

OTCAS: THE CENTRALIZED APPLICATION SERVICE FOR OCCUPATIONAL THERAPY



WELCOME TO OTCAS

To simplify the application process for prospective occupational therapy students and to facilitate the admissions process for OT programs, the American Occupational Therapy Association (AOTA) is offering the Occupational Therapy Centralized Application Service (OTCAS).

By joining OTCAS, your program becomes part of a national platform for program promotion and visibility, data collection, and admissions management. Additionally, OTCAS enables a simplified and streamlined admissions process. OTCAS is administered through a partnership between AOTA and Liaison, the leader in centralized application services (CAS™) for higher education.

BENEFITS TO OTCAS PROGRAMS

- Gives OT programs exposure to a broader national spectrum of applicants
- Enables targeted messaging to applicants through innovative communications tools
- Provides online access to rich applicant data including GPAs, test scores, demographic information, and other academic criteria to conduct analyses to make better admissions decisions
- Supports automatic ranking and scoring of applicants based on customizable criteria
- Frees staff from resource-intensive administrative tasks

BENEFITS TO OTCAS APPLICANTS

- Delivers an exceptional applicant experience with an intuitive, online application and applicant support to answer questions quickly
- Enables prospective students to apply to multiple programs using a single online application
- Lets applicants check the status of their applications in real time



“ OTCAS is an

invaluable tool for recruiting top healthcare applicants. Today's students want ease of access. OTCAS provides a single online application that opens the door to many of the highest ranked occupational therapy schools in the country. ”

Neil Harvison, PhD, OTR, FAOTA
Chief Academic and
Scientific Affairs Officer
AOTA

OTCAS FEATURES

- A national platform – for driving applicant volume
- Cloud-based admissions software – for delivering a better applicant experience
- Analytics tools – for evaluating, selecting, and enrolling best-fit students
- Communications tools – for enabling targeted, personalized, relevant communications to applicants
- Processing, verification, and integration services – so you can focus on strategic priorities



APPLICATION FEES

- OTCAS is voluntary and available at no cost to all AOTA member programs.
- Student application fees are:
 - \$140 first designation
 - \$ 60 each additional

ABOUT THE AMERICAN OCCUPATIONAL THERAPY ASSOCIATION

The American Occupational Therapy Association (AOTA) is the national professional association established to represent the interests and concerns of occupational therapy practitioners and students and to improve the quality of occupational therapy services. AOTA's major programs and activities are directed toward assuring the quality of occupational therapy services; improving consumer access to health care services, and promoting the professional development of members. AOTA educates the public and advances the profession by providing resources, setting standards, and serving as an advocate to improve health care.

ABOUT LIAISON

Liaison helps higher education institutions identify, recruit, and enroll best-fit students with improved outreach, application, and enrollment processes. More than 5,000 programs rely on our admissions management and marketing automation software and services to reach prospective students, streamline administrative tasks, and create exceptional experiences for applicants across the full enrollment cycle—from first interest to first day on campus.



CONTACT US

Valeta Njoroge

Educational Operations Coordinator
Academic & Scientific Affairs Division
American Occupational
Therapy Association
Phone: (301) 652-2682 x2932
Email: vnjoroge@aota.org

Melissa Keaveney

Account Manager
Liaison International
Phone: (617) 612-2008
Email: mkeaveney@liaisonedu.com

WANT TO LEARN MORE?

Visit: www.liaisonedu.com • Call: 617-926-0504

