

# MFTCAS: THE CENTRALIZED APPLICATION SERVICE FOR MARRIAGE AND FAMILY THERAPY PROGRAMS



## WELCOME TO MFTCAS

COAMFTE is offering a Centralized Application Service (CAST™) for marriage and family therapy

programs to simplify the application process and create discipline-wide opportunities for recruitment to the profession.

By joining MFTCAS, your marriage and family therapy program becomes part of a national platform for program promotion and visibility, data collection and management and the sharing of best practices. Additionally, MFTCAS enables a simplified and streamlined admissions process. MFTCAS is powered by a partnership between COAMFTE and Liaison International, the leader in centralized application services for the health professions.

Providing data and analytics for all participating programs, MFTCAS will help COAMFTE see and share accurate statistics about the profession, such as a complete count of the number of applicants to marriage and family therapy programs, their background and who from that pool is accepted and enrolled into programs. MFTCAS will also streamline admissions processes for marriage and family therapy programs, reducing the manual administrative work for admissions teams and faculty and facilitating the sharing of best practices in recruitment and retention among programs.

## BENEFITS TO FACULTY AND PROGRAMS

- Nationwide promotion of your of marriage and family therapy program so you can reach a broader spectrum of applicants. This can also help to diversify the quality of the applicant pool. The high caliber of students who choose to apply to your program may be the next leaders to represent your program within the profession.
- Free cloud-based admissions management software (WebAdMIT™) to access applicant data—including customizable GPA calculations, test scores and demographic information—allowing admissions teams to review files from anywhere at their convenience.
- Automatic ranking and scoring of applicants based on customizable criteria, as well as customized materials and branding for your school to support your unique admissions processes.
- A uniquely branded home page inside the MFTCAS application, which includes custom questions, prerequisites and documents specific to each program.
- Permits programs to maintain unique review processes for coordinating evaluations and applicant interviews.
- Enables targeted messaging to applicants through innovative customer relationship management (CRM) tools.
- Includes an evaluator portal for uploading individualized recommendation letters and using the MFTCAS recommendation form.
- Offers exposure to a broader, national spectrum of applicants in order to attract and retain best-fit students.



“ Helping individual programs diversify their application pools and streamline application processing is just a start for MFTCAS. As participation in the centralized application service grows, we’ll gain greater insight into our field as whole, better preparing us to attract and enroll the next class of marriage and family therapy professionals. ”

Tanya A. Tamarkin  
Director of Accreditation  
COAMFTE

## BENEFITS TO ADMISSION STAFF AND ADMINISTRATION

- Allows for efficient ranking and scoring of applicants based on customizable criteria.
- Includes robust data analytics and customizable queries and reporting for better admissions decisions.
- Offers integrated services to free admissions staff from resource intensive administrative tasks: verifying applicant-entered coursework against official transcripts, calculating GPAs, authenticating transcripts, opening mail, digitizing documents, and answering applicant questions.
- Supports integration with most student information systems (SIS) and customer relationship management (CRM) systems.
- Enables identification of comparable programs and the ability to benchmark against them through aggregate reports compiled by COAMFTE.



## BENEFITS TO MFTCAS APPLICANTS

- An intuitive online application and responsive support team to answer questions quickly.
- Comprehensive instructions and checklists.
- Enables prospective students to apply to multiple programs using a single application and a single set of transcripts and recommendation letters.
- Allows applicants to check the status of their applications in real time from any device.

## ABOUT COAMFTE

COAMFTE's mission is to promote best practices for Marriage and Family Therapy educational programs through the establishment, review and revision of accreditation standards and policies, and the accreditation of graduate and post-graduate educational programs.

## ABOUT LIAISON

Over the last 20+ years, Liaison has streamlined the process by which higher education institutions identify, recruit and enroll best-fit students. More than 5,000 programs on over 800 campuses nationwide reach prospective students, outsource administrative tasks and create exceptional experiences for applicants across the full enrollment cycle—from first interest to first day on campus—through our admissions management and enrollment marketing solutions.



## CONTACT US

**Tanya A. Tamarkin**

*Director of Accreditation*

COAMFTE

Phone: (703) 253-0457

Email: ttamarkin@aamft.org

**Brittney Dunn**

*Account Manager*

Liaison International

Phone: (617) 612-2949

Email: bdunn@liaisonedu.com