

# NursingCAS Best Practices for Current Users

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- Leslie McKeon, Assistant Dean for Students, University of Memphis
- Lisa Rosenberg, Associate Dean of Students, Rush University
- Robert Ruiz, Vice President of Client Success, Liaison International

# Session Overview:

We hope to provide tips and tricks to help you and your applicants have a smooth application process. Some items include:

1. An Update on School Support/Client Success
2. Website/Instruction suggestions
3. Configuration Portal Reminders
4. Program Track separation
5. Custom Question Utilization
6. Deadline Extension suggestions
7. Coursework entry decision - what did you choose?

# Reflecting on the 3.0 Launch

## ► Issues:

- Planned for a 15% increase in applicants, there was a 38% increase in applicants using the system
- Confusion stemming from the NursingCAS 2.0 and 3.0 applications being open at the same time
- Historically bad weather in Boston, MA - where NursingCAS operations are based
- New configuration options for programs were sometimes not set properly and needed to be changed post-launch
- Need for more staff to support the NursingCAS school users (we only had one dedicated staff person)
- All of these factors lead to increase in the number of calls from applicants

## ► Impacts:

- Processing of mail was delayed
- Verification went beyond 12 business days
- New coursework + transcript options affected statuses in WebAdMIT
- Phone system ill equipped to handle increase in applicant call volume
- Edits to open programs caused issues with the data and delayed applicants from being processed



# Improvements

- ▶ In early February, [Robert Ruiz](#), moved into the role of Vice President of Client Success for Liaison International. Under his leadership, he has spent the past months reorganizing internal operations to move towards providing better support to NursingCAS users and applicants.
- ▶ **First of all he assembled and formalized a NursingCAS team and school support ticketing system, the members of the team are:**
  - ▶ Brianne Dupuis
  - ▶ Rebecca Barry
  - ▶ Hannah Hoban
  - ▶ Brittney Dunn
  - ▶ Hilda Mejia Abreu
- ▶ Updates have been made to the phone system to accommodate a higher call volume and voice over IP with the ability to answer calls out of office
- ▶ Reviewing programs (currently enrolled and those that plan to go live) with January, February and March deadlines and related applicant volume to project the anticipated applicant volume increase and related workload and operational needs

# School Support System

- ▶ Below is a summary of the changes to internal operations that have been established:
  - ▶ An internal ticketing system for NursingCAS was established to track and categorize all issues and inquiries from users
  - ▶ Those tickets are delegated to specific staff on the NursingCAS team by the current team leader, Brianne Dupuis
  - ▶ The ticketing system allows the team to measure response time and identify any outstanding problems or trends
  - ▶ All communications between the NursingCAS teams members and you, the school users, are routed through the centralized "NursingCASMGR" email address ([nursingcasmgr@liaison-intl.com](mailto:nursingcasmgr@liaison-intl.com)) - which allows for a ticket to be created for any issues or inquiries
  - ▶ The ticketing method is used to escalate any issues as necessary
  - ▶ The team has a daily meeting at the close of business to review all issues
  - ▶ When a user reaches out to the team, they receive a confirmation and internally the issue is delegated to a staff person to follow-up and determine a response time and next actions
  - ▶ The delegated team member will either email or call the NursingCAS user with a resolution or they will let them know an estimated timeframe for resolution of the issue or question



# Communications Sent to the Applicant from NursingCAS

- ▶ Bi-weekly newsletter about open seats, deadline extensions and new programs
- ▶ <http://www.nursingcas.org/applicant-newsletter.html>
- ▶ Applicants receive automated emails from NursingCAS for the following:
  - ▶ Account Created
  - ▶ Account Updated or Forgot Password
  - ▶ Deadline Reminder(s) - 7 days in advance of a deadline
  - ▶ Transcript(s) Received
  - ▶ Reference(s) - Requested, Received, Denied, Submitted
  - ▶ Application Verified
  - ▶ If Applicable: Undelivered and Resubmit Reminder(s)
  - ▶ Any Notifications
- ▶ Reminder: you can email your applicants at anytime via WebAdMIT - messages sent from the school are more meaningful

## NursingCAS Applicant Newsletter

Stay connected and informed.

In effort to provide better information to you in a more organized format on a regular basis, we are rolling out the NursingCAS Applicant Newsletter, which will be delivered to your email inbox on the 1st and 15th of every month. Look for this informative newsletter to learn about deadline extensions, new programs, programs with available space, upcoming events, and important reminders, when applicable.



### [Open Seats](#)

One of the benefits of NursingCAS is to provide notifications to applicants about programs that have available space. Did you know that more than 14,000 seats go unfilled annually? Review the listing below to determine if you would like to apply to one of these programs.



### [Deadline Extensions](#)

Programs often extend their deadlines in order to allow applicants more time to complete the admissions process. Review the list below to see if any programs you are interested in have extended their deadline.



### [New Programs](#)

New programs are added to NursingCAS frequently so in order to help you discover and learn about new offerings please review the updated list below.

# Customer Service for Applicants

- ▶ Applicant Information - [www.nursingcas.org](http://www.nursingcas.org)
- ▶ Visual Instructions - <http://www.nursingcas.org/application-instructions.html>
- ▶ Written FAQs & Instructions - <http://help.unicas.com:8888/nursingcasHelpPages/>
- ▶ Applicant Login - <https://nursingcas.liasoncas.com/applicant-ux/#/login>
- ▶ Call: 617-612- 2880 or Email: [nursingcasinfo@nursingcas.org](mailto:nursingcasinfo@nursingcas.org) (*hours below*)
  - ▶ 9:00 AM - 5:00 PM ET, Monday - Friday (June - August)
  - ▶ 9:00 AM - 7:00 PM ET, Monday - Thursday and 9:00 - 5:00 PM ET on Fridays (September - May)
- ▶ Social Media -



[Twitter](#)

[Facebook](#)

[YouTube](#)

# Online Status Check for Applicants

## My Application

This dashboard is your application home providing access to each part of the application you need to complete and a high level overview of your progress.

My Program Selections 4

HAVE UPCOMING DEADLINES 0

READY TO SUBMIT 0

Manage My Programs

Latest Notifications

NursingCAS application – deadline reminder 04/24/2015

Applicants use the “Manage My Programs” button to:

- ▶ Add a Program (“Programs List”)
- ▶ Delete a Program (“My Programs Selections”)
- ▶ Check their Status (“Program Status”)
- ▶ Submit their Application (“My Program Selections”)

Redevelop My Programs

PROGRAM STATUS VERIFICATION STATUS

University of

Post-BSN to MSN - O

Received Awaiting Materials Verifying

This program was paid for on Sunday, 18 January 2015 11:22 AM

View Payment History

This page shows you a list of your submitted applications. Hover over the icon and a pop-up will show you the status of your materials.

PROGRAM STATUS VERIFICATION STATUS

University of Central Test

Executive RN to BS (Exec RNBS) Bachelor of Science Nursing

Received Materials Received Verifying

This program was paid for on Thursday, 11 December 2014 12:31 AM

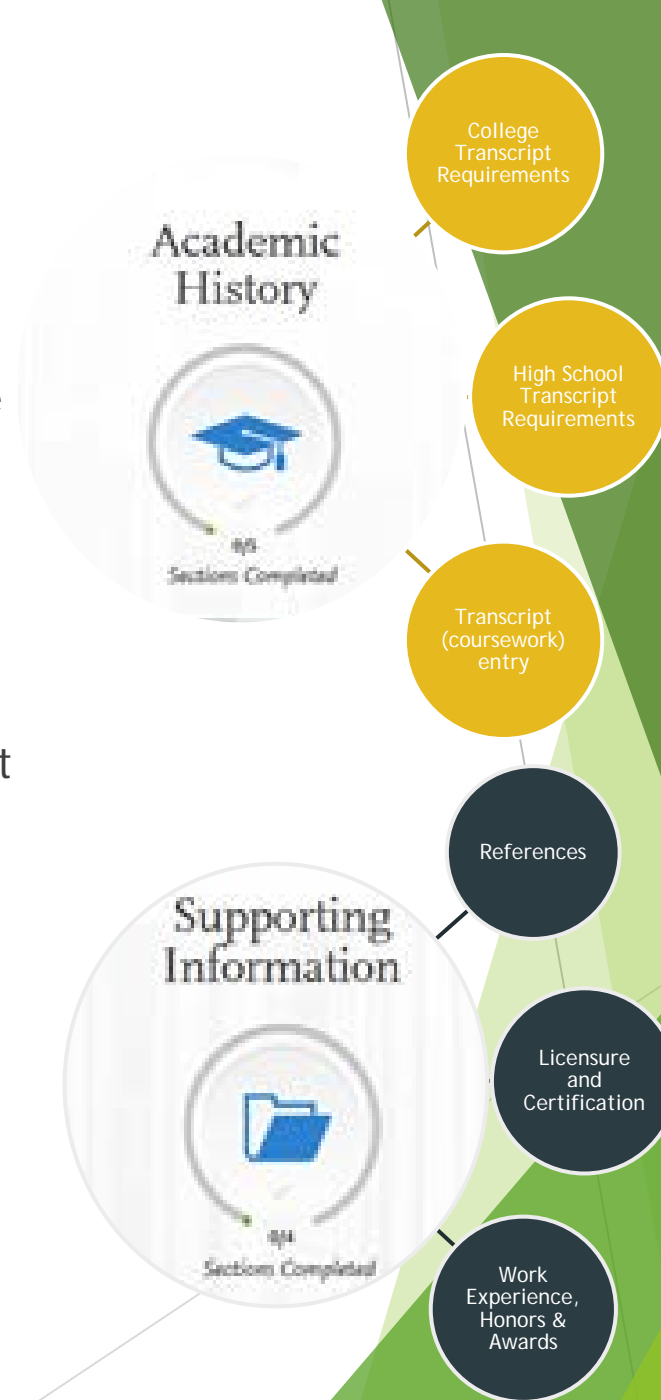
View Payment History

After all materials have been received, the status moves into 'verifying'. If your program requires coursework entry, verification may take up to 12 business days.



# Application Reminders

- ▶ We recommend you create a test account on NursingCAS - <https://nursingcas.liaisoncas.com/applicant-ux> to log in as the applicant and view your programs
  - ▶ On the “Programs List” page select your school’s program(s)
  - ▶ Navigate to the “Program Materials” section to view your custom set-up that was completed using the “Configuration Tool” in WebAdMIT
  - ▶ Navigate to the “Academic History” section to view your transcript and coursework entry requirement
    - ▶ The coursework entry interface has been greatly improved!
- ▶ Remember to review the data and items collected in the “centralized” sections - “Personal Information”, “Supporting Information” and “Academic History”
  - ▶ Some questions may be marked optional so you should remind applicants to complete that information by using the “Custom Questions” - for example, the SSN is collected in an encrypted field in the “Personal Information” section and if you want to collect the SSN create a custom question to remind applicants to input that information in the encrypted field



# Website and Applicant Instruction Overview

- ▶ [http://www.rushu.rush.edu/servlet/Satellite?c=RushUnivLevel1Page&cid=1204497838852&pagename=Rush%2FRushUnivLevel1Page%2FLevel\\_1\\_College\\_Home\\_Page](http://www.rushu.rush.edu/servlet/Satellite?c=RushUnivLevel1Page&cid=1204497838852&pagename=Rush%2FRushUnivLevel1Page%2FLevel_1_College_Home_Page)
- ▶ <https://www.webadmit.org/session/new>
- ▶ Include details to applicants about what your deadline requirements are - for example, are applicants required to have all materials in by the deadline or just have their application submitted by the deadline

**COLLEGE of NURSING** Direct Entry Master's (MSN) for Non-Nurses: Generalist Entry Master's (GEM) Clinical Nurse Leader (CNL) Program

### The Role

*Designed for the student who has already completed a bachelor's degree in an area other than nursing, the Direct Entry Masters of Science in Nursing degree (MSN) for non-nurses: Generalist Entry Master's (GEM) clinical nurse leader (CNL) program engages students in a two-year, full-time curriculum, to be awarded a Masters of Science in Nursing (MSN) degree, which focuses on clinical leadership, and prepares students to successfully sit for the NCLEX (RN licensure exam). In addition to being prepared to function at a high level as a nurse in inpatient, out-patient, and community settings, students are also poised to pursue advanced-practice programs, such as the NP/DNP or PhD programs.*

**Your Career Options with a GEM Degree**

**Becoming a Nurse Practitioner (DNP): Hear from GEM Alumni**

### Important Program Information

- [GEM Information & Admission Requirements](#) - A comprehensive source of programmatic information including required prerequisite courses and admission guidelines.

### Direct Entry Master's (MSN): Generalist Entry Master's (GEM) Dates

Term Begins	Application Deadline	Decision Date	Mandatory Orientation
Spring (1/4/2016)	Aug. 3, 2015	October	Dec. 13-16, 2015
Fall (8/29/2016)	Jan. 4, 2016	March	Aug. 2016

**APPLY NOW**

2016 applications are available in NursingCAS 3.0.

Admissions Contact:  
Molly Spurlock  
E-mail: [molly\\_spurlock@rush.edu](mailto:molly_spurlock@rush.edu)

# Configuration Reminders

<https://www.webadmit.org/session/new>

- ▶ You can extend deadlines on the Configuration Portal at any time in WebAdMIT.
- ▶ The program basics, Home Page instructions and the Banner can be changed at any time. Items such as Transcript/Coursework requirements, Questions, Prerequisites or Documents cannot be changed once it goes live to applicants. Even if the program is closed, the settings are locked and cannot be changed.
- ▶ Remember, your program pages are also a recruitment tool
- ▶ If High School transcripts are selected as YES, each applicant will be required to send us one.
- ▶ If more than one document is selected as Required, the applicant will be required to upload a document that many times.
- ▶ Make sure to add a Question Set before adding questions! Otherwise the Question will not show up properly.

# Program Track suggestions

- ▶ List names of program designations clearly and completely, i.e., MSN to DNP: Adult-Gerontology - Primary Care NP - Summer 2016
- ▶ Make sure these are the exact same names used on your school's website
- ▶ If you use NursingCAS data to drive faculty workload decisions, i.e., the number of new students in a particular program(s) will require X number of sections of a course to be taught, then make sure to create designations that provide that data. It is why to separate BSN-DNP and MSN-DNP into different designations for the same program.
- ▶ It never hurts to have a second person review program designations - if you forget one, no students can apply to it

PROGRAM NAME	DEGREE TYPE	START YEAR	START TERM	CITY	STATE	DELIVERY	GRADUATE LEVEL TRACK	DEADLINE
<b>Rush University College of Nursing</b>								
BSN to DNP: Nurse Anesthesia (Early Admission) - Summer 2016	DNP (Post-Baccalaureate)	2016	Summer	Chicago	IL	On-Campus	Nurse Anesthesia	06/01/2015
<b>+</b> BSN to DNP: Nurse Anesthesia (Final Admission) - Summer 2016	DNP (Post-Baccalaureate)	2016	Summer	Chicago	IL	On-Campus	Nurse Anesthesia	08/03/2015
MSN to DNP: Nurse Anesthesia (Early Admission) - Summer 2016	DNP (Post-Master's)	2016	Summer	Chicago	IL	On-Campus	Nurse Anesthesia	06/01/2015
<b>+</b> MSN to DNP: Nurse Anesthesia (Final Admission) - Summer 2016	DNP (Post-Master's)	2016	Summer	Chicago	IL	On-Campus	Nurse Anesthesia	08/03/2015

# Custom Question Utilization

Look over Rush's Questions in Config/Application

- ▶ Custom questions can serve a variety of purposes, for example:
  - ❑ Ask specific program essay questions
  - ❑ Get detailed information on disadvantaged background to target those applicants with tailored e-mails re scholarships, etc.
  - ❑ Provide application reminders, i.e., submission of 3 recs, proof of licensure, etc.
  - ❑ If you need more information regarding personal information, i.e., military status
  - ❑ Find out how applicants learned about your program

# Deadline Extensions - Using this for recruitment

- ▶ Check in-progress applicant numbers and the number and quality of submitted applications to determine if you need to extend your admission deadline in order to meet target enrollment
- ▶ Make a decision at least 2 weeks prior to the deadline and extend by at least one month; this has yielded an additional 5-6% application increase
- ▶ Use templates in WebAdMIT to maximize communication with in-progress applicants
- ▶ You should develop an algorithm for this process, i.e., if I wish to enroll 20 students in a program then I will need to accept 24 students; 22 will confirm their acceptance; by the end of the first week of class 20 students will be enrolled

# Timeline of review suggestions

October 1	Fall program Opens to Applicants
January 2	Fall program deadline for all applicants
February 2	Last minute applicants who send transcripts after January 2 <sup>nd</sup> - Transcripts may JUST arrive a month later with Holidays
Month of February	Last minute applicants are Verified
February to March	Review process can begin for all applicants
Early March	Interviews can begin after review is finished
Early April	Decisions may not be able to completed until April, this is not a stretch

All dates are estimated, but it's good to have realistic expectations about review, it may even go into May if there are any issues.

# Reminder About Applicant Statuses in WebAdMIT - Any Questions Related to Status?

APPLICATION STATUS	DEFINITION	NOTES
In Progress	Any designation that is NOT both: <ul style="list-style-type: none"> <li>• Paid</li> <li>• E-submitted</li> </ul>	<ul style="list-style-type: none"> <li>• Users of WebAdMIT may see contact information about applicants that are In Progress only if the applicant has explicitly answered "Yes" to the "Preview Application" release statement.</li> </ul>
Received	Any designation for which the applicant has both: <ul style="list-style-type: none"> <li>• Paid</li> <li>• E-submitted</li> </ul>	<ul style="list-style-type: none"> <li>• Users of WebAdMIT may see full details about applicants in this status.</li> </ul>
Complete	Any designation for which the applicant has: <ul style="list-style-type: none"> <li>• Paid</li> <li>• E-submitted</li> <li>• Had transcripts for all Colleges Attended scanned</li> </ul>	<ul style="list-style-type: none"> <li>• Users of WebAdMIT may see full details about applicants in this status.</li> <li>• For programs with the no transcripts, no coursework requirements, this is the final status an application will reach.</li> </ul>
Verified	Any designation for which the applicant has: <ul style="list-style-type: none"> <li>• Paid</li> <li>• E-submitted</li> <li>• Had transcripts for all Colleges Attended scanned</li> <li>• All coursework and degrees verified by the operations team</li> <li>• All school specific and cumulative GPAs entered by the operations team</li> </ul>	<ul style="list-style-type: none"> <li>• For programs with the official transcripts, full coursework requirement, this is the final status an application will reach. All coursework has been verified and GPAs calculated.</li> <li>• For programs that require: official transcripts / prerequisite courses, official transcripts / no coursework, unofficial transcripts / prerequisite courses or unofficial transcripts / no coursework, this will be the final status once the GPAs by school and cumulative GPAs are entered by the operations team.</li> </ul>
On Hold	Any designation for which the applicant has: <ul style="list-style-type: none"> <li>• Paid</li> <li>• E-submitted</li> <li>• Been placed On Hold by the Liaison Services team</li> </ul>	<ul style="list-style-type: none"> <li>• Users of WebAdMIT only see partial information about applicants on hold</li> <li>• Operations team uses this for administrative holds to applicants</li> </ul>
Undelivered	Any designation for which the applicants has: <ul style="list-style-type: none"> <li>• Paid</li> <li>• E-submitted</li> <li>• Been Undelivered by the operations team</li> </ul>	<ul style="list-style-type: none"> <li>• Users of WebAdMIT only see partial information about applicants that are undelivered</li> <li>• Undelivered applicants have an opportunity to update their application to correct errors found in verification.</li> </ul>



# Questions - How are we doing?

- ▶ Do you have feedback or suggestions for improvements?
- ▶ Do you have best practices, tips or advice to share with your colleagues?
- ▶ What's working well?
- ▶ What can be improved?
- ▶ What are questions prospective students or applicants commonly have about the admissions process and/or NursingCAS?
- ▶ Questions?