



# Enrollment Initiatives for Graduate Programs

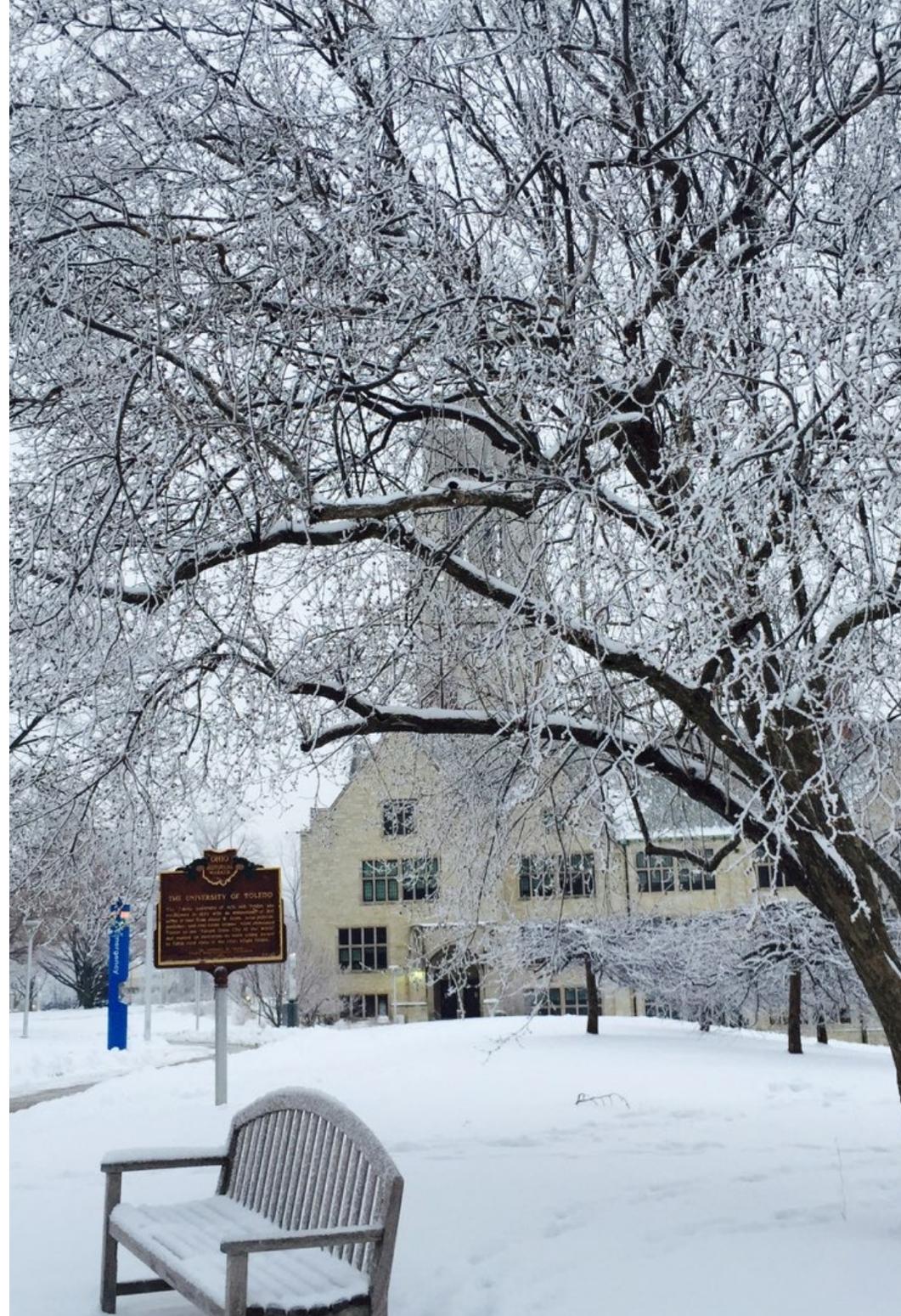
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Graduate Council Meeting  
Tuesday, January 27, 2015

# Proposed Agenda

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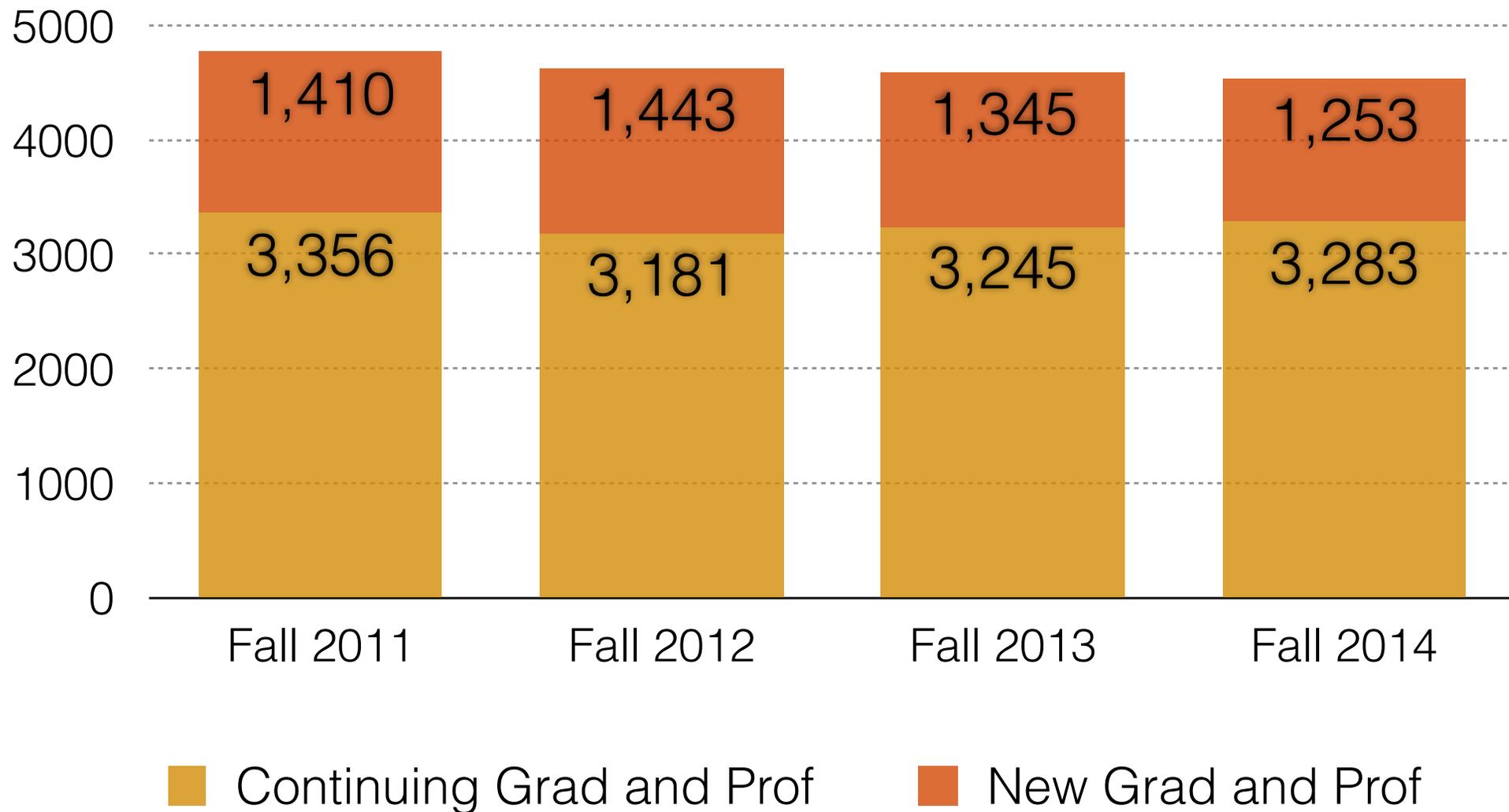
- Enrollment Trends
- Recently Implemented Recruitment Strategies
- Graduate Program Marketing and Recruitment Services
- Fall 2015 Outlook



# Enrollment Trends

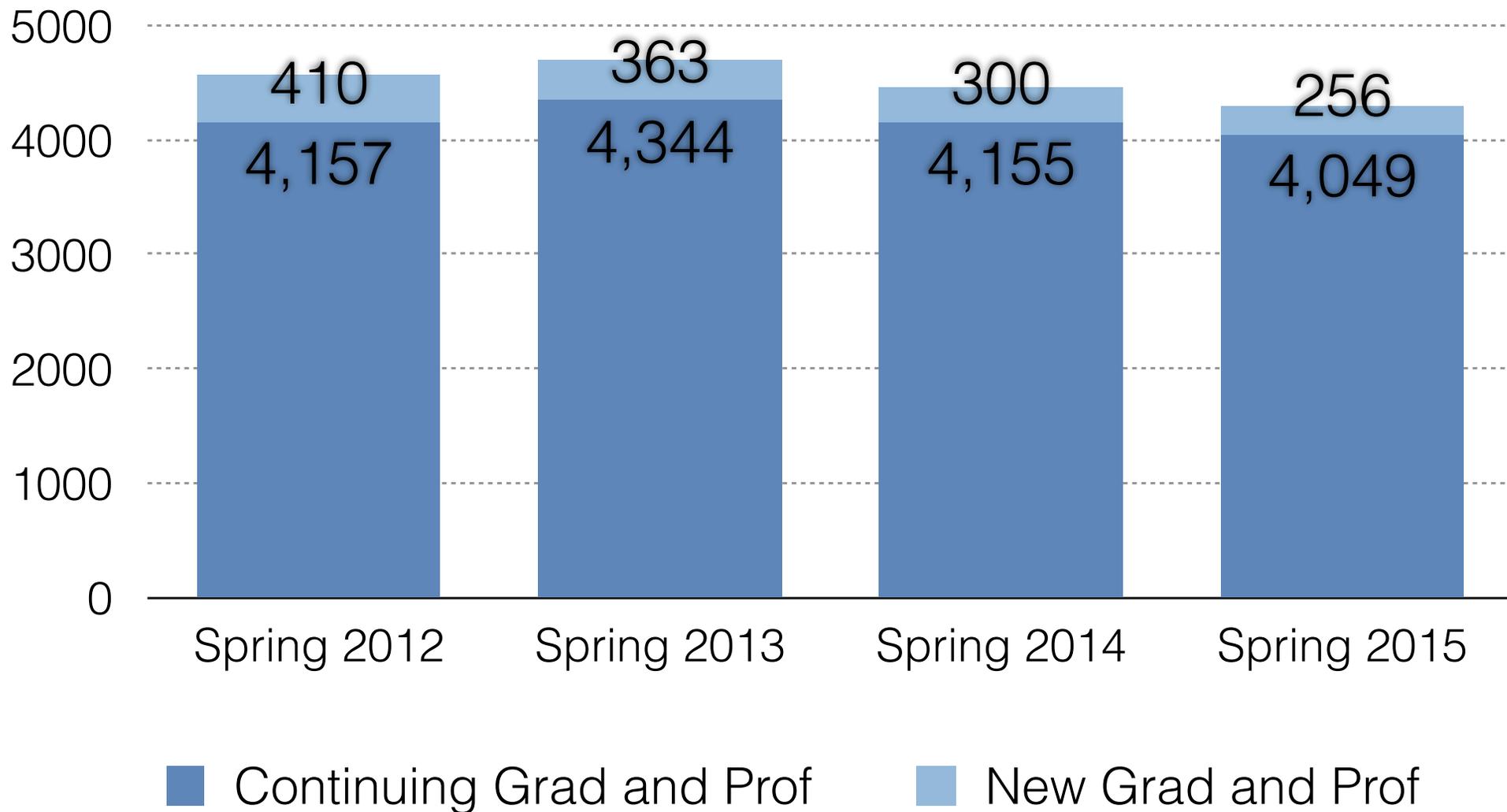


# Fall Enrollment





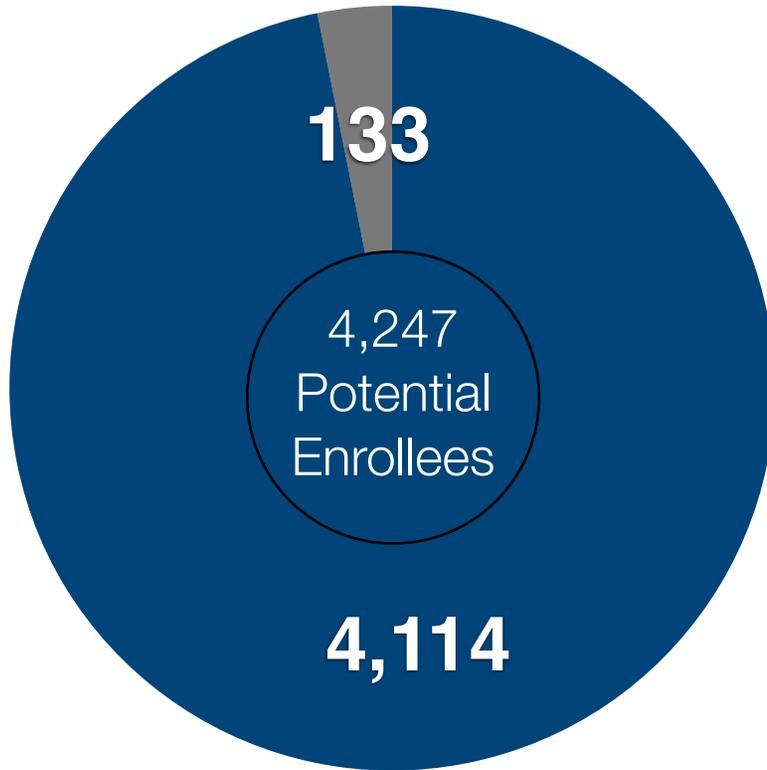
# Spring Enrollment



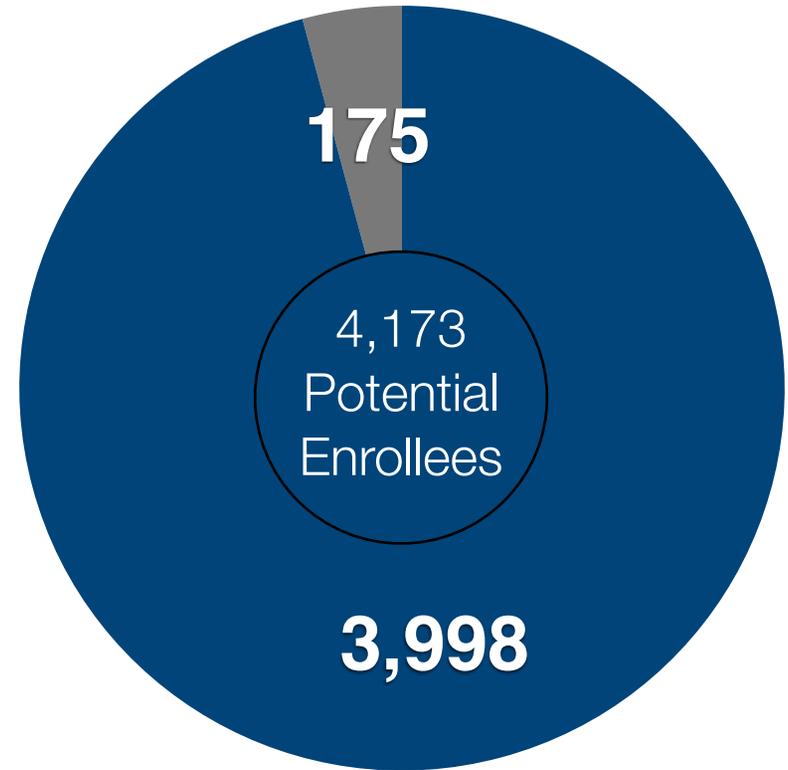
# Continuing Graduate and Professional Student Headcount



Spring 2014



Spring 2015



- Continuing Grad and Prof Enrolled
- Potential Continuing Grad and Prof Not Enrolled

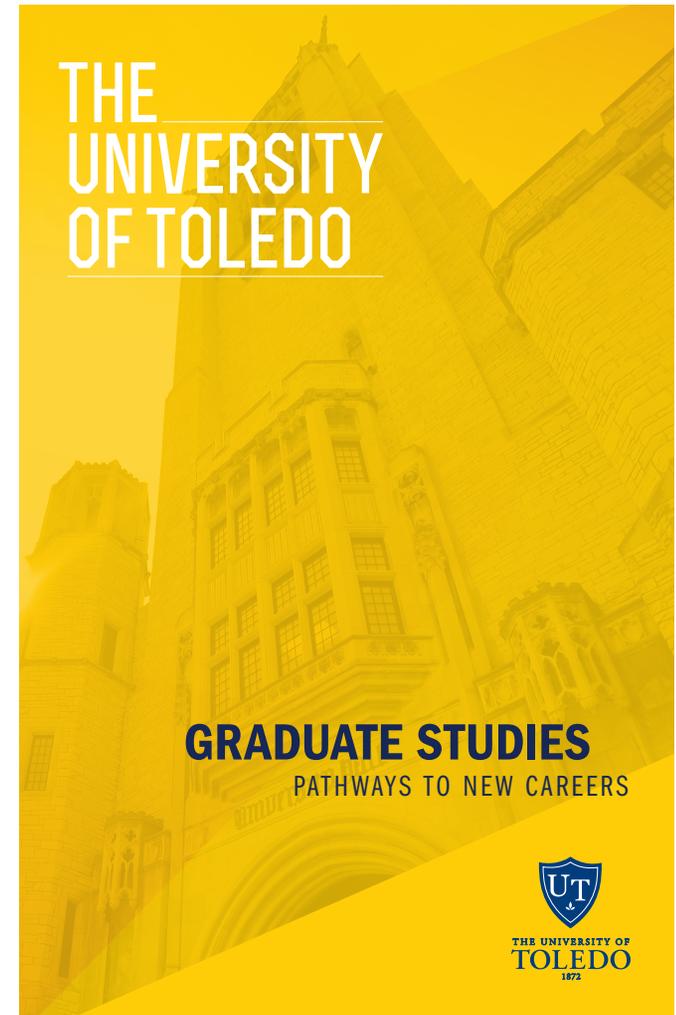
# Recently Implemented Recruitment Strategies



# Graduate Strategies Implemented

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- Constituent Relationship Management (CRM) Tool
  - Automated Communications
  - Tracking
  - Reporting
- Publications
  - Search Piece
  - Inquiry Response Piece
- GRE Name Buys (3)
- GMAT Name Buy
- Digital Marketing Placements
  - Paid Search
  - Display
  - Retargeting





# GRE Search Name Results

- Experimented last year with purchasing GRE Names
- Purchased the names of 14,132 GRE test takers
- Funded by Enrollment Management
- Sent a series of email
- Mailed a graduate ‘Search Piece’
- Enrolled 27 new students with first name purchase

PROGRAM OFFERINGS INCLUDE	
<b>Doctor of Education (D.E.)</b>	Educational Administration & Supervision, Foundations of Education, Foundations of Education- Educational Psychology, Foundations of Education-Philosophy of Education, Foundations of Education- Research & Measurement
<b>Doctor of Philosophy (Ph.D.)</b>	Bioengineering, Cell/Molecular Biology, Environmental Science Biology, Biomedical Engineering, Cancer Biology, Cardiovascular and Metabolic Diseases, Chemical Engineering, Chemistry, Civil Engineering, Counselor Education & Supervision, Curriculum and Instruction, Educational Media, Electrical Engineering, Elementary Education, Exercise Science, Experimental Therapeutics, Foundations of Education, Foundations of Education- Educational Psychology, Foundations of Education- Educational Sociology, Foundations of Education- Philosophy of Education, Foundations of Education- Research & Measurement, Gifted & Talented Education, Health Education, Higher Education, History, Industrial Engineering, Infection, Immunity and Transplantation, Manufacturing and Technology Management, Mathematics, Mechanical Engineering, Medicinal Chemistry, Neurosciences and Neurological Disorders, Physics, Clinical Psychology, Experimental Psychology, Secondary Education, Spatially Integrated Social Science, Special Education
<b>Doctor of Nursing Practice (D.N.P.)</b>	BSN to DNP, Doctor of Nursing Practice
<b>Doctor of Pharmacy (Pharm.D.)</b>	
<b>Doctor of Physical Therapy (D.P.T.)</b>	
<b>Juris Doctorate (J.D.)</b>	
<b>Medical Doctorate (M.D.)</b>	
<b>Occupational Therapy Doctorate (O.T.D.)</b>	
<b>Education Specialist (E.D.S.)</b>	Curriculum and Instruction, Educational Administration and Supervision, Educational Media, Elementary Education, School Psychology, Secondary Education, Special Education
<b>Master of Arts (M.A.)</b>	Domestic Education in School Counseling, Counselor Education in Clinical Mental Health Counseling, Criminal Justice, Economics, English, French, Geography, German, History, Mathematics, Philosophy, Political Science, Recreation and Leisure, School Psychology, Sociology, Spanish, Speech Language Pathology
<b>Master of Art and Education (M.A.E.)</b>	Education & Economics, Education & English, Education & French, Education & Geography, Education & History, Education & Spanish
<b>Master of Business Administration (M.B.A.)</b>	Administration, Entrepreneurship & Tech Commercialization, Finance, Healthcare Systems Management, Human Resource Management, Information Systems, International Business, Leadership, Marketing, Operations Management
<b>Master of Education (M.E.)</b>	Art Education, Career and Technical Education, Curriculum and Instruction, Early Childhood Education, Educational Administration and Supervision, Educational Psychology, Educational Research and Measurement, Educational Technology, Educational Theory and Social Foundations, Health Education, Higher Education, Middle Childhood Education, Secondary Education, Special Education
<b>LAMP- Licensure Alternative Master's Program (M.E.)</b>	Art Education, Early Childhood Education, Foreign Language, Middle Childhood Education (Language Arts/Math, Language Arts/Science, Language Arts/Social Studies, Math/Science, Math/Social Studies, Social Studies/Science), Music Education, Secondary Education (Chemistry, Earth & Space Sciences, Integrated Sciences, Language Arts, Life Sciences, Mathematics, Physics, Social Studies), Special Education (Mild/Moderate Needs, Moderate/Severe Needs, Vision Impaired)
<b>Master of Music Education (M.M.E.)</b>	
<b>Master of Music Performance (M.M.P.)</b>	
<b>Master of Liberal Studies (M.L.S.)</b>	
<b>Master of Public Administration (M.P.A.)</b>	
<b>Master of Public Health (M.P.H.)</b>	Environmental and Occupational Health and Safety, Epidemiology, Health Administration, Health Promotion, Nutrition
<b>Master of Science (M.S.)</b>	Bioengineering, Cell/Molecular Biology, Environmental Science Biology, Chemical Engineering, Chemistry, Civil Engineering, Computer Science Engineering, Electrical Engineering, Engineering, Exercise Science, Geology, Industrial Engineering, Mechanical Engineering, Medicinal Chemistry, Occupational Health, Physics
<b>Master of Science in Accounting (M.S.A.)</b>	
<b>Master of Science in Biomedical Sciences (M.S.B.S.)</b>	Assistant in Pathology, Bioinformatics & Proteomics/Genomics, Cancer Biology, Cardiovascular and Metabolic Disease, Human Donation Science, Infection, Immunity and Transplantation, Medical Physics, Medical Sciences, Neurosciences and Neurological Disorders, Oral Biology, Orthopedic Sciences, Physician Assistant
<b>Master of Science and Education (M.S.E.)</b>	Education and Biology, Education and Mathematics, Education and Physics
<b>Master of Science in Nursing (M.S.N.)</b>	BSN to Clinical Nurse Leader, Clinical Nurse Leader- Graduate Entry, Family Nurse Practitioner, Nurse Educator, Pediatric Nurse Practitioner
<b>Masters of Science in Pharmaceutical Sciences (M.S.P.)</b>	Health Outcomes & Socioeconomic Sciences, Industrial Pharmacy, Pharmacology/Toxicology
<b>Masters of Social Work (M.S.W.)</b>	
<b>Professional Science Masters (P.S.M.)</b>	Biomarkers & Diagnostics, Photovoltaics
<b>Graduate Certificate</b>	Bioinformatics & Biomarkers, Biostatistics and Epidemiology, Child Advocacy, Communications, Contemporary Gerontological Practice, Educational Technology, Virtual Educator, Elder Law, Epidemiology, Foundations of Peace Education, GIS & Applied Geographics, Global Public Health, Family Nurse Practitioner, Health Care Policy and Administration, Healthcare Business Management Experience, Juvenile Justice, Management of Non-Profit Organizations, Medical Health & Science Education, Municipal Administration, Nursing Education, Occupational Health, Pathology Fellowship, Patient Advocacy, Pediatric Nurse Practitioner, Physician & Healthcare Executive Development, Public Health and Emergency Response, Teaching of Writing, Women's & Gender Studies



# GRE Search Name Results

	October 2013	October 2014	January 2015	Total
Purchased Names	14,132	10,026	9,495	33,653
Inquiries	220	39	25	284
Applicants	128	9	4	141
Admits	51	2	0	53
Enrolled	27	TBD	TBD	27



# GRE Search Name Results

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- This was not intended to be a magic bullet, just another arrow in the quiver
- Need several such initiatives in order to make a significant difference
- Results tend to get better over time
- Will continue to purchase names more than once during academic year

# Graduate Program Marketing and Recruitment Services



# Graduate Recruitment

## Graduate Program Marketing and Recruitment Services



# Graduate Program Marketing and Recruitment Services

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- Underway
  - Professional MBA
  - Licensure Alternative Master's Program (LAMP)
- Exploring
  - Master of Education and Science
  - College of Nursing Programs
  - Master of Arts in Criminal Justice



# Graduate Program Marketing and Recruitment Services

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## Spring 2015 Professional MBA Results:

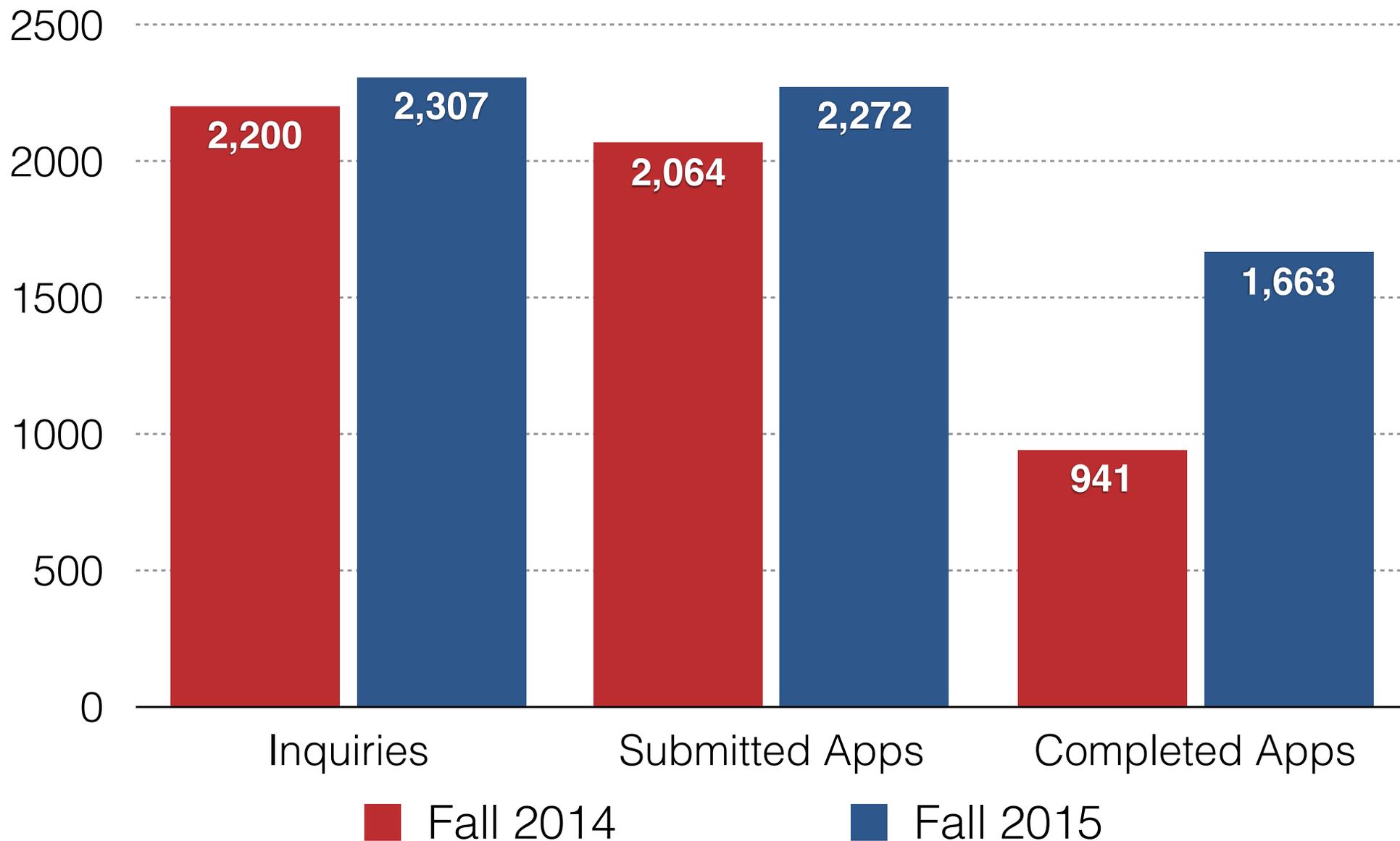
- 96 Inquiries
- 67 Applicants
- 41 Admits
- 35 Enrolled



# Fall 2015 Outlook



# Fall Graduate Funnel Statistics



From Funnel Report, as of 1.16.15

# Fall 2015 Graduate Funnel by Academic College



<b>College</b>	<b>Inquiries</b>	<b>Submitted Apps</b>	<b>Completed Apps</b>	<b>Admits</b>
College of Business and Innovation	27	25	11	0
College of Communication and the Arts	1	1	1	0
Judith Herb College of Education	27	26	8	0
College of Engineering	159	155	72	1
College of Health Sciences	308	304	259	25
College of Languages, Literature and Social Sciences	153	148	104	1
College of Medicine and Life Sciences	1,083	1,075	978	1
College of Nursing	165	163	73	0
College of Pharmacy and Pharmaceutical Sciences	117	115	58	3
College of Social Justice and Human Services	66	61	29	3
College of Natural Sciences and Mathematics	200	198	69	1

From Funnel Report, as of 1.16.15



# Graduate Program Scholarship

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- President Naganathan has requested \$1,000,000 be placed in the FY2016 operating budget for graduate program scholarships intended to grow enrollment
- Objective - Attract and enroll more tuition-paying graduate students
- Broad criteria:
  - Master's level
  - Opportunities for enrollment growth
  - Programs where students currently paying majority of tuition
  - Partial scholarships
  - Not for programs with graduate assistants
  - Students should be enrolled in a critical number of credit hours
- Drs. Komuniecki and Cruickshank will be discussing with Provost Barrett later this week

# Preliminary Fall Enrollment Projection

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1,300 New (+51, 4.0%)

3,286 Cont. (-1, 0.0%)

4,586 Total (+50, 1.1%)

# Questions