WHY ESTABLISH A CAS FOR SOCIAL WORK?

A centralized application service (CAS™) would be a benefit for students, CSWE, and the profession of social work as a whole. A CAS creates discipline-wide opportunities for recruitment to the profession, research on applicants and students, and collaboration among peers, such as participation in inter-professional student recruiting events. A CAS for social work can help support the CSWE mission to ensure and enhance the quality of social work education by helping to diversify the applicant pool and enabling social work programs and CSWE to recruit and support students.

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

Following are a few of the positive outcomes that associations have already experienced with CAS:

- The Physician Assistant Education Association (PAEA) used the data collected from CASPA (the Centralized Application Service for Physician Assistants) to analyze **15-year applicant pool data** that is being used for advocacy and workforce projections.

- The Association of Schools and Programs of Public Health (ASPPH) is using SOPHAS (the Centralized Application Service for Schools of Public Health) to develop a comprehensive, national recruitment strategy. Their strategy includes the **hiring of a full-time recruiter and social media specialist** who has established a robust social media following, using Facebook, Twitter, and Instagram, to promote careers in public health.

- The American Association of Colleges of Pharmacy (AACP) has used PharmCAS (the Pharmacy College Centralized Application Service) to develop an industry-standard school and program **directory of 120 pharmacy programs** so that prospective students can easily research careers in pharmacy from a central site.

- The American Physical Therapy Association (APTA) has used PTCAS (the Physical Therapy Centralized Application Service) to set up numerous **virtual recruitment fairs**.

- The Council of Academic Programs in Communication Sciences and Disorders (CAPCSD) has used CSDCAS (the Communication Sciences and Disorders Centralized Application Service) to develop an academic track, including Ph.D. funding—for up to **10 scholarships, funded at $20,000 a year**—to support Ph.D.-candidate students in regionally accredited, CAPCSD-member academic programs who plan to pursue academic careers within the profession.

- Nursing schools have leveraged data gathered from NursingCAS (Nursing's Centralized Application Service) to garner **grant funding in excess of $2.8 million dollars.**

LIAISON