

# 2019-2020 Cycle Report

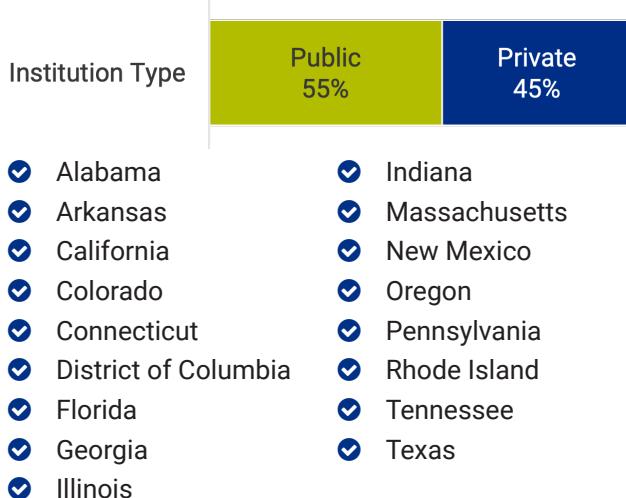
The 2019-2020 EngineeringCAS™ Cycle Report aggregates data for all received and complete applications submitted through the Centralized Application Service during the 2019-2020 admission cycle (**September 10, 2019 through March 31, 2021**). This report primarily reflects data for applications to **Summer 2020, Fall 2020, Winter 2021 and Spring 2021**. Liaison offers it as a resource to participating schools to assist in trend and recruitment analysis, benchmarking and strategic decision-making.

## EngineeringCAS Summary

The 2019-2020 cycle marked the third year for the CAS. EngineeringCAS has experienced significant growth in this time, expanding its reach both in terms of participating schools as well as prospective applicants using the CAS.

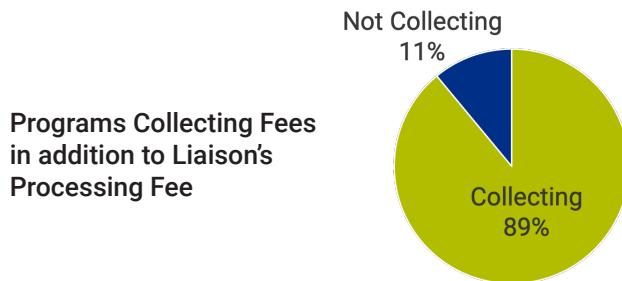
### PARTICIPATION BY STATE AND TYPE OF INSTITUTION:

Participating schools grew by nearly **60%** in EngineeringCAS this cycle. The growth expanded the CAS's reach across more states and provided services to a diverse range of research, liberal arts, minority-serving and other types of institutions.



### PROGRAM FEE COLLECTION:

The Liaison processing fee for EngineeringCAS applications is **\$58**. Participating schools have the option to collect an additional program fee (specific to their institution) as part of the application if they so choose.

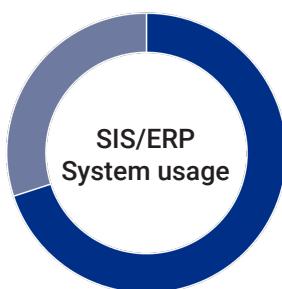


Total fees (i.e. Liaison processing fee + school program fee) range from **\$60-\$148**

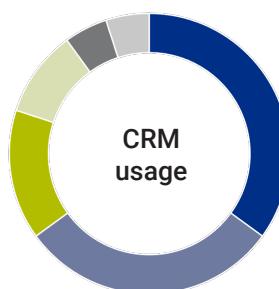
For those collecting program fees the average amount collected is **\$50**

### SOFTWARE SYSTEMS:

EngineeringCAS comes with one of two admissions management software, WebAdMIT or Admissions by Liaison. However, CAS users also have the option to build integrations to their local systems to manage some or all of their communication plans, review process and/or post-admission processes. EngineeringCAS users frequently choose to take advantage of Liaison's export tools and move data and documents to their local systems. Here is a breakdown of systems EngineeringCAS users currently use:



- 1. Ellucian Banner
- 2. Oracle PeopleSoft



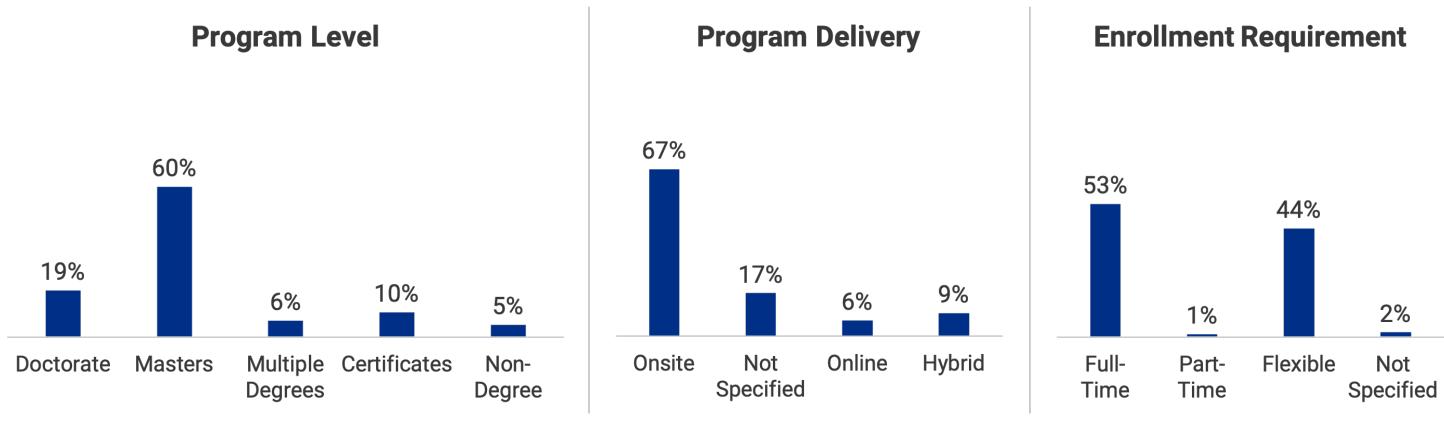
- 1. Salesforce
- 2. Slate by Technolutions
- 3. Not Reported
- 4. Ellucian CRM Recruit
- 5. Liaison Enrollment Marketing Platform (EMP)
- 6. TargetX (A Liaison Company)

## Program Summary

Programs that participate in EngineeringCAS reap the benefits of a Centralized Application Service and a community of their peers while maintaining the unique branding and requirements that help them admit and enroll best-fit students.

### DESIGNATION DETAILS:

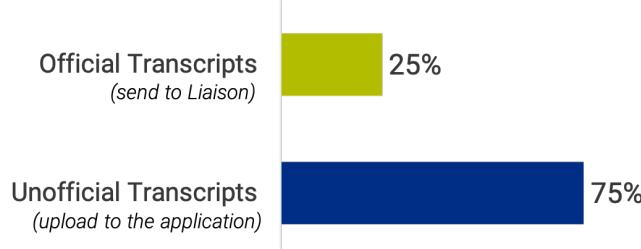
A “designation” refers to how a program is listed and can be selected within the CAS. Each designation allows EngineeringCAS users to specify the program name, fee, track, term, population and method of delivery. An applicant submits applications to programs as per these designation listings.



### TRANSCRIPTS REQUIREMENTS:

One of the benefits of EngineeringCAS is that it gives users the ability to set up their transcript requirements such that Liaison can receive and process official transcripts on their behalf. Alternately, users can also set up their applications allowing students to upload unofficial transcripts.

The 2019-2020 cycle saw a **18%** increase in the number of engineering programs requesting applicants to upload unofficial transcripts compared to the previous year.



Total number of transcripts Liaison processed

	For Submitted Applicants	For In-Progress Applicants
Official US Transcripts	983	216
Unofficial US Transcripts	15,115	7,413
Foreign Evaluations	123	45

### RECOMMENDATION REQUIREMENTS:

The Letters by Liaison provides recommenders with an easy-to-use experience for submission. EngineeringCAS users have the option to chose from several different recommendation types that support their admission requirements.



Approximately **21.5%** of EngineeringCAS programs did not set up any recommendation requirements for their programs or provided students the option to submit if they chose.

#### Average number of recommendations required:

Each designation determines minimum recommendations required and maximum recommendation allowed.

Minimum – **2.74**      Maximum – **4.26**

**Average # of recommendations received per applicant** **2.91**

Total number of recommendation letters Liaison processed

	For Submitted Applicants	For In-Progress Applicants
Recommendation letters submitted by Letters by Liaison	34,336	3,109

## Applicant Pool Summary

As more schools joined the CAS, the EngineeringCAS submitted applicant pool grew by **32%** from the previous application cycle. As this growth trajectory continues and we ramp up recruiting and marketing efforts to drive qualified applicants to the CAS, we expect steady growth in applicants, both in volume and quality.

### DEVICE USAGE:



**16%** of the applicant pool, or approximately **1 of every 6** applicant used a **mobile device** (as opposed to a desktop) to access their EngineeringCAS application.



**Nearly 75%** of applicants used Google Chrome as their browser to apply to EngineeringCAS.

### FIRST GENERATION STATUS



**33%**  
of applicants identified themselves  
as first-generation college students.

### VISA REQUIREMENTS:

Applicants who indicated they would need an F-1 or J-1 visa to study in the US

No  
23%

Yes  
77%

### COUNTRY OF CITIZENSHIP:

EngineeringCAS received domestic applications from residents of all 50 US states. The international applicant pool drew students from 132 countries. The 2019-2020 cycle saw an 7% increase in applicants from outside the United States.



Outside  
the US  
  
US

Country of Citizenship

#### Top 5 US States of Residency:



Texas



Florida



Massachusetts



California



Alabama

#### Top 5 Sending Countries for International Students:



India



China



Bangladesh



Islamic Republic  
of Iran



Taiwan

### ACADEMIC PERFORMANCE:

Although students who attended both US and non-US schools report their credits and GPA, the diversity of grading and credits systems internationally makes it difficult to report averages. The data below reflects academic performance of students who reported their studies at US institutions only.

#### Average cumulative GPA:

Undergraduate	<b>3.36</b>
Graduate	<b>3.57</b>

#### Average number of credits earned:

Undergraduate	<b>98.80</b>
Graduate	<b>35.44</b>

## TEST SCORES:

Below is a breakdown of the top two self-reported test scores for all EngineeringCAS applicants, irrespective of the type of program they applied to.



**of applicants to EngineeringCAS self-reported GRE scores on the application.**

### Average self-reported GRE score (scaled):

Overall	318.27
Quantitative	162.76
Verbal	152.20
Analytical	3.44

## TOP 10 UNDERGRADUATE MAJORS:

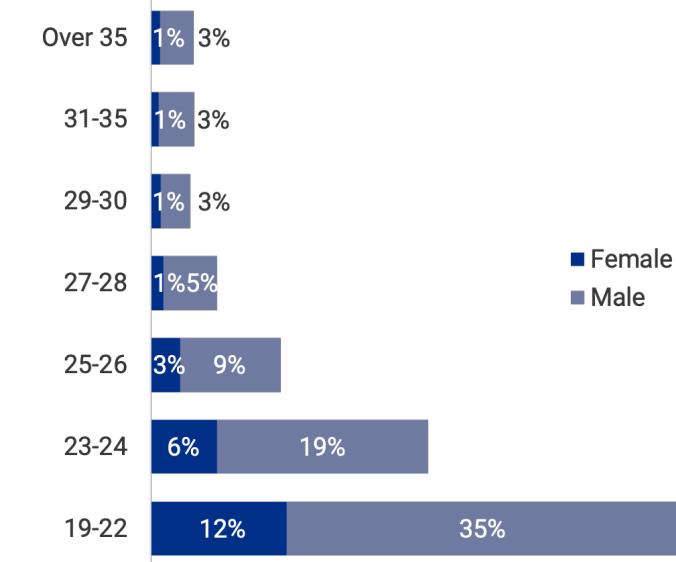
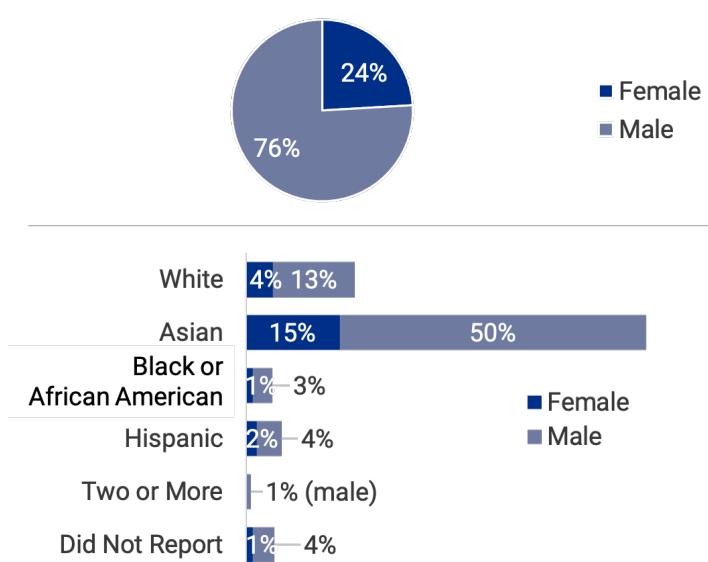
The undergraduate majors for EngineeringCAS applicants stayed constant from the previous cycle, with finance and business fields dominating at the top and engineering and other social science majors following.

1. Mechanical Engineering/Design
2. Computer Science/Engineering
3. Electrical/Electronic Engineering
4. Civil Engineering
5. Chemical Engineering
6. Other/Not Listed/None
7. Information Technology and Sciences
8. Electronics and Communication Engineering
9. Engineering
10. Aerospace Engineering

## GENDER, AGE, RACE & ETHNICITY:

(Percentages <1% not shown)

The demographic distribution of the EngineeringCAS applicant pool is reflective of the overall graduate education trends in engineering studies at the graduate level.



## Conclusion

As the 2019-2020 EngineeringCAS™ Cycle Report makes clear, EngineeringCAS was able to continue generating impressive momentum and results for its participating programs during the most disruptive year in recent memory. In addition, the data it contains demonstrates Liaison's ongoing commitment to helping institutions understand their most important goals and quantify the success of their class-building initiatives. We're looking forward to another great year expanding the EngineeringCAS Community and its contribution to graduate education as a whole.