CAS and Living Profile, in alignment with NASH's mission, has been focused on equitable student success. Liaison's deep experience and technical expertise has been at the forefront of providing seamless admissions application and enrollment success serving over 70 discipline-based and white-labeled CASs, used by more than 1,200 institutions nationally. Currently, Liaison has products and services in place within 100% of NASH member systems. This success has led to four national system relationships starting with one of the largest systems in the country - the California State University (CSU) system. With a student-focused application and system-specific enhancements, Montana and Hawai'i systems have joined CSU in leading the way to greater student access and mobility.

### Q: What is NASH Network and how do participants benefit from joining?

A: The NASH Network allows for the power of "systemness" by coordinating all system-wide CAS instances throughout the nation. As a result, shared architecture, multitenant solutions, deep student longitudinal data analytics and a standardized approach to college and workforce matriculation exists. Additionally, each system is able to provide their unique presence in their own highly configurable CAS for its constituents.

Systems that are currently utilizing a CAS solution have benefited by providing a standard application experience across the campuses in their system generating significant efficiencies in the admissions process, freeing up staff time and resources to focus on enhanced services to students and families, and providing a singular set of criteria and a shared experience with everything from timelines and fees to high school guidance counselor trainings that apply to all schools. NASH Network provides the opportunity to share across systems development, customizations and enhancements. As has been seen with the other CAS system implementations, the CAS application process is only the first step in providing the foundation for growing service enhancements that range from Direct Admissions and the Transfer Planner to highly specific communications to students and parents for admissions, and financial literacy, all in support of expanded system initiatives that provide greater student engagement for higher education and workforce development.

As a member of the NASH Network, systems will benefit in several ways:

#### A Comprehensive Solution to Reach Greater and Diverse Applicant Pools

- Campuses utilizing a Centralized Application Service (CAS) platform realize an increase in application volumes starting as early as the first year.
- CAS provides a comprehensive, connected solution throughout the student academic pathway from high schools to Community College to Undergraduate to Graduate to the workforce. Through this

- pathway, students are continually nurtured to remain connected to the State System and get ultimately employed within the State.
- CAS provides a centralized access point for students, making it easier to apply to multiple campuses and/or programs, while allowing those programs a decentralized ability to ask unique questions and brand their individual identity.
- Additionally, as a NASH Network member, a System will gain access to the growing Living Profile to gain visibility into a national pool of potential applicants. The Living Profile is a platform that allows applicants to create a life-long, continually updated profile, and to define long-term academic and career goals, and allow them to be visible to State Systems and eventually employers.




**Cost Savings and Administrative Efficiencies**

- Systems and individual campuses see day-to-day cost savings due to realizing improvements in speed to decision for applicants since all front-end applications processes are automated.
- Systems and individual campuses will realize a potential reduction in staff costs on campus for application processing and support, allowing for more focus on the student yield and personalized support of applicants and their families.
- Systems and campuses experience access and communication capability to potential applicants interested in a campus, campuses or the system that previously did not exist.

**Access to a SYSTEMNESS Architecture**

- In the truest sense of systemness, as we have seen with current systems, systems in the NASH Network will share best practices as enhancements to the baseline CAS are automatically shared with all other systems.
- A system will not only be able to see its own student mobility and longitudinal data but will be able to compare that to the larger NASH Network data for comparison and deeper reporting and analytics through anonymized cohort reporting.
- Where applicable and approved, campus-to-campus comparisons can be shared within the system.

## Benefits of CAS

 <p><b>Applicants</b></p> <ul style="list-style-type: none"> <li>• Access</li> <li>• Easy, intuitive interface</li> <li>• Submit one set of documentation</li> <li>• Real-time and automated updates</li> <li>• One point of contact</li> <li>• Improved service</li> </ul>	 <p><b>Campuses</b></p> <ul style="list-style-type: none"> <li>• Exposure to broader applicant pool</li> <li>• Individual branding and workflows</li> <li>• Processing and support services</li> <li>• Free admissions software</li> <li>• Benchmarking of admissions data</li> <li>• Repurpose headcount</li> </ul>	 <p><b>Systems</b></p> <ul style="list-style-type: none"> <li>• Centralization without sacrifice</li> <li>• Longitudinal data &amp; benchmarking</li> <li>• Ability to become the leading authority on recruitment strategies, workforce projections in your state</li> <li>• Insights and trend analysis for decision making</li> <li>• Sharing of best practices</li> </ul>
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**Q: How does NASH benefit from this partnership?**

**A:** NASH Network will allow NASH and its members to meet its goals of serving members in the concept of “systemness.” NASH Network will provide a shared platform that benefits all applicants to NASH member systems across the U.S. and provide significant data and trend analysis on national student mobility data and forward-looking trends relative to student access and success. Additionally, financial resources will be provided to NASH to extend its mission and implement its strategic plans and goals in support of its members. The related revenue share from Liaison will help pay for functional expenses within NASH.

**Q: What distinct benefit does this partnership offer for NASH members?**

**A:** A system joining under the NASH Network, beyond the individual benefits mentioned above, will receive:

- A cost savings throughout the entirety of their contract for a system-wide CAS solution.
- Through the Analytics by Liaison platform, working with permissioned NASH users, systems will be able to see daily updated anonymized student application CAS data of other systems under the NASH network for comparative analysis and fact checking.
- Access to the nation-wide Living Profile resource platform where students can access scholarship, internship, and employment opportunities (costs may vary dependent on scope of work)

## Partnering with Liaison

### Q: What services can Liaison provide to my system?

A: Support services included with CAS for systems include collection of transcripts, letters of recommendation and other artifacts that might be required for submission. They are collected and automatically attached to the student's completed application and ready to read. Additionally, Liaison handles the student support in the form of phone, email and live chat, reducing the support burden on campus throughout the year, and more importantly, at critical peak times near deadlines.

Optional additional services are also available with Liaison. Through this partnership, NASH members will have the opportunity to develop a systemwide CAS solution that is highly configurable at the system level, as well as at individual campus levels to meet their needs. Additionally, like the systems already using a CAS solution, Liaison will partner with you to consult, enhance, and develop comprehensive enrollment solutions that meet your requirements. Liaison offers a wide set of services and products, ranging from lead delivery and marketing services to CRMs and prescriptive and predictive analytics - these solutions are already deployed on hundreds of campuses throughout the nation.

### Q: What if my system or campuses within my state/system have an existing contract with Liaison?

A: NASH Network provides the opportunity to develop a systemwide CAS solution that integrates and becomes part of a network, benefiting from a rich set of potential applicants, data analytics, and trend analysis that will eventually drive the initiatives to grow and maintain the applicant pool pipeline. Programs on campuses using existing professional CASs will remain connected to the overall profession. For a systemwide CAS implementation as outlined here, cross-CAS analytics can be centralized in our *Analytics* by *Liaison* product for systemwide data analysis.

### Q: What if my system or campuses within my state/system have a contract with another vendor in place?

A: There are many approaches that need to be taken into consideration when integrating with a CAS solution. Liaison has been able to work through state and/or campus-specific issues with our current partners and will similarly work with you to determine the best way to integrate your current system with NASH Network. The NASH Network CAS does not preclude the use of any other vendors and is highly configurable, both in the application and by means of API integration, to meet the special requirements of multi-campus systems.

### Q: Can I see an example of a CAS to understand what this would mean for my system?

A: Yes. Liaison would be happy to demonstrate the CAS solution as well as facilitate a connection with a system already using the Liaison CAS to learn about their experience. There are several already live and in production, including Cal State Apply, Apply Montana and University of Hawai'i System for example.

# Implementing a System CAS Solution

**Q: Who pays for implementation and sustaining infrastructure and how is the cost determined?**

**A:** As part of NASH Network, a systemwide CAS solution is a contract between Liaison and the individual system. The system's individual needs, application volumes, and additional products or services are all aspects that will define the final cost. Depending on their local context and preferences, systems may decide to budget for the entire cost of the CAS, pass the cost onto applicants through fees, or some combination of the two.

**Q: How long will it take to launch? Can we pilot it and phase it in?**

**A:** The implementation of a CAS systemwide application is dependent on many variables, most of which are within the control of the state system. The availability of your staff to engage, as well as the integration of current vendors and processes, all play a significant role in assessing the time required for implementation. With a staff of over 500 professionals, the majority of whom possess CAS as their core competency, Liaison is confident in its ability to construct an efficient onboarding experience customized to meet the unique needs of individual campuses and systems. Generally, an implementation timeframe of at least six months is to be expected.

**Q: How will data be transitioned from our current application system to the new system?**

**A:** If the system has an existing CAS, or is currently implementing a CAS solution, the transition of application data across all platforms will be seamless since all application systems operate under a single SaaS database and leverage the same set of published APIs. It is best practice to rollover to any new CAS solution at the start of an application cycle year to avoid any confusion with mid-cycle changes for the applicant/student. The systems we currently work with have seen the benefits of a single CAS platform across all campuses and have iterated toward that. Liaison will work with each system and its institutions to determine the best path to transfer data.

**Q: Does my whole system have to adopt the application? Can some campuses opt in or out? What happens if a campus changes its mind?**

**A:** Liaison will work with each system based on its needs, as well as the needs of its individual institutions. It is recommended that the system provides one comprehensive application for all students to ensure compliance, a common experience, and integrity of data reporting and analytics. However, we understand that transitions in systems and processes may require efforts to engage and generate buy-in at the institution level and therefore may require a phased approach to transform seamlessly into a coherent system.

**Q: Can we implement a CAS while still allowing each institution to lead its own enrollment management functions and maintain separate staff?**

**A:** Yes. In fact, a CAS solution allows for those offices and staff to be freed to focus on their core strengths without distraction of time-consuming application system maintenance, enhancements, and other tasks. CAS also supports permissioned access to data, keeping each campus from seeing, accessing or communication with another campus's applicants. This results in greater efficiency and savings of valuable resources. While sharing a common solution across a system, each institution will still maintain the ability to independently implement its own enrollment management initiatives that align with its own branding, mission, and goals, while benefiting from the systemwide shared knowledge and assistance a system CAS provides.

## Capabilities and Customization

**Q: What systems does the CAS interface with to support ease of applying and processing applications?**

**A:** CAS interfaces with more than 25 existing SISs, CRMs, vendors of tests, transcripts, and letters of recommendation. At the same time, it provides real-time support for all applicants by answering any questions they have related to their college application journeys. The CAS and associated services are designed technically and strategically to provide a state-of-the-art user experience and serve as a gateway to innovation. The CAS application is currently used by over 40,000 programs across the higher education landscape with high Net Promoter Scores (NPS) – a measure of overall experience satisfaction and likelihood to recommend the service.

**Q: What if we want to collect certain information that is not currently incorporated into the application?**

**A:** As a highly configurable platform, CAS is designed as an enterprise-based application system that can accommodate the inherent application data as well as any supporting data elements and document requests from internal and/or third-party applications.

**Q: Can CAS support transfer?**

**A:** Yes. The CAS solution is already the platform used for the Common App's Transfer application. Additionally, we can offer services like the Transfer Planner tool that has been recently launched at CSU through a partnership with Liaison.

**Q: Can CAS support automatic admissions based on certain criteria?**

**A:** Yes. This function is already in production at CSU. Additionally, Liaison is exploring the implementation of this solution with other systems.



## Data Sharing

**Q: Will other NASH systems have access to my students' data and leads (potential enrollees)?**

**A:** A NASH system will only have access to their own leads, applications and their standard enrollment processes and data throughout the student's journey of application to matriculation. NASH Network will allow applicants to opt-in to apply to other state systems using their basic common data if they so choose. This will make the application process to state systems more user friendly and effective, keeping these applicants engaged within the public higher education space. ~~This process is not different from what is being implemented now across all the common applications in the market.~~

**Q: Will NASH have access to my students' data and leads?**

**A:** No. NASH Network will allow for only anonymized data to inform policy and practice for trend and forward-looking analysis.

## The Student Experience

**Q: What are the benefits of a NASH Network CAS for students and their families?**

**A:** A systemwide CAS provides a one-stop, seamless way by which a student and family can easily navigate the often-confusing application process. As most systems have multiple campuses with multiple applications, simply comparing institutions can become a large hinderance to students and families. A system CAS serves as the application of record and allows a student to create one profile to use across multiple campuses and/or programs within the system. The platform also allows for standardized processes, timelines, deadlines, costs, communications and experiences that both streamline the process to reduce the applicant's time, cost and expense, while improving service levels, to allow for an easily navigable student application process.