Visualize, Take Action and Grow
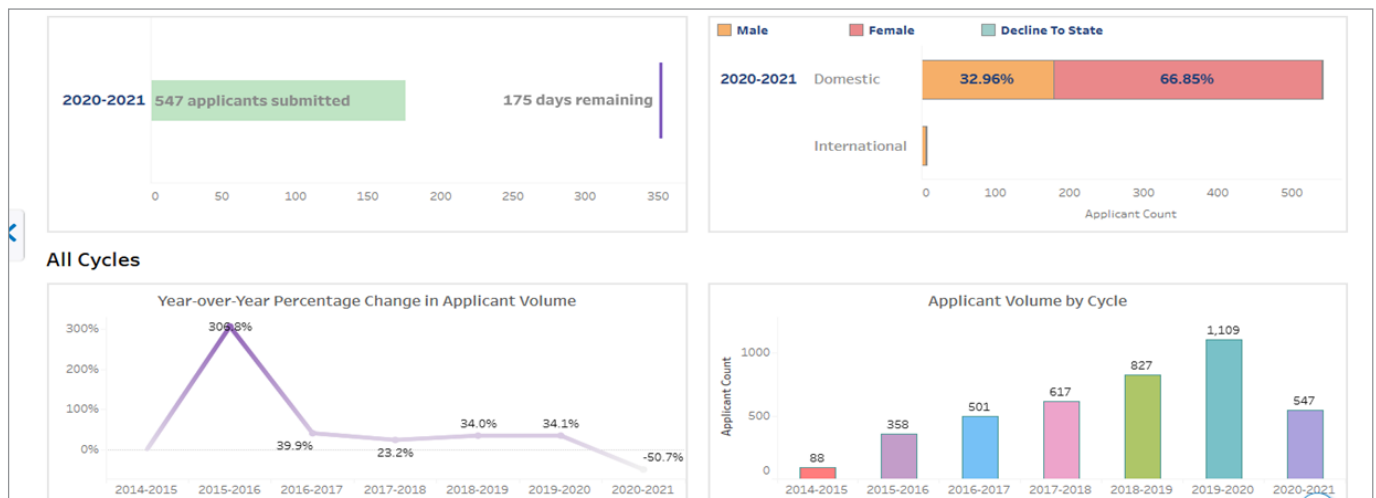
ANALYTICS™ by **LIAISON**

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 ATCAS™ programs.
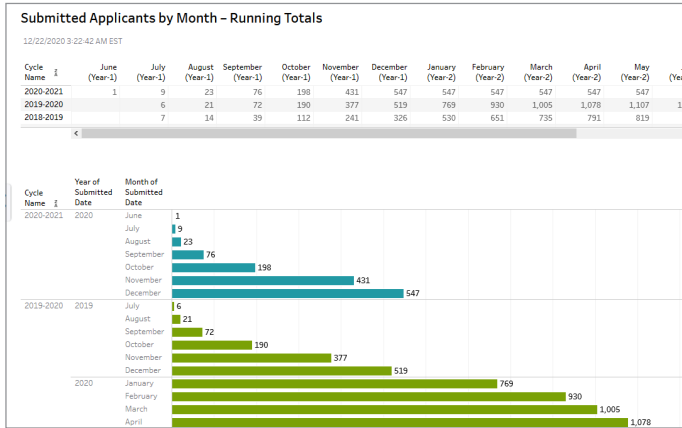
Analytics is a new feature for the 2020/2021 cycle that's now available to all ATCAS programs. With this new feature, you can use data from your previous and current cycles in ATCAS to:

Track Applicant Demographics

- See the up-to-date self-reported race and ethnicity of your current application pool.

- Compare the current cycle to past ATCAS cycles.

- Download figures and data to compare your application pool diversity with other benchmarks appropriate for your institution and programs.

- Compare your individual programs in ATCAS with other ATCAS programs.

Active Cycles

ATCAS™
Athletic Training Centralized Application System

Visualize, Take Action and Grow ANALYTICS™ by LIAISON

Submitted Applicants by Month – Running Totals
12/22/2020 3-22-42 AM EST

Demographic Dashboard

Track Application Volume and Trends

- See running totals of applications submitted month-by-month or week-by-week.

- Compare previous and past cycles to help assess changes in recruitment and marketing of your programs.

- Compare your programs with the ATCAS cohort for benchmarking.

Visualize Your Potential Market and Grow Your Program

- Compare top-feeder institutions to your programs.

- Generate maps of application volume by US states and counties, and for non-US residents across the world.

- Download year-to-year data to analyze trends in growth.

- Identify top-performing regions and programs that provide applicants to your programs.

Analytics Dashboards

Applicants by State of Residency
12/22/2020 3-28-17 AM EST

GRE Distribution
12/22/2020 3-27-11 AM EST

Score Type for Verbal and Quantitative Reasoning
- Average Score
- Super Score
- Most Recent Score

Applicants by Ethnicity and Race

ATCAS
Athletic Training Centralized Application System