

LIAISON gradCAS

2023-2024 Cycle Report

We are excited to release the 2023-2024 Liaison GradCAS Cycle Report, which marks the sixth year of annual CAS reporting. It aggregates data for all submitted applications during the 2023- 2024 admission cycle (September 7, 2023, through March 31, 2025). 2023-2024 marked the eighth year of operation for GradCAS. This report specifically reflects data for applications to the **Summer 2024, Fall 2024, Winter 2025, and Spring 2025** terms.

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Highlights

- Students of color made up **57%** of the GradCAS applicant pool, **an increase of 2%** over the 2022-2023 cycle. The largest increase was seen in Black/African American applicants, making up **20%** of the applicant pool, an **increase of 2%.**
- Applicants identifying as first-generation college students **decreased by 1%,** representing 43% of the applicant pool in GradCAS.
- **61%** of GradCAS applicants identify as a U.S. citizen or permanent U.S. resident.
- Applicants in GradCAS are coming from **170** countries and all **50 states in the U.S.**
- **Certificate** programs increased by **3%**, representing 26% of programs offered within GradCAS.
- **Onsite** programs dropped to **47% of programs** offered within GradCAS, while **hybrid** programs increased to **23%.**
- **Part-time programs increased by 3%**, with **flexible and part-time** study options now making up **77%** of the programs offered within GradCAS.
- Liaison processed **nearly 23,000** official transcripts and/or foreign credential evaluations, **over 94,000** letters of recommendation/evaluations, and **over 2,400** official GRE, IELTS, and TOEFL scores on behalf of our GradCAS partner schools.

Applicant Experience

Programs that participate in GradCAS reap the benefits of a Centralized Application Service (CAS) and a community of their peers while maintaining the unique branding and requirements that help them admit and enroll best-fit students. **Perhaps most importantly, GradCAS continues to provide an efficient application experience for students.**



74%

of survey respondents indicated that they were highly likely to recommend GradCAS as an application to other prospective students, resulting in an excellent **Net Promoter Score (NPS) of 65.**



88%

of respondents indicated that a centralized application service such as GradCAS was **much easier than applying to each program separately.**

GradCAS Community

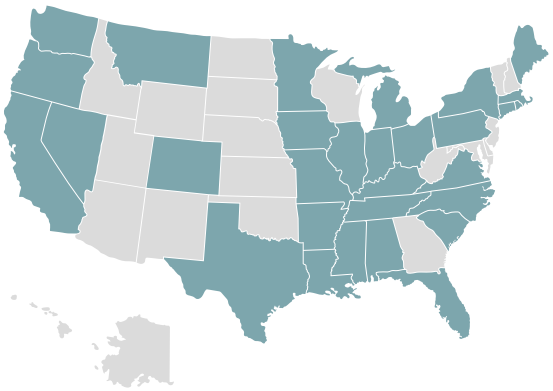
PARTICIPATION BY STATE AND TYPE OF INSTITUTION

Institution Type

Public	Private
56%	44%

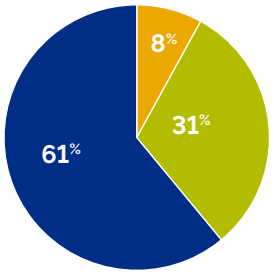
Institution Location

- Alabama (AL)
- Arkansas (AR)
- California (CA)
- Colorado (CO)
- Connecticut (CT)
- District of Columbia (DC)
- Florida (FL)
- Iowa (IA)
- Illinois (IL)
- Kentucky (KY)
- Louisiana (LA)
- Massachusetts (MA)
- Maine (ME)
- Michigan (MI)
- Minnesota (MN)
- Missouri (MO)
- Mississippi (MS)
- Montana (MT)
- North Carolina (NC)
- Nevada (NV)
- New York (NY)
- Ohio (OH)
- Oregon (OR)
- Pennsylvania (PA)
- Rhode Island (RI)
- South Dakota (SD)
- Tennessee (TN)
- Texas (TX)
- Virginia (VA)
- Washington (WA)



APPLICATION FEE COLLECTION

The Liaison processing fee for GradCAS is $38. The CAS offers participating schools a variety of options, such as setting up additional program-specific fees, automated waivers, etc. Here is a breakdown of fee set-up by school:



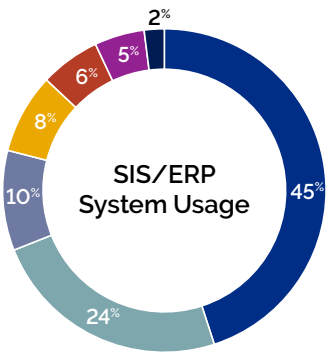
- Completely Waived Fees or Partially Subsidized the Processing Fee
- Only Charged the Liaison Processing Fee
- Collected Program Fees in Addition to the GradCAS Processing Fee

Total fees (i.e., Liaison processing fee + school program fee) ranged from:		$0-$138
Overall, the average total application fee by school in GradCAS was:		$54
Average total application fee by school type:	Public	$57
	Private	$50
Program-specific fees (for programs charging such a fee) ranged from:		$2-$100
The average school program fee was:		$30

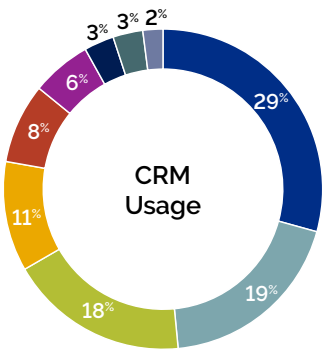
SOFTWARE SYSTEMS

When schools participate in GradCAS, they can choose to manage their admissions workflow via one of Liaison's CRM products—WebAdMIT, TargetX, or Outcomes—or they can build integrations to their local systems. As in previous cycles, a majority of GradCAS users continue to take advantage of Liaison's APIs, integration, and connectors to export data and documents to CRMs and/or SIS systems already in use on campus.

Here is a breakdown of the software systems Liaison supported for GradCAS institutions in the 2023-2024 cycle:



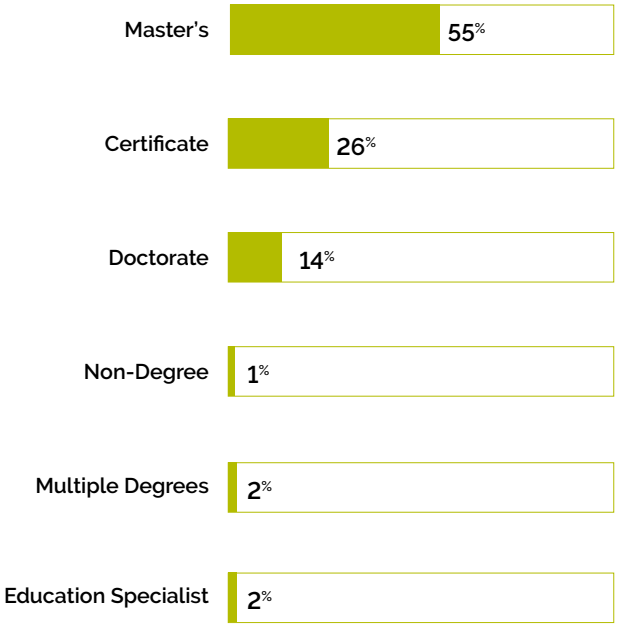
- Ellucian Banner
- Oracle PeopleSoft
- Ellucian Colleague
- Homegrown System
- Other/Did Not Report
- Jenzabar
- CampusNexus



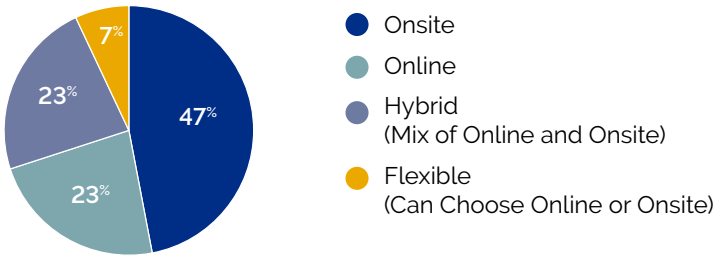
- Other/None Reported
- Liaison Enrollment Marketing Platform (EMP)
- Slate by Technolutions
- Liaison Outcomes
- Salesforce
- Liaison TargetX
- Ellucian CRM Recruit
- Hobsons Connect
- CollegeNET

Program Details

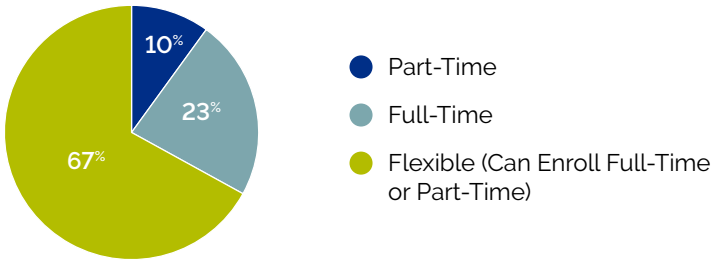
LEVEL



DELIVERY



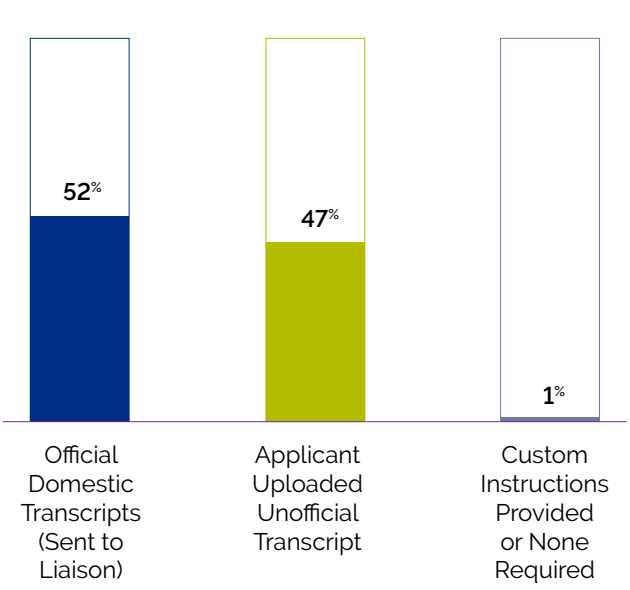
ENROLLMENT



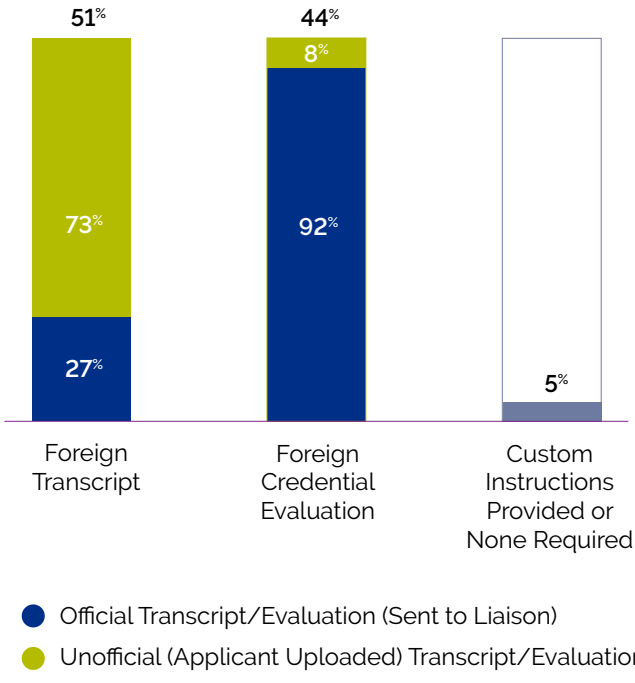
TRANSCRIPT REQUIREMENTS

GradCAS provides participating schools with a high level of flexibility in terms of setting their transcript requirements at the program level. Besides being able to choose between official and unofficial transcript requirements, CAS users can select different transcript requirements for domestic and international students.

Domestic Transcript Requirements



International Transcript Requirements

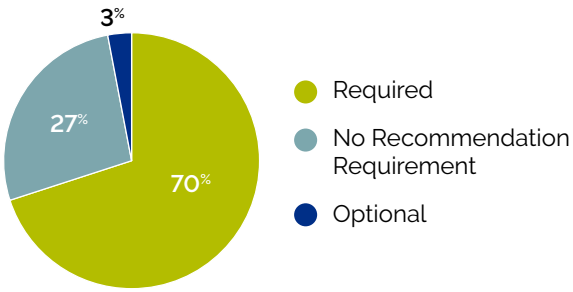


Program Details

RECOMMENDATION REQUIREMENTS

For programs that require recommendations as part of the admissions package, GradCAS offers recommenders a secure, easy-to-use experience via the Liaison Letters portal.

Programs requiring recommendations increased by **8%** in the 2023-2024 cycle.



The average number of recommendations required per program (for programs that required recommendations):

Minimum Recommendations Required

2.45

Maximum Recommendations Allowed

3.30

Requirements by Recommendation Type:



Letters of Reference Only

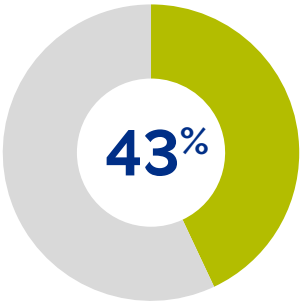
Letters of Reference and Likert Scale

Likert Scale Only

Applicant Pool Details

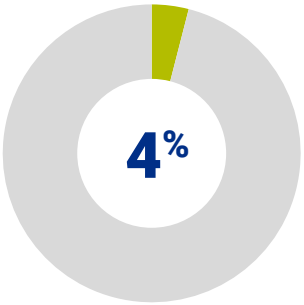
Each cycle, the pool of prospective students in GradCAS continues to grow larger and more diverse. Liaison continues to invest in marketing efforts to drive qualified applicants to the CAS, which we expect will continue to be reflected in both the quality and volume of applications.

FIRST-GENERATION STATUS



of all submitted applicants identified themselves as **first-generation college students** in the 2023-2024 cycle.

MILITARY STATUS



of GradCAS applicants reported they were either on **active duty, members of the Reserve or National Guard,** had served as **veterans,** or were **military dependents.**

Applicant Pool Details

DEVICE USAGE

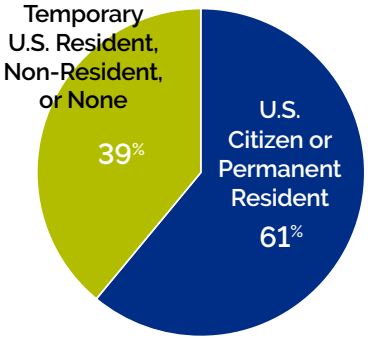
35% of all prospective GradCAS applicants, or approximately **1 of every 3 users,** accessed the CAS application portal using a **mobile device** (as opposed to a desktop).

The vast majority used **Google Chrome** as their browser to access the GradCAS portal, with **Safari** a distant second.

CITIZENSHIP STATUS AND RESIDENCY

The 2023-2024 GradCAS cycle received applicants residing in all 50 U.S. states, plus applicants who reported **170** countries (besides the United States) as their country of citizenship.

Citizenship Status



Applicants who indicated that they needed an F-1 or a J-1 visa to study in the U.S.:

Yes	No
40%	60%

Top U.S. States of Residency



New York | Florida | Minnesota | Pennsylvania | Missouri | Massachusetts

Top Sending Countries for International Students



India | China | Nigeria | Ghana | Bangladesh

ACADEMIC PERFORMANCE

Although students who attended both U.S. and non-U.S. schools self-report their credits and GPA as part of their GradCAS application, the diversity of international grading and credit systems makes it difficult to report averages. The data to the right is specific to the academic performance of applicants who self-reported for their studies at U.S. institutions alone.

Average Cumulative GPA	
Undergraduate (U.S. Institutions, Self-Reported)	**3.43**
Graduate (U.S. Institutions, Self-Reported)	**3.72**

Applicant Pool Details

TEST SCORES

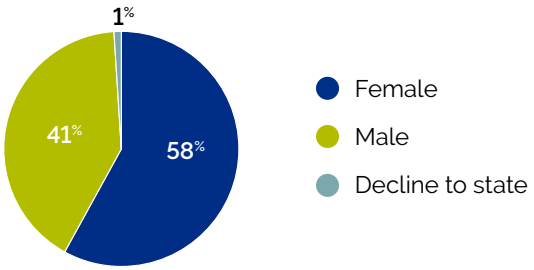
Average Self-Reported GRE Score (Scaled)	
Quantitative	162
Verbal	157
Analytical	3.5

Average Self-Reported IELTS Scores	
Overall	7.0
Speaking	7.0
Reading	7.0
Writing	6.5
Listening	7.5

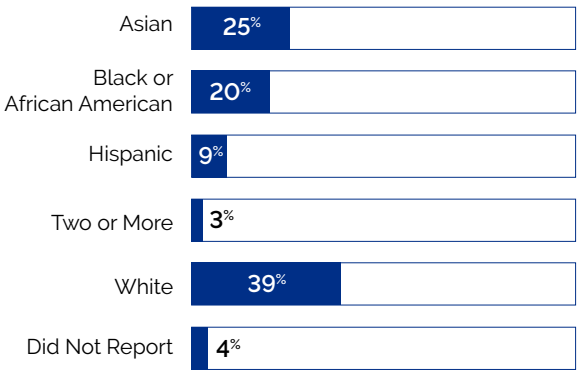
Average Self-Reported TOEFL iBT Scores	
Overall Band	97
Speaking	23
Reading	26
Writing	24
Listening	26

SEX, AGE, RACE, AND ETHNICITY

The GradCAS 2023-2024 applicant pool continues to report a close split with regard to legal sex, as has been the case in the last three cycles.

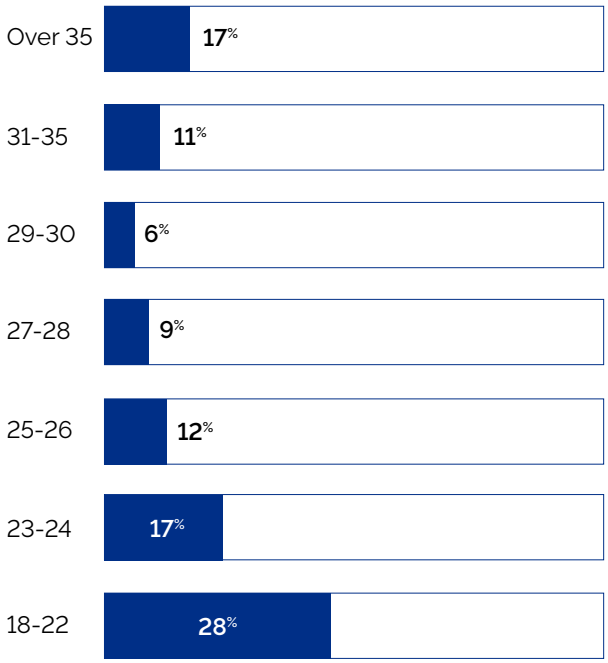


Applicants by Race and Ethnicity



<1% identified as Native Hawaiian or Other Pacific Islander or as American Indian or Alaskan Native.

Age Distribution





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