



Graduate Council
Minutes: Thursday, February 10, 2022, 3:00 p.m.
Zoom Meeting

Present: Scott Arnett, Ahmet Kaan Aydin, Ray Blankenship, Katrina Burch, Martha Day, Carl Dick, Nicholas Fessler, Aaron Hughey, Ranjit Koodali, Brooke Oak, Sarah Ochs, Richard Schugart, Dana Sullivan, Cathleen Webb, Adam West, Lily Popova Zhuhadar, Marla Zobel

Guest: Lizzie Doerr, Jessica Dorris, Dennis George, Jennifer Hammonds, Susan Keeseey, Danita Kelley, Beth Laves, Andrea Paganelli, Merrall Price, Evelyn Thrasher

Absent: Jacob Howard, Ann Ferrell, Cheryl Hopson, Grant Malone, Julie Sisler

1. Call to Order *Day
2. Consideration of January 13, 2022 minutes (APPENDIX A) *Dick/Blankenship. Approved.
3. Report from Graduate Council Executive Committee (No Report, Dr. Day, Chair)
4. Committee Reports
 - a. Policy Committee (No Formal Report, Dr. Schugart, Chair) *Schugart. First meeting on January 25th. Discussion of JUMP policy. Dr. Chelf and Dr. Lavis answered questions regarding JUMP policies. Decided to further discuss the points brought up at another meeting including Dr. Chelf, Dr. Koodali, and Provost Fisher.
 - b. Curriculum Committee Minutes (APPENDIX B, Dr. Arnett, Chair) *Arnett. Proposals rolled from previous meeting. Discussion of quorum. *Ochs/West. Approved. *Day. Important that representatives attend the meeting, because otherwise the proposal will be tabled if there are any questions from the committee.
 - c. Student Research Grants Committee (No Formal Report, Dr. Ochs, Chair) *Ochs. February 7th was the deadline, and the review process has begun. *Webb discusses whether handwritten signatures required for the plagiarism statement. *Koodali. Docu Sign has been purchased and will be used to streamline the forms.
5. Graduate School Reports
 - a. Graduate School Enrollment Reports (Appendix D)

- *Koodali informs the council that the last 26 pages are a Power Point regarding recruitment.
- b. Report from the Associate Provost for Research and Graduate Education (Appendix E)
 - *Koodali discusses streamlining operations for admissions.
 - *Koodali explains outreach events planned and invites members' attendance.
 - *Koodali mentions that the revised Thesis, Specialist Project, and Dissertation Guidelines have been published, with flexible transition.
 - *Koodali details the marketing and communication efforts planned for recruitment, including digital campaigns and Slate CRM.
 - *Koodali asks that members complete a survey for the TOEFL Committee of Examiners.
 - *Koodali mentions the John D. Minton nominations, due March 11.
 - *Koodali and Dick discuss Docu Sign implementation timeline.
- 6. Public Comments **None.**
- 7. Announcements & Adjourn **None *Move to Adjourn. Arnett/Blankenship.**

APPENDIX A

MINUTES

Graduate Council

Topic: Graduate Council

Time: January 13, 2022

1. Call to Order -No formal meeting. Minutes Approved by Electronic Vote
2. Consideration of November 11, 2021, minutes (APPENDIX A) Approved by Electronic Vote
3. Report from Graduate Council Executive Committee (No Report)
4. Committee Reports
 - a. Policy Committee (No Report)
 - b. Curriculum Committee Minutes (No Report)
 - c. Student Research Grants Committee (No Report) The next round of graduate research proposals is due February 7th, 2022
5. Graduate School Reports
 - a. Graduate School Enrollment Reports (APPENDIX B)
 - b. Report from the Associate Provost for Research and Graduate Education (APPENDIX C)
6. Public Comments
7. Announcements & Adjourn



Graduate Council
Minutes: Thursday, November 11, 2021, 3:00 p.m.
Zoom Meeting

Present: Scott Arnett, Ahmet Kaan Aydin, Ray Blankenship, Katrina Burch, Martha Day, Carl Dick, Ann Ferrell, Nicholas Fessler, Brooke Oak, Sarah Ochs, Ranjit Koodali, Richard Schugart, Julie Sisler, Dana Sullivan, Adam West, Lily Popova Zhuhadar, Marla Zuberl

Guest: Colette Chelf, Lizzie Doerr, Jessica Dorris, Marilyn Gardner, Danita Kelley, Kurt Neelly, Renee Purdy, Cathleen Webb

Absent: Jacob Howard, Cheryl Hopson, Aaron Hughey, Grant Malone

8. Call to Order *Day. This will be the last Graduate Council Meeting of 2021.
9. Consideration of October 12, 2021, minutes (APPENDIX A) *Schugart/Arnett. Approved.
10. Report from Graduate Council Executive Committee *Day explains that the Executive Committee met on Monday and discussed the content of the agenda and Graduate assistant holds and matriculation. Some issues changing over from program of study to Degree Works. A plan is in place to move forward.
11. Committee Reports
 - a. Policy Committee (No Report) *Schugart: nothing new to share.
 - b. Curriculum Committee Minutes (APPENDIX B) *Arnett, friendly amendment was suggested for designating social work electives SWK at the suggestion of Chelf.
*Chelf will update Course Leaf. Day will approve all changes.
Motion to Approve: Arnett/Schugart.
 - c. Student Research Grants Committee (APPENDIX C)
*Arnett/Schugart, Approved.
* Sarah Ochs explains that 17 total proposals were approved for an amount in total of \$26,000. Thanks to everyone for their hard work. Funds will be accessible for this semester. Letters will go out soon.
12. Graduate School Reports
 - a. Graduate School Enrollment Reports (Appendix D)*Day: link to google doc in
 - b. agenda. Koodali will send a PDF in future.
 - c. Koodali asks the report be pulled up and explains the contents.

- b. Report from the Associate Provost for Research and Graduate Education (Appendix E)
*Koodali announces that Graduate Admissions for Fall 2021 closed on October 31st.
*Koodali discusses upcoming Graduate Outreach Events, including with the Counseling Center.
*Koodali introduces Purdy, who is awaiting training from the financial training office. Christie Hughes is processing all out of state waivers. Planned meeting on the November 18th.
*Koodali summarizes the efforts of the Graduate School to streamline processes.
*Ferrell: Is there a plan to communicate with students? Purdy is building a database of current Graduate Assistants that she will communicate with as needed.
*Chelf shares and explains a table regarding Catalog Change or Readmission. Contact Chelf with any questions or concerns. Kelley and Chelf discuss.
13. Public Comments **None**.
14. Announcements & Adjourn **None** *Move to Adjourn Sullivan/Ferrell.

Graduate Council Curriculum Committee

Minutes - Thursday, November 4, 2021, 2:00 PM (CT)

Join Zoom Meeting

<https://wku.zoom.us/j/93615481197?pwd=RINKU0tIR0tFZWYrSVFjNExiVEU3dz09>

Meeting ID: 936 1548 1197

Passcode: 401125

Minutes: November 4, 2021

1st/2nd: Fessler/Arnett **Vote:** Approved

Voting Members: Scott Arnett, Aaron Hughey, Nicholas Fessler

Guest: Colette Chelf, Dana Cosby, Jessica Dorris, Karen Furgal, Marilyn Gardner, Dennis George, Jennifer Hammonds, Lynn Hazlett, Danita Kelley, Jieyoung Kong, Ranjit Koodali, Alexander Olson, Merrell Price, Evelyn Thrasher, Cathleen Webb

Announcements: None

Course Administration:

Graduate Curriculum Committee (7)				
Code	Title	Status	Initiator	Received
DPT 716	<p>DPT 716: Principles of Therapeutic Exercise in Physical Therapy</p> <p>Motion to Bundle DPT 716 and 735</p> <p>1st/2nd: Fessler/Arnett</p> <p>Discussion: Furgal describes the course proposal changes for DPT 716 and 735. Would replace a single course into two separate courses, one with a lab and one without. Student feedback requesting more lab activities to be better prepared for clinic. Hammonds: Both courses need the abbreviated title to be capitalized. Kelley states that the caps used to be automatic, now the abbreviated title needs to be written in caps. Arnett: Possible edit to Content Outline for 716, topic 1 and 2 are the same. Furgal accepts.</p> <p><i>Friendly Amendment</i> – Content Outline topic 2 is eliminated and topics and abbreviated course title is capitalized.</p> <p>Vote: Approved with amendment.</p>	Added	krn24674	10/25/2021
DPT 728	<p>DPT 728: Clinical Exercise Physiology</p> <p>Motion to Approve</p> <p>1st/2nd: Arnett/Fessler</p> <p>Discussion: Furgal explains that a lot of students, even with a history of physiology, they were not at the same level being from different programs. Provides more instruction time and useful lab time.</p> <p>Vote: Approved.</p>	Edited	krn24674	10/25/2021
DPT 735	<p>DPT 735: Pain Neuroscience for Physical Therapy</p> <p>Bundled with 716 (above).</p>	Added	krn24674	10/25/2021
DPT 781	<p>DPT 781: Research in Physical Therapy I</p> <p>Motion to Bundle DPT 781 and 782</p> <p>1st/2nd: Fessler/Arnett</p>	Edited	krn24674	10/25/2021

Graduate Curriculum Committee (7)				
Code	Title	Status	Initiator	Received
	<p>Discussion: Furgal gives a brief overview. It was determined that many of the 782 objectives were being covered in 781. The textbook was updated and streamlined allowing some 782 objectives to be absorbed into 781. Now that fewer objectives are being covered, they propose to decrease the number of hours for 382 from 3 to 2. Frees up hours for 728 proposed course change. Webb asks if the amount of material covered is changing. Furgal explains that the learning objectives 14, 15, 20, 22 from 782 are absorbed into 781. Learning outcomes, Topic 4 and 5 have the same bullet point due to an extension of the same topic.</p> <p><i>Friendly Amendment:</i> Revision to Topic 7 misspelled “appraised” and add space between “and” and “clinical measures.”</p> <p>Vote: Approved with amendment.</p>			
DPT 782	<p>DPT 782: Research in Physical Therapy II</p> <p>Bundled with 781 (above).</p>	Edited	krn24674	10/25/2021
HIST 613	<p>HIST 613: Seminar in British History</p> <p>Motion to Approve</p> <p>1st/2nd: Hughey/Fessler</p> <p>Discussion: Dr. Olson explains that the course is part of streamlining the History MA curriculum. Create one course in British history that can apply to specialized topics.</p> <p>Vote: Approved.</p>	Added	alx81987	10/13/2021
PH 548	<p>PH 548: Community Organizing in Public Health</p> <p>Motion to Approve</p> <p>1st/2nd: Hughey, Fessler.</p> <p>Discussion: Dr. Gardner gives a brief overview. Changes made to the name and description to be more aligned with accreditation competencies. Change from a lecture to applied learning or practice-based learning.</p>	Edited	mrl60593	10/25/2021

Graduate Curriculum Committee (7)				
Code	Title	Status	Initiator	Received
	Vote: Approved.			

Program Administration:

Graduate Curriculum Committee (5)				
Code	Title	Status	Initiator	Received
	0012: Organizational Communication Motion to Approve 1 st /2 nd : Hughey/Fessler Discussion: Kong gives a brief overview. The course has already been revised and needs a change of footnotes. Previously the footnote stated that both the comprehensive team and thesis track need to take a comprehensive exam. Only the students who take comprehensive must take exam. Non-thesis students need to take 6 hours of COMM electives. Vote: Approved.	Edited	jyn21880	10/13/2021
0013	0013: Physical Therapy Motion to Approve 1 st /2 nd : Fessler/Hughey Discussion: Dr. Furgal gives a brief overview. Program changes come under curriculum requirements catalog field. Need to add the DPT course changes that were just approved into the curriculum requirements. 118 hours requirements will remain the same. Vote: Approved.	Edited	krn24674	10/25/2021
057	057: Business Administration Motion to Approve	Edited	dnm79223	10/19/2021

Graduate Curriculum Committee (5)				
Code	Title	Status	Initiator	Received
	<p>1st/2nd: Fessler/Hughey.</p> <p>Discussion: Cosby describes that there is an interdisciplinary option for MBA. Students are interested in adding EGMT 520 Resources Management and EGMT 655 Project Management as part of the program. Working collaboratively with GMT to add courses that select students in the interdisciplinary track might be interested in.</p> <p>Vote: Approved.</p>			
147	<p>147: School Psychology</p> <p>Motion to Approve</p> <p>1st/2nd: Hughey/Fessler.</p> <p>Discussion: George explains that they are proposing to eliminate the GRE as a requirement. GRE do not provide as much of a GPA predictive ability as holistic assessment.</p> <p>Vote: Approved.</p>	Edited	cr180650	10/14/2021
157	<p>157: Social Work</p> <p>Motion to Approve</p> <p>1st/2nd: Hughey/Fessler</p> <p>Discussion: Hazlett explains changes are to align more with Graduate School admission requirement. GPA 2.75 overall as the requirement. Eliminates the GRE requirement for those with a lower GPA, instead going with the alternate admissions path.</p> <p>Koodali states that the alternate admission may be eliminated in the future. Fessler asks, are students typically admitted in full and not conditionally? Koodali: students who do not meet 2.75 are conditionally admitted, with the choice left to the program. Chelf discusses JUMP requirements with a minimum GPA of 3.0 and based on the JUMP agreement. Students are admitted to the JUMP program and must apply to graduate school upon taking 18 hours of graduate school courses or upon earning their bachelor's degree. Hammonds: number 8, what is the "for purposes" mean for the interview? Hazlett: The interview is for when the student doesn't meet the 2.75 and instead of GRE requirements (more holistic assessment). Interview is also used for the purpose of</p>	Edited	dnj86513	10/25/2021

Graduate Curriculum Committee (5)				
Code	Title	Status	Initiator	Received
	<p>admitting students under the advanced standing program. Chelf: the program requirements for both the traditional program and advanced standing, there are undefined elective choices. Last summer social work stated that the electives should be coded in DegreeWorks as any social work graduate course and anything else would need advisor approval. Each program was asked to solidify the program and define electives if they came through Curriculum, as stated by the Provost. Hazlett: the SWRK department has opted not to defines electives at this time. Chelf: Every social work student will need to submit curriculum exception forms. Kelley asks about a definitive decision social work prefix courses. Hazlett said no decision at this time. Suggestion that this should be discussed during Graduate Council on the 11th. Hazlett will email Day and Arnett for the social work discussion to be brought up as an amendment at Graduate Council.</p> <p>Vote: Approved.</p>			

Other Business:

Arnett will verify with Day if there will be a December meeting.

Motion to Adjourn: Fessler

Adjourn at 3:04 pm

Respectfully submitted
 GCCC Recorder
 Elizabeth Doerr

Graduate Council Research Committee

Agenda — November 2021

I. New Business:

1. Kayode Adeyemi, Biology (Dr. Simran Banga)
Determination of Histone Acetyl Transferase (HAT) Activity of LneB, an Effector Protein in Legionella Pneumophila

Requesting \$2,000.00

2. Ahmet Kaan Aydin, Mathematics (Dr. Ahmet Ozkan Ozer)
Robust-filtering of Sensor Data for the Approximation of the Multi-Layer Mead-Marcus Beam Equation

Requesting \$741.65

3. Trevor Brown, SEAS (Computer Science) (Dr. Michael Galloway)
An Implementation of Extended Reality Technology for Field-Specific, Manufacturing Process Education and Training

Requesting \$799.98

4. Chloe Cooper, Earth, Environmental, and Atmospheric Science (Dr. Jason Polk)
Evaluating Flood Risk, Perception, and Equity in Urban Karst Communities Using an Integrated GIS Assessment Approach

Requesting \$1,859.00

5. Anna Favalon, Biology (Dr. Jarrett Johnson)
*Assessing the Effect of Man-made Reservoirs on Gene Flow of Stream-Breeding Salamanders, *Ambystoma Barbouri* and *Desmognathus Fuscus**
Requesting \$2,000.00

6. Whitney Heard, Biology (Dr. Rodney King)
Functional Characterization of Mycobacterium Smegmatis Phage MooMoo Gene Products: Identification of Toxic Genes
Requesting \$2,000.00
*Note: GSRG awarded in Spring 2021 for \$1,500 – would only be eligible for \$500

7. Amy Hourigan, EEAS (Dr. Jason Polk)
Investigating Carbon Cycling and Critical Zone Dynamics in an Urbanized Karst Area
Requesting \$2,000.00

8. Jihye Kang, Chemistry (Dr. Moon-Soo Kim)
Investigating Engineered TALE and DNA Interactions Using Surface Plasma Resonance (SPR)
Requesting \$2,000.00

9. Madison Layer, Biology (Dr. Scott Grubbs)
*A Phylogenetic Analysis of the *Leuctra Ferruginea* Species Group (Plecoptera: Leuctridae)*
Requesting \$2,000.00

10. Grant Malone, Kinesiology, Recreation, and Sport (Dr. Whitley Stone)
The Validity and Reliability of the Repetitions in Reserve Based Rating of Perceived Exertion Scale in Single Joint Exercise
Requesting \$1,700.00
11. Jeffery Myers, Computer Science (Dr. Yaser Mowafi)
Cognitive Exercising (CogEx) for Fostering Older Adults' Engagement and Cognitive Vitality
Requesting \$2,000.00
12. Shreya Neupane, Biology (Dr. Simran Banga)
Function of an Effector Protein RavQ in Legionella Pneumophila Infections
Requesting \$1,994.00
13. Hephzibah Obafunmiso, Biology (Dr. Michael Smith)
Behavioral Significance of Sound Production in Loricariid Catfishes (Pterygoplichthys Gibbiceps and Macrotocinclus Affinis)
Requesting \$2,00.00
14. Ariana Pedigo, Folk Studies and Anthropology (Dr. Ashley Stinnett)
Immersive Cultural Heritage: A Virtual Reality Experience of the Abraham Lincoln Birth Place National Park Knob Creek Farm
Requesting \$505.53
15. Abigail Roush, Psychology (Dr. Sarah Ochs)
School Psychologists and Crisis Response: How are We Doing?
Requesting \$375.00
16. Julie Sisler, Communication (Dr. Joseph Hoffswell)
College Students' Perceptions of Consent Communication and Title IX on College Campuses
Requesting \$400.00
17. Dakota Vaccaro, Biology (Dr. Bruce Schulte)
Effectiveness of Deterrent Fences at Reducing Crop Raiding by African Savannah Elephants (Loxodonta Africana)
Requesting \$2,000.00

Total Amount Requested: \$26,375.16

Link to the Graduate Enrollment report January 11, 2022:

<https://drive.google.com/file/d/1V4xXhlfHGL7hf1hZFxHZeh2Mw6yZmWgQ/view?usp=sharing>

J udgxdwh# rxqfl#P hhwlqj /Mdqxdu| #6 /#355#

X sgdwhv#urp #Gu#Jdqm#W #Nrrgd#

Dvvrflwh#Suryrwh#ru#Jhvdufk#lqg#J udgxdwh#Igxfdwlrq#

Minutes: November 7, 2022

1st/2nd: Hughey/Arnett – **Vote:** **Approved**

Discussion: None

Voting Members: Scott Arnett, Aaron Hughey, Nicholas Fessler

Guests: Dana Cosby, Jennifer Hammonds, Ranjit Koodali, Beth Laves, Merrall Price, Cathleen Webb, Andrea Paganelli, Scott Grubbs, Guangming Xing, Danita Kelley, Edrisa Sanyang, Colette Chelf, Jessica Dorris, Susan Keeseey

Announcements: None

Course Administration:

Will discuss and listen to proponents, then do electronic vote via email then sent to Jessica for minutes/records.

Graduate Curriculum Committee (3)				
Code	Title	Status	Initiator	Received
BIOL 516	BIOL 516: Investigations/Biology	Edited	jrr35333	12/10/2021
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Grubbs gave a brief description. Course is tied to the program revision proposals. Has a full graduate program that is divided into thesis and non-thesis. Students were short on credits and therefore wanted to fix the problem. They enhanced the BIOL-516 section and turned this into a 4 credit hour class.</p> <p>Vote: Approved</p>				
MUS 518	MUS 518: Advanced Conducting	Edited	cth63047	11/10/2021
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Price gave brief discussion. Tiny adjustment, credit hours, need students to take the course repeats.</p> <p>Vote: Approved</p>				
SWRK 680	SWRK 680: Social Work in Sports	Added	dnj86513	11/22/2021
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Sullivan gave a brief description. Hughey asked if she has reached out to the NFL, and yes they have.</p>				

Graduate Curriculum Committee (3)				
Code	Title	Status	Initiator	Received
Vote: Approved				

Program Administration:

Graduate Curriculum Committee (7)				
Code	Title	Status	Initiator	Received
/programadmin/354/index.html	: Supply Chain Management	Added	dnm79223	11/29/2021
<p>Motion to Discuss – 1st/2nd: Fessler</p> <p>Discussion: No one here to discuss the proposal. Arnett decided to table this one.</p> <p>Vote: Table until March</p>				
0453	0453: Music	Edited	cth63047	11/10/2021
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Make friendly amendment Then roll back to AR curriculum committee ad it will come back. <i>Friendly Amendment – check box yes – will this program lead to teacher certification?</i></p> <p>Vote: Approved</p>				
0473	0473: Environmental and Occupational Health Science	Edited	edr85704	1/5/2022
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Sanyang gave a brief description about the two changes being done.</p> <p>Vote: Approved</p>				
0493	0493: Biology	Edited	jrr35333	12/10/2021
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Grubbs gave a brief description. 15 hours program and this is for those students that just need a little more to get in a special program. Danita asked if this certificate was very open on purpose. Grubbs, yes, they need diversity of course work. Webb wanted to look at the approval path and wondered if we should be editing it since it was already approved. Chelf thought it was just adding a header saying how many hours.</p> <p>Vote: Approved</p>				

Graduate Curriculum Committee (7)				
Code	Title	Status	Initiator	Received
0500	0500: Advanced Teacher Education	Edited	and85146	12/9/2021
<p>Motion to Discuss – 1st/2nd: Hughey</p> <p>Discussion: Paganelli gave a brief description on the changes. Only in specialization area, remove PE and replacement with Athletic Admin & Coaching. Also changing a few electives. Arnett/Chelf asked if we could do a friendly amendment. Having 15 hours certificates and there are a couple – New language should say “This degree program is exempted from the course duplication policy.” Need to adjust the hours in the program, can’t have below 12 hours. And this one is listed as 10-12 hours. Koodali talked briefly about the new policy and wanted to know why they are doing it this way. Just asking for a reasoning because this may come up again and he is trying to understand.</p> <p><i>Friendly amendment – Change CNS 669 to 3 hours instead of 1-3 hours. Then the total would be 12. Also adding a statement under program overview, “This degree program is exempt from the Duplication of coursework policy.”</i></p> <p>Vote: Approved</p>				
056	056: Biology	Edited	jrr35333	12/10/2021
<p>Motion to Discuss – 1st/2nd: Fessler</p> <p>Discussion: Grubbs gave a brief description, 30 hours graduate program that has been split. Very minor changes to the program.</p> <p>Vote: Approved</p>				
117	117: Computer Science	Edited	gng27220	12/10/2021
<p>Motion to Discuss – 1st/2nd: Fessler</p> <p>Discussion: Xing gave a brief description, trying to change the admission requirement. Chelf, asked about the Net-Centric Concentration which should equal 15 hours, will take those 9 hours plus 6 electives.</p> <p><i>Friendly Amendment – Under Course list electives change language to “Net-Centric or Computer science courses approved by advisor” and also add “Select 6 hours of CS electives” in the bottom section.</i></p> <p>Vote: Approved</p>				

Other Business:

None

Adjourn at 3:45 pm

1st/2nd – Fessler/Arnett

APPENDIX C Graduate School Enrollment Report February 2022

APPENDIX D

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Graduate Council Meeting, February 10, 2022

Updates from Dr. Ranjit T. Koodali, Associate Provost for Research and Graduate Education

1. **Graduate Admissions** (Barbara Chaffin, *Admissions Associate*, Julie Harris, *Graduate Admissions Specialist*, and Lizzie Doerr, *Office Associate*)
 - a. We have worked with IT to create a daily report that will provide admissions team the names and ID numbers of applicants with transcripts that have been electronically delivered to WKU via Parchment. This has been an ongoing issue for some time. The dailyreport will help us identify transcripts have been delivered to the Transfer Center instead of the Graduate School. This will decrease downtime and increase operational efficiency.
 - b. We are working with IT to add the teaching certificate application checklist item automatically when someone indicates on their application that they do hold a teaching certificate. This will aid the P-12 Educator Discount process much more efficiently.

2. **Graduate Outreach Events** (Laura Burchfield, *Research and Graduate Education Outreach Coordinator*)
 - a. **New Graduate Student Orientation.** The virtual event was held on Friday, January 14, 2022 from 10:00 -11:30 AM (Central). The YouTube link is, <https://www.youtube.com/watch?v=yhcGltP01k8>.
 - b. **3MT Information Session.** A virtual information session was held on Thursday, January 25, 2022 from 3:30-4:30 PM (Central). The YouTube link is, <https://www.youtube.com/watch?v=echl4wLrxl>.
 - c. **Diversity in Graduate Education Conference.** This virtual event is on February 17, 3:30-5:00 PM (Central). The Zoom link is <https://wku.zoom.us/j/98479900872>.
 - d. **3MT Competition.** An *in-person* 3MT Competition will be held on Wednesday, February 23, 2022, 3:00-4:00 PM (Central) in DSU.
 - e. **GRADLEARN.** ETS will present a webinar on “TOEFL Updates: Expanding your International Reach” on Thursday, February 24, 12:00-1:00 PM (Central). The Zoom link is <https://wku.zoom.us/j/95025525225>.

3. **Graduate Records** (Dr. Colette Chelf, *Associate Director, Graduate Records* and Lisa Meyers, *Graduate Records Assistant*)
 - a. The revised Thesis, Specialist Project, and Dissertation Guidelines have been published at :
<https://www.wku.edu/graduate/students/thesis/index.php>.
 - i. Thesis, Specialist Project, and Dissertation Guidelines
 - ii. Example Document
 - b. Submission Deadlines
 - i. Spring 2022 - Friday, April 15, 2022
 - ii. Summer 2022 - Friday, July 15, 2022
 - iii. Fall 2022 - Friday, November 18, 2022

- c. Deposition Process
 - i. Student will format and submit the document according to the Thesis, Specialist Project, and Dissertation Guidelines.
 - ii. Student will complete the online [Copyright Permission](#).
 - iii. Committee chair will submit the Comprehensive Exam/Capstone onTopNet and post grades in all 599, 699, and 799 courses.
 - iv. The WKU Library will notify the student of publication via email.
 - d. Bindery Services
4. **Graduate Marketing and Recruitment** (Dr. Scott Gordon, *Manager, Graduate Recruitment and Retention*)
- a. The week 2 graduate enrollment report for Spring 2022 is attached.
 - b. The Graduate School received financial support from Marketing and Communications, WKU to start a Digital Marketing Campaign through [Carnegie Dartlet](#) to build brand awareness of WKU Graduate Programs.
 - c. Worked with Institutional Research (IR) to obtain new data report of applied students in Visual Analytics.
 - d. Contacted over 1000 students who were eligible to register for classes in Spring 2022 to increase yield and enrollment
 - e. Completion of the three-email campaign project using Slate CRM.
5. **Graduate Student Research Grant** (Renee Purdy, *Budgets and Resources Manager*)
- a. The deadline for Spring call was Monday, February 7, 2022.
6. **Ask**
- a. Graduate Program Coordinators/Directors, please complete a survey request, https://gsu.qualtrics.com/jfe/form/SV_a5bEHWpxqszDidM from the TOEFL Committee of Examiners.
7. **FYI**
- a. **John D. Minton Graduate Student Award for 2021-2022.** A call was sent on Thursday, Feb. 3, 2022. Nomination materials are now being accepted via email to graduate.school@wku.edu through Friday, March 11, 2022. Please include Minton Nomination Materials in the e-mail subject line.
 - b. **Outstanding Graduate Student (OGS) Award for 2021-2022.** An e-mail was sent to Deans, Associate Deans, and Assistant Deans.
 - c. The Associate Provost for Research and Graduate Education presented a talk, “*Effective Graduate Student Recruitment Strategies*” at the 2022 Student Success Summit (see attachment).

Graduate Enrollment

Graduate Enrollment (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)	Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022			
	Week		Week		Week		Week		Week		Diff	
	2		2		2		2		2			
	03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22	
	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours
All	2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Graduate Enrollment

Graduate Enrollment by Residency (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)	Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022		Diff	
	Week 2		Week 2		Week 2		Week 2		Week 2		Diff	
	03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22	
	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours
	Residency											
Academic Common Market							0	0	1	9	1	9
Foreign Student	156	1,097	103	788	77	520	54	400	48	327	-6	-73
Military (\$250/Cr Hr)	103	534	149	714	205	986	202	992	165	794	-37	-198
Military Resident	82	527	76	514	110	779	136	1,015	129	805	-7	-210
Non-res TN Cnty (Scholarship)	40	322	37	283	37	333	49	392	44	380	-5	-12
Nonresident	462	3,353	456	3,450	412	3,200	356	2,948	294	2,614	-62	-334
P-12 (KY)	365	1,829	295	1,436	211	1,061	277	1,509	322	1,716	45	207
P-12 (Out-of-State)							0	0	17	76	17	76
Resident	1,205	8,366	1,122	7,978	1,000	7,273	921	7,077	841	6,571	-80	-506
Tuition Incentive Program-TIP	1	15					0	0	2	18	2	18
Undeclared	32	205	27	165	32	175	20	154	22	143	2	-11
All	2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Graduate Enrollment

Graduate Enrollment by Degree Type (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)	Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022		Diff	
	Week 2		Week 2		Week 2		Week 2		Week 2		Diff	
	03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22	
	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours
	Primary Graduate Degree Type											
Graduate Certificate	88	414	99	495	92	460	86	395	71	345	-15	-50
Doctorate	301	2,609	289	2,598	287	2,628	289	2,542	259	2,251	-30	-291
Certification Only	71	375	54	258	39	212	40	215	38	183	-2	-32
Master's	1,866	12,170	1,692	11,283	1,554	10,444	1,511	10,754	1,441	10,173	-70	-581
Non-Degree	43	178	63	227	63	234	23	92	17	58	-6	-34
Rank I/II	48	232	40	205	17	78	29	196	22	138	-7	-58
Specialist	29	269	28	262	32	271	37	293	37	304	0	11
All	2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Graduate Enrollment

Graduate Enrollment by College (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)	Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022			
	Week		Week		Week		Week		Week		Diff	
	2		2		2		2		2			
	03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22	
	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours
College												
College of Education and Behavioral Sciences	1,010	5,645	902	5,044	847	4,880	845	4,840	837	4,567	-8	-273
College of Health and Human Services	871	7,076	856	7,031	793	6,572	711	6,444	613	5,875	-98	-569
Gordon Ford College of Business	122	908	125	988	107	809	162	1,319	174	1,356	12	37
Graduate College	14	61	24	79	19	81	10	42	7	22	-3	-20
Ogden College of Science and Engineering	231	1,346	203	1,222	178	1,079	149	964	144	914	-5	-50
Potter College of Arts & Letters	190	1,182	155	965	140	907	138	879	110	719	-28	-160
University College	8	30										
All	2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Graduate Enrollment

Graduate Enrollment by Department (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)	Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022		Diff	
	Week 2		Week 2		Week 2		Week 2		Week 2		Diff	
	03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22	
	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours
Department												
99AR: Exploratory/Undeclared	3	12	1	3	4	18	1	3	3	9	2	6
99BU: Exploratory/Undeclared	95	666	98	718	84	554	145	1,154	151	1,104	6	-50
99ED: Exploratory/Undeclared	19	96	16	78	9	43	8	29	6	24	-2	-5
99HH: Exploratory/Undeclared	2	6	22	78	30	90	3	15	0	0	-3	-15
99IS: Exploratory/Undeclared	8	30										
99SC: Exploratory/Undeclared	2	9	6	25	2	8	2	18	4	18	2	0
Accounting	16	183	13	141	12	141	4	48	13	156	9	108
Agriculture and Food Science	31	123	18	87	14	93	7	41	12	90	5	49
Applied Human Sciences	25	153	28	168	19	114	18	92	9	54	-9	-38
Biology	38	205	53	303	56	312	39	218	35	186	-4	-32
Chemistry	23	171	19	145	19	117	15	97	10	56	-5	-41
Communication	18	101	20	120	14	90	15	86	10	60	-5	-26
Communication Sciences and Disorders	172	1,483	172	1,487	169	1,521	171	1,697	155	1,678	-16	-19
Counseling and Student Affairs	105	817	113	885	124	981	124	936	100	699	-24	-237
Earth, Environmental, & Atmospheric Sciences	22	121	16	76	12	66	9	40	9	56	0	16
Economics	11	59	14	129	11	114	13	117	9	90	-4	-27
English	41	267	32	213	28	208	27	201	21	167	-6	-34
Folk Studies and Anthropology	18	137	10	73	8	66	15	114	10	81	-5	-33
Graduate School	14	61	24	79	19	81	10	42	7	22	-3	-20
History	19	109	15	75	22	112	22	124	24	120	2	-4
Information Systems							0	0	1	6	1	6
Mathematics	34	188	29	143	19	91	20	124	21	114	1	-10
Music	18	114	16	108	15	96	13	88	17	114	4	26
Philosophy and Religion	2	15	1	1								
Physical Therapy	86	1,331	90	1,373	86	1,342	87	1,387	89	1,370	2	-17
Physics and Astronomy	6	44	5	35	5	28	4	30	7	48	3	18
Political Science	21	149	16	120	12	93	18	109	23	159	5	50
Psychological Sciences	21	185	22	208	25	237	27	245	22	213	-5	-32
Psychology	70	560	67	537	69	560	73	576	74	595	1	19
Public Health	126	860	119	786	99	615	89	591	82	522	-7	-69
School of Engineering and Applied Sciences	54	300	35	201	26	127	26	151	24	133	-2	-18
School of Kinesiology, Recreation, & Sport	210	1,318	168	1,128	147	966	122	849	97	699	-25	-150
School of Leadership & Professional Studies	511	2,722	444	2,256	429	2,231	383	1,996	325	1,564	-58	-432
School of Nursing and Allied Health	159	1,040	158	1,027	146	976	121	767	104	768	-17	1
School of Teacher Education	305	1,450	262	1,288	216	1,065	257	1,303	332	1,685	75	382
Social Work	91	885	99	984	97	948	100	1,046	77	784	-23	-262
Sociology and Criminology	50	278	44	252	37	224	27	154	2	9	-25	-145
All	2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Graduate Enrollment by College, Department and Program (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)	Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022		Diff	
	Week		Week		Week		Week		Week		Diff	
	2		2		2		2		2		Diff	
	03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22	
	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours
Program												
Accountancy & Data Analysis, MACC (#0501)							0	0	13	156	13	156
Accountancy, MACC (#0445)~	16	183	13	141	12	141	4	48	0	0	-4	-48
Addictions Education, CER (#0492)	1	6	3	12	3	12	1	6	4	21	3	15
Adult Education, CER (#0450)	2	6	6	33	2	12	1	6	2	6	1	0
Adult Education, MAE (#047)~	20	81	13	81	14	55	4	13	1	3	-3	-10
Advanced Behavior Management, CER (#1736)							0	0	1	3	1	3
Advanced Teacher Education, MAE (#0500)							0	0	23	109	23	109
Advanced Worksite Health Promotion, CER (#0465)~	1	6	1	3								
Aging Studies, CER (#0419)~	1	3	1	3								
Agriculture, MS (#052)	31	123	18	87	14	93	7	41	12	90	5	49
Applied Economics, MA (#0410)	10	56	14	129	11	114	13	117	9	90	-4	-27
Applied Psychology, PSYD (#0476)	24	139	26	156	27	159	32	191	29	177	-3	-14
Autism Spectrum Disorders, CER (#0441)~	2	9			1	3						
Biology for Teacher Leaders, MAE (#0442)~	1	3	2	12	1	3						
Biology, CER (#0493)			8	33	19	94	11	58	7	30	-4	-28
Biology, MS (#056)	37	202	43	258	36	215	28	160	28	156	0	-4
Brewing and Distilling Arts & Sciences, CER (#0486)~	1	6	1	6								
Business Administration, MBA (#057)	91	648	90	673	77	509	139	1,125	150	1,101	11	-24
Business Core Competencies, CER (#0487)~			6	36	5	33	4	20	0	0	-4	-20
Business Sustainability, CER (#0474)	1	3	1	6	1	3	1	6	1	3	0	-3
Career Services, CER (#0468)	6	21	2	12	1	6	1	3	0	0	-1	-3
Chemistry, MS (#059)	23	171	19	145	19	117	15	97	10	56	-5	-41
Child and Family Studies, MS (#0489)	14	90	17	105	11	66	11	69	9	54	-2	-15
College and Career Readiness, CER (#1737)			3	21			1	3	4	12	3	9
Communicating in Healthcare, CER (#0475)			1	3			0	0	0	0	0	0
Communicating in Organizations, CER (#0471)	4	15	3	9			0	0	0	0	0	0
Communication Disorders, MS (#114)~	1	3										
Computer Science, MS (#117)	27	172	12	86	9	57	9	61	10	57	1	-4
Counseling, C (#159)	1	3	1	6	2	9	7	27	3	18	-4	-9
Counseling, MAE (#043)	41	361	58	495	73	660	73	615	59	459	-14	-156
Creative Writing, MFA (#0478)	12	105	15	124	13	115	12	105	11	96	-1	-9
Criminology, MA (#0421)~	15	66	13	60	12	60	9	43	1	3	-8	-40
Data Analytics, CER (#1753)							0	0	1	6	1	6
Dietetic Practice, CER (#0451)	10	60	10	60	8	48	7	23	0	0	-7	-23
Director of Special Education, R1 (#0426)~	3	9			2	6	2	16	1	4	-1	-12
Economic Data Analytics, CER (#0491)	1	3					0	0	0	0	0	0
Education and Behavioral Science Studies, MAE (#042)~	7	45	5	30	1	9						
Educational Leadership, C (#131)	54	309	32	168	23	148	17	124	17	96	0	-28
Educational Leadership, EDD (#0010)	103	470	83	397	93	481	98	466	93	377	-5	-89
Educational Technology, CER (#167)~	2	9										
Elementary Education for Teacher Leaders, MAE (#0433)~	22	121	23	106	10	45	23	94	15	51	-8	-43
Elementary Education, EDS (#118)~	1	5										
Elementary Education, R1 (#084)	3	6	3	15	2	6	3	12	2	9	-1	-3
Elementary Math Specialization, P-5, CER (#0485)	2	6	1	6	1	3	3	9	0	0	-3	-9
Emergency Management Disaster Science, CER (#1749)					1	6	2	18	3	15	1	-3
Engineering Management, MS (#0447)	25	122	19	94	16	67	17	90	13	67	-4	-23
English, MA (#067)	20	126	13	74	14	90	12	84	10	71	-2	-13
Environmental Health and Safety, CER (#0427)	1	3	1	9	1	9	1	3	1	3	0	0
Environmental and Occupational Health Science, MS (#0473)	13	114	18	147	16	109	19	141	16	111	-3	-30
Epidemiology, CER (#1751)							0	0	2	9	2	9
Facility and Event Management, CER (#0455)	5	24	1	6	1	6	2	12	3	21	1	9
Family Nurse Practitioner (Post MSN), CER (#0449)	9	42	6	32	7	37	1	5	3	13	2	8
Folk Studies, MA (#069)	16	127	9	70	8	66	14	111	10	81	-4	-30
Gender and Women's Studies, CER (#1712)~	8	33	2	6			3	12	0	0	-3	-12
Geoscience, MS (#072)	22	121	16	76	12	66	9	40	9	56	0	16
Gifted Education and Talent Development, EDS (#0490)	1	3	3	18	7	30	14	69	9	37	-5	-32
Gifted Education and Talent Development, MAE (#0482)	21	96	15	73	9	40	9	41	8	31	-1	-10
Health Administration, MHA (#153)	52	338	45	291	33	198	26	185	18	132	-8	-53
Health Education, CER (#0494)			1	6			0	0	2	9	2	9
Historic Preservation, CER (#0423)~	2	10	1	3			1	3	0	0	-1	-3
History, MA (#078)	19	109	15	75	22	112	22	124	24	120	2	-4
Homeland Security Sciences, MS (#0413)	6	44	5	35	5	28	4	30	7	48	3	18
Instructional Design, CER (#0418)	2	9	8	33	10	36	11	36	6	24	-5	-12
Instructional Design, MS (#0428)	8	39	6	21	10	54	15	69	10	42	-5	-27
Instructional Leadership, School Principal, MAE (#0499)							0	0	2	14	2	14
Intercollegiate Athletic Administration, CER (#0481)	5	30	3	18	2	15	3	21	3	21	0	0
Interdisciplinary Early Childhood Education, Birth to Primary, Initial Certification, MAT (#0460)	10	56	14	75	16	89	15	74	12	55	-3	-19
Interdisciplinary Early Childhood Education, Birth to Primary, MAE (#0461)	4	21	3	13	4	24	9	45	16	90	7	45

Graduate Enrollment

International Student Services, CER (#0415)					1	3	1	3	0	0	-1	-3
Kinesiology, MS (#0454)	18	131	26	192	17	111	11	76	10	75	-1	-1
Lean Sigma, CER (#0452)	2	6	4	21	1	3	0	0	1	9	1	9
Libraries, Informatics, and Technology in Education, MS (#0497)			39	192	40	194	42	208	47	237	5	29
Library Media Education, MS (#083)~	67	309	16	66	4	12	1	3	0	0	-1	-3
Library Media Education, R1 (#0429)~	1	3										
Literacy Education, MAE (#044)	11	42	20	96	12	66	10	51	17	84	7	33
Literacy P-12, CER (#1750)							0	0	1	3	1	3
Literacy in Post-secondary Settings, CER (#0462)	1	3					0	0	0	0	0	0
Local Government Administration, CER (#1745)							5	15	5	15	0	0
Mathematics, MA (#049)	22	115	17	68	11	43	15	82	15	73	0	-9
Mathematics, MS (#085)	12	73	12	75	8	48	5	42	6	41	1	-1
Measurement, Evaluation and Research, CER (#0488)			1	3			0	0	0	0	0	0
Middle Grades Education for Initial Certification, MAT (#0458)	1	12	2	12	2	6	7	45	5	24	-2	-21
Middle Grades Education for Teacher Leaders, MAE (#0434)~	18	75	10	49	5	22	5	21	0	0	-5	-21
Middle Grades Education, R1 (#158)	1	3					0	0	0	0	0	0
Music, MM (#0453)	18	114	16	108	15	96	13	88	17	114	4	26
Non-Degree Arts and Letters, ND (#0002)	3	12	1	3	4	18	1	3	3	9	2	6
Non-Degree Business, ND (#0001)	3	15	1	3	1	9	1	3	0	0	-1	-3
Non-Degree Education, ND (#0005)	12	51	11	48	8	34	8	29	6	24	-2	-5
Non-Degree Health and Human Services, ND (#0003)	2	6	22	78	30	90	3	15	0	0	-3	-15
Non-Degree Science, ND (#0004)	1	3	4	16	1	2	0	0	1	3	1	3
Non-Degree University College, ND (#0006)~	8	30										
Nonprofit Administration, CER (#0463)	3	21	1	6	1	6	3	15	2	18	-1	3
Not Pursuing a Degree, ND (#126)	14	61	24	79	19	81	10	42	7	22	-3	-20
Nursing Practice, DNP (#0011)	88	669	90	672	81	646	72	498	48	327	-24	-171
Nursing, MSN (#149)	53	285	47	244	36	183	32	184	42	369	10	185
Organizational Communication, MA (#0012)	14	86	16	108	13	84	12	72	10	60	-2	-12
Organizational Leadership, CER (#1723)	6	33	5	18	2	6	4	24	8	45	4	21
Organizational Leadership, MA (#0467)	289	1,616	271	1,379	284	1,472	238	1,213	185	908	-53	-305
Physical Therapy, DPT (#0013)	86	1,331	90	1,373	86	1,342	87	1,387	89	1,370	2	-17
Psychiatric Mental Health Nurse Practitioner, CER (#0479)	9	44	15	79	22	110	16	80	11	59	-5	-21
Psychology, MA (#092)	22	178	17	146	17	160	18	161	17	151	-1	-10
Psychology, MS (#0469)	21	185	22	208	25	237	27	245	22	213	-5	-32
Public Administration, MPA (#051)	21	149	16	120	12	93	13	94	18	144	5	50
Public Health, MPH (#152)	59	399	53	330	49	299	43	262	43	258	0	-4
Recreation and Sport Administration, MS (#095)	179	1,112	137	906	126	828	103	725	79	564	-24	-161
Religious Studies, MA (#0446)~	2	15	1	1								
School Administration, EDS (#098)~	3	18	1	9								
School Administration, R1 (#121)	34	189	32	168	11	57	21	150	17	115	-4	-35
School Counseling, MAE (#046)~	18	138	15	105	11	69	6	42	2	12	-4	-30
School Psychology, EDS (#147)	24	243	24	235	25	241	23	224	28	267	5	43
Scientific Data Analytics, CER (#0496)			1	3			0	0	0	0	0	0
Secondary Education Teacher Leader, R2 (#0432)	1	3										
Secondary Education for Teacher Leaders, MAE (#0435)~	26	133	15	82	8	35	7	29	3	18	-4	-11
Secondary Education, R1 (#124)	4	16	3	13	2	9	3	18	2	10	-1	-8
Social Responsibility and Sustainable Communities, MA (#0448)~	24	138	24	141	20	117	10	63	1	6	-9	-57
Social Work, MSW (#157)	91	885	99	984	97	948	100	1,046	77	784	-23	-262
Sociology, MA (#105)~	11	74	7	51	5	47	8	48	0	0	-8	-48
Special Education Initial Certification: Learning and Behavioral Disorders, MAT (#0456)	8	33	8	54	10	57	12	81	42	222	30	141
Special Education: Learning and Behavioral Disorders, MAE (#0457)	40	219	28	141	26	138	24	137	15	78	-9	-59
Special Education: Moderate and Severe Disabilities, MAE (#0438)	10	51	9	40	7	57	13	94	22	164	9	70
Speech-Language Pathology, MS (#0466)	171	1,480	172	1,487	169	1,521	171	1,697	155	1,678	-16	-19
Standard Guidance - Rank 1, R1 (#048)~	1	3	2	9								
Strategic Sport Communications, CER (#1744)					1	6	3	14	0	0	-3	-14
Student Affairs in Higher Education, MAE (#145)	37	285	29	225	33	222	34	237	28	177	-6	-60
Teacher Education for Initial Certification, MAT (#0495)	19	96	15	99	14	78	13	87	57	321	44	234
Teacher Education, C (#132)	16	63	21	84	14	55	16	64	18	69	2	5
Teaching English to Speakers of Other Languages, CER (#0416)	1	3	2	9	1	3	0	0	0	0	0	0
All	2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Graduate Enrollment by College, Department and Program (Excluding Study Abroad): Spring 2018-2022 at 29JAN22 (Weeks aligned with spring semester start.)			Spring 2018		Spring 2019		Spring 2020		Spring 2021		Spring 2022		Diff		
			Week 2		Week 2		Week 2		Week 2		Week 2		Diff		
			03FEB2018		02FEB2019		08FEB2020		30JAN2021		29JAN2022		S21 to S22		
			N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	N	Credit Hours	
College	Department	Program													
AR	99AR	Non-Degree Arts and Letters, ND (#0002)	3	12	1	3	4	18	1	3	3	9	2	6	
		All	3	12	1	3	4	18	1	3	3	9	2	6	
	COMM	Program													
		Communicating in Healthcare, CER (#0475)			1	3			0	0	0	0	0	0	
		Communicating in Organizations, CER (#0471)	4	15	3	9			0	0	0	0	0	0	
		Organizational Communication, MA (#0012)	14	86	16	108	13	84	12	72	10	60	-2	-12	
		Strategic Sport Communications, CER (#1744)					1	6	3	14	0	0	-3	-14	
		All	18	101	20	120	14	90	15	86	10	60	-5	-26	
		ENG	Program												
		Creative Writing, MFA (#0478)	12	105	15	124	13	115	12	105	11	96	-1	-9	
		English, MA (#067)	20	126	13	74	14	90	12	84	10	71	-2	-13	
		Gender and Women's Studies, CER (#1712)~	8	33	2	6			3	12	0	0	-3	-12	
		Teaching English to Speakers of Other Languages, CER (#0416)	1	3	2	9	1	3	0	0	0	0	0	0	
		All	41	267	32	213	28	208	27	201	21	167	-6	-34	
	FLKA	Program													
		Folk Studies, MA (#069)	16	127	9	70	8	66	14	111	10	81	-4	-30	
		Historic Preservation, CER (#0423)~	2	10	1	3			1	3	0	0	-1	-3	
		All	18	137	10	73	8	66	15	114	10	81	-5	-33	
	GOVT	Program													
		Local Government Administration, CER (#1745)							5	15	5	15	0	0	
		Public Administration, MPA (#051)	21	149	16	120	12	93	13	94	18	144	5	50	
		All	21	149	16	120	12	93	18	109	23	159	5	50	
	HIST	Program													
		History, MA (#078)	19	109	15	75	22	112	22	124	24	120	2	-4	
		All	19	109	15	75	22	112	22	124	24	120	2	-4	
	MUS	Program													
		Music, MM (#0453)	18	114	16	108	15	96	13	88	17	114	4	26	
		All	18	114	16	108	15	96	13	88	17	114	4	26	
	PHIL	Program													
		Religious Studies, MA (#0446)~	2	15	1	1									
		All	2	15	1	1									
	SOCL	Program													
		Criminology, MA (#0421)~	15	66	13	60	12	60	9	43	1	3	-8	-40	
		Social Responsibility and Sustainable Communities, MA (#0448)~	24	138	24	141	20	117	10	63	1	6	-9	-57	
		Sociology, MA (#105)~	11	74	7	51	5	47	8	48	0	0	-8	-48	
		All	50	278	44	252	37	224	27	154	2	9	-25	-145	
	All	190	1,182	155	965	140	907	138	879	110	719	-28	-160		
	BU	Department	Program												
		99BU	Business Administration, MBA (#057)	91	648	90	673	77	509	139	1,125	150	1,101	11	-24
			Business Core Competencies, CER (#0487)~			6	36	5	33	4	20	0	0	-4	-20
			Business Sustainability, CER (#0474)	1	3	1	6	1	3	1	6	1	3	0	-3
			Non-Degree Business, ND (#0001)	3	15	1	3	1	9	1	3	0	0	-1	-3
All			95	666	98	718	84	554	145	1,154	151	1,104	6	-50	
ACCT		Program													
		Accountancy & Data Analysis, MACC (#0501)							0	0	13	156	13	156	
		Accountancy, MACC (#0445)~	16	183	13	141	12	141	4	48	0	0	-4	-48	
		All	16	183	13	141	12	141	4	48	13	156	9	108	
CIS		Program													
		Data Analytics, CER (#1753)							0	0	1	6	1	6	
		All							0	0	1	6	1	6	

Graduate Enrollment

ECON	Program													
	Applied Economics, MA (#0410)	10	56	14	129	11	114	13	117	9	90	-4	-27	
	Economic Data Analytics, CER (#0491)	1	3					0	0	0	0	0	0	
	All	11	59	14	129	11	114	13	117	9	90	-4	-27	
All	122	908	125	988	107	809	162	1,319	174	1,356	12	37		
ED	Department													
	99ED	Program												
	Education and Behavioral Science Studies, MAE (#042)~	7	45	5	30	1	9							
	Non-Degree Education, ND (#0005)	12	51	11	48	8	34	8	29	6	24	-2	-5	
	All	19	96	16	78	9	43	8	29	6	24	-2	-5	
	CNSA	Program												
		Addictions Education, CER (#0492)	1	6	3	12	3	12	1	6	4	21	3	15
		Career Services, CER (#0468)	6	21	2	12	1	6	1	3	0	0	-1	-3
		College and Career Readiness, CER (#1737)			3	21			1	3	4	12	3	9
		Counseling, C (#159)	1	3	1	6	2	9	7	27	3	18	-4	-9
Counseling, MAE (#043)		41	361	58	495	73	660	73	615	59	459	-14	-156	
International Student Services, CER (#0415)						1	3	1	3	0	0	-1	-3	
School Counseling, MAE (#046)~		18	138	15	105	11	69	6	42	2	12	-4	-30	
Standard Guidance - Rank 1, R1 (#048)~		1	3	2	9									
Student Affairs in Higher Education, MAE (#145)		37	285	29	225	33	222	34	237	28	177	-6	-60	
All	105	817	113	885	124	981	124	936	100	699	-24	-237		
PSY	Program													
	Applied Psychology, PSYD (#0476)	24	139	26	156	27	159	32	191	29	177	-3	-14	
	Psychology, MA (#092)	22	178	17	146	17	160	18	161	17	151	-1	-10	
	School Psychology, EDS (#147)	24	243	24	235	25	241	23	224	28	267	5	43	
All	70	560	67	537	69	560	73	576	74	595	1	19		
SLPS	Program													
	Adult Education, CER (#0450)	2	6	6	33	2	12	1	6	2	6	1	0	
	Adult Education, MAE (#047)~	20	81	13	81	14	55	4	13	1	3	-3	-10	
	Educational Leadership, C (#131)	54	309	32	168	23	148	17	124	17	96	0	-28	
	Educational Leadership, EDD (#0010)	103	470	83	397	93	481	98	466	93	377	-5	-89	
	Instructional Leadership, School Principal, MAE (#0499)							0	0	2	14	2	14	
	Measurement, Evaluation and Research, CER (#0488)			1	3			0	0	0	0	0	0	
	Organizational Leadership, CER (#1723)	6	33	5	18	2	6	4	24	8	45	4	21	
	Organizational Leadership, MA (#0467)	289	1,616	271	1,379	284	1,472	238	1,213	185	908	-53	-305	
	School Administration, EDS (#098)~	3	18	1	9									
School Administration, R1 (#121)	34	189	32	168	11	57	21	150	17	115	-4	-35		
All	511	2,722	444	2,256	429	2,231	383	1,996	325	1,564	-58	-432		
TCH	Program													
	Advanced Behavior Management, CER (#1736)							0	0	1	3	1	3	
	Advanced Teacher Education, MAE (#0500)							0	0	23	109	23	109	
	Autism Spectrum Disorders, CER (#0441)~	2	9			1	3							
	Director of Special Education, R1 (#0426)~	3	9			2	6	2	16	1	4	-1	-12	
	Educational Technology, CER (#167)~	2	9											
	Elementary Education for Teacher Leaders, MAE (#0433)~	22	121	23	106	10	45	23	94	15	51	-8	-43	
	Elementary Education, EDS (#118)~	1	5											
	Elementary Education, R1 (#084)	3	6	3	15	2	6	3	12	2	9	-1	-3	
	Elementary Math Specialization, P-5, CER (#0485)	2	6	1	6	1	3	3	9	0	0	-3	-9	

Graduate Enrollment

		Gifted Education and Talent Development, EDS (#0490)	1	3	3	18	7	30	14	69	9	37	-5	-32	
		Gifted Education and Talent Development, MAE (#0482)	21	96	15	73	9	40	9	41	8	31	-1	-10	
		Instructional Design, CER (#0418)	2	9	8	33	10	36	11	36	6	24	-5	-12	
		Instructional Design, MS (#0428)	8	39	6	21	10	54	15	69	10	42	-5	-27	
		Interdisciplinary Early Childhood Education, Birth to Primary, Initial Certification, MAT (#0460)	10	56	14	75	16	89	15	74	12	55	-3	-19	
		Interdisciplinary Early Childhood Education, Birth to Primary, MAE (#0461)	4	21	3	13	4	24	9	45	16	90	7	45	
		Libraries, Informatics, and Technology in Education, MS (#0497)			39	192	40	194	42	208	47	237	5	29	
		Library Media Education, MS (#083)~	67	309	16	66	4	12	1	3	0	0	-1	-3	
		Library Media Education, R1 (#0429)~	1	3											
		Literacy Education, MAE (#044)	11	42	20	96	12	66	10	51	17	84	7	33	
		Literacy P-12, CER (#1750)							0	0	1	3	1	3	
		Literacy in Post-secondary Settings, CER (#0462)	1	3					0	0	0	0	0	0	
		Middle Grades Education for Initial Certification, MAT (#0458)	1	12	2	12	2	6	7	45	5	24	-2	-21	
		Middle Grades Education for Teacher Leaders, MAE (#0434)~	18	75	10	49	5	22	5	21	0	0	-5	-21	
		Middle Grades Education, R1 (#158)	1	3					0	0	0	0	0	0	
		Secondary Education Teacher Leader, R2 (#0432)	1	3					0	0	0	0	0	0	
		Secondary Education for Teacher Leaders, MAE (#0435)~	26	133	15	82	8	35	7	29	3	18	-4	-11	
		Secondary Education, R1 (#124)	4	16	3	13	2	9	3	18	2	10	-1	-8	
		Special Education Initial Certification: Learning and Behavioral Disorders, MAT (#0456)	8	33	8	54	10	57	12	81	42	222	30	141	
		Special Education: Learning and Behavioral Disorders, MAE (#0457)	40	219	28	141	26	138	24	137	15	78	-9	-59	
		Special Education: Moderate and Severe Disabilities, MAE (#0438)	10	51	9	40	7	57	13	94	22	164	9	70	
		Teacher Education for Initial Certification, MAT (#0495)	19	96	15	99	14	78	13	87	57	321	44	234	
		Teacher Education, C (#132)	16	63	21	84	14	55	16	64	18	69	2	5	
		All	305	1,450	262	1,288	216	1,065	257	1,303	332	1,685	75	382	
	All		1,010	5,645	902	5,044	847	4,880	845	4,840	837	4,567	-8	-273	
GC	Department	Program													
	GRAD	Not Pursuing a Degree, ND (#126)	14	61	24	79	19	81	10	42	7	22	-3	-20	
	All	All	14	61	24	79	19	81	10	42	7	22	-3	-20	
	All		14	61	24	79	19	81	10	42	7	22	-3	-20	
HH	Department	Program													
	99HH	Non-Degree Health and Human Services, ND (#0003)	2	6	22	78	30	90	3	15	0	0	-3	-15	
		All	2	6	22	78	30	90	3	15	0	0	-3	-15	
	CD	Program													
		Communication Disorders, MS (#114)~	1	3											
		Speech-Language Pathology, MS (#0466)	171	1,480	172	1,487	169	1,521	171	1,697	155	1,678	-16	-19	
		All	172	1,483	172	1,487	169	1,521	171	1,697	155	1,678	-16	-19	
CFS	Program														
	Aging Studies, CER (#0419)~	1	3	1	3										
	Child and Family Studies, MS (#0489)	14	90	17	105	11	66	11	69	9	54	-2	-15		
	Dietetic Practice, CER (#0451)	10	60	10	60	8	48	7	23	0	0	-7	-23		
	All	25	153	28	168	19	114	18	92	9	54	-9	-38		

Graduate Enrollment

NURS	Program													
	Family Nurse Practitioner (Post MSN), CER (#0449)	9	42	6	32	7	37	1	5	3	13	2	8	
	Nursing Practice, DNP (#0011)	88	669	90	672	81	646	72	498	48	327	-24	-171	
	Nursing, MSN (#149)	53	285	47	244	36	183	32	184	42	369	10	185	
	Psychiatric Mental Health Nurse Practitioner, CER (#0479)	9	44	15	79	22	110	16	80	11	59	-5	-21	
All	159	1,040	158	1,027	146	976	121	767	104	768	-17	1		
PHY	Program													
	Facility and Event Management, CER (#0455)	5	24	1	6	1	6	2	12	3	21	1	9	
	Intercollegiate Athletic Administration, CER (#0481)	5	30	3	18	2	15	3	21	3	21	0	0	
	Kinesiology, MS (#0454)	18	131	26	192	17	111	11	76	10	75	-1	-1	
	Nonprofit Administration, CER (#0463)	3	21	1	6	1	6	3	15	2	18	-1	3	
	Recreation and Sport Administration, MS (#095)	179	1,112	137	906	126	828	103	725	79	564	-24	-161	
	All	210	1,318	168	1,128	147	966	122	849	97	699	-25	-150	
PT	Program													
	Physical Therapy, DPT (#0013)	86	1,331	90	1,373	86	1,342	87	1,387	89	1,370	2	-17	
	All	86	1,331	90	1,373	86	1,342	87	1,387	89	1,370	2	-17	
PUBH	Program													
	Advanced Worksite Health Promotion, CER (#0465)~	1	6	1	3									
	Environmental Health and Safety, CER (#0427)	1	3	1	9	1	9	1	3	1	3	0	0	
	Environmental and Occupational Health Science, MS (#0473)	13	114	18	147	16	109	19	141	16	111	-3	-30	
	Epidemiology, CER (#1751)							0	0	2	9	2	9	
	Health Administration, MHA (#153)	52	338	45	291	33	198	26	185	18	132	-8	-53	
	Health Education, CER (#0494)			1	6			0	0	2	9	2	9	
	Public Health, MPH (#152)	59	399	53	330	49	299	43	262	43	258	0	-4	
All	126	860	119	786	99	615	89	591	82	522	-7	-69		
SWRK	Program													
	Social Work, MSW (#157)	91	885	99	984	97	948	100	1,046	77	784	-23	-262	
	All	91	885	99	984	97	948	100	1,046	77	784	-23	-262	
All	871	7,076	856	7,031	793	6,572	711	6,444	613	5,875	-98	-569		
IS	Department	Program												
	99IS	Non-Degree University College, ND (#0006)~	8	30										
	All	All	8	30										
SC	Department	Program												
	99SC	Brewing and Distilling Arts & Sciences, CER (#0486)~	1	6	1	6								
		Emergency Management Disaster Science, CER (#1749)					1	6	2	18	3	15	1	-3
		Non-Degree Science, ND (#0004)	1	3	4	16	1	2	0	0	1	3	1	3
		Scientific Data Analytics, CER (#0496)			1	3			0	0	0	0	0	0
	All	All	2	9	6	25	2	8	2	18	4	18	2	0
	AGRI	Program												
		Agriculture, MS (#052)	31	123	18	87	14	93	7	41	12	90	5	49
		All	31	123	18	87	14	93	7	41	12	90	5	49
	BIOL	Program												
		Biology for Teacher Leaders, MAE (#0442)~	1	3	2	12	1	3						
		Biology, CER (#0493)			8	33	19	94	11	58	7	30	-4	-28
		Biology, MS (#056)	37	202	43	258	36	215	28	160	28	156	0	-4
	All	38	205	53	303	56	312	39	218	35	186	-4	-32	
	CHEM	Program												
		Chemistry, MS (#059)	23	171	19	145	19	117	15	97	10	56	-5	-41
		All	23	171	19	145	19	117	15	97	10	56	-5	-41
EAS	Program													
	Computer Science, MS (#117)	27	172	12	86	9	57	9	61	10	57	1	-4	
	Engineering Management, MS (#0447)	25	122	19	94	16	67	17	90	13	67	-4	-23	
	Lean Sigma, CER (#0452)	2	6	4	21	1	3	0	0	1	9	1	9	
	All	54	300	35	201	26	127	26	151	24	133	-2	-18	
GEO	Program													
	Geoscience, MS (#072)	22	121	16	76	12	66	9	40	9	56	0	16	

Graduate Enrollment

	All	22	121	16	76	12	66	9	40	9	56	0	16
MATH	Program												
	Mathematics, MA (#049)	22	115	17	68	11	43	15	82	15	73	0	-9
	Mathematics, MS (#085)	12	73	12	75	8	48	5	42	6	41	1	-1
	All	34	188	29	143	19	91	20	124	21	114	1	-10
PHYA	Program												
	Homeland Security Sciences, MS (#0413)	6	44	5	35	5	28	4	30	7	48	3	18
	All	6	44	5	35	5	28	4	30	7	48	3	18
PSYS	Program												
	Psychology, MS (#0469)	21	185	22	208	25	237	27	245	22	213	-5	-32
	All	21	185	22	208	25	237	27	245	22	213	-5	-32
	All	231	1,346	203	1,222	178	1,079	149	964	144	914	-5	-50
All		2,446	16,247	2,265	15,328	2,084	14,326	2,015	14,486	1,885	13,452	-130	-1,034

Effective Graduate Student Recruitment Strategies

2022 Student Success Summit
January 13, 2022

Ranjit T. Koodali

Associate Provost for Research and Graduate Education
Ranjit T. Koodali

Description

- Explore effective marketing and recruitment strategies.
- Learn about the various attributes of prospective graduate students and their motivations, behavior, and expectations.
- Be informed of multimodal channels of communication.

Goals and Outcomes

- **Learn about effective recruitment strategies.**
- Learn about the various kinds of graduate students, *i.e.* altruist, beginner, and advancer and their differing triggers to pursue graduate studies.
- Learn about cultivating and nurturing prospective leads.

Build Brand Awareness and Visibility

Search Engine Optimization (SEO)

79% use search engine
Over 75% search for programs and outcomes and **not** institutional brand!



Website

About 90% visit website to explore more details



Other "Forums"

24% visit blogs, online forums
13% visit social media



Enhance website discoverability with Search Engine Optimization (SEO) Techniques

Update content regularly with **faculty** accomplishments, research interests/expertise, awards, grants, publications *etc.*



The key factor is “currency”

Update content regularly with **graduate student** accomplishments, awards, grants/scholarships, video testimonials *etc.*



The key factor is “currency”

Update content from **alumni** with accomplishments (jobs/promotion), video testimonials *etc.*

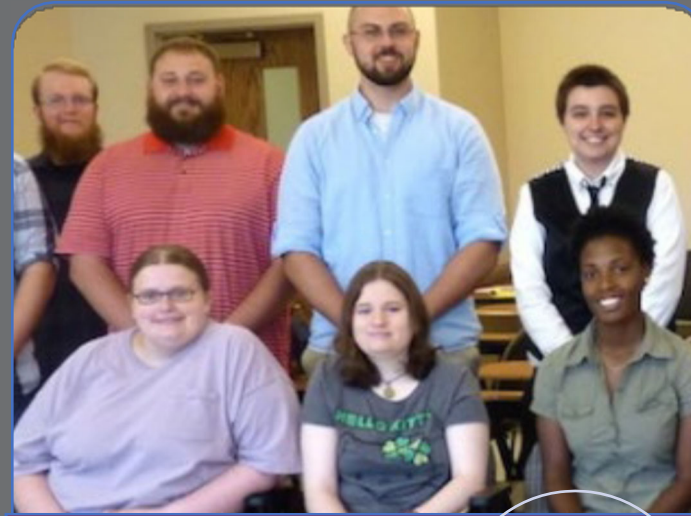


Partner with Alumni

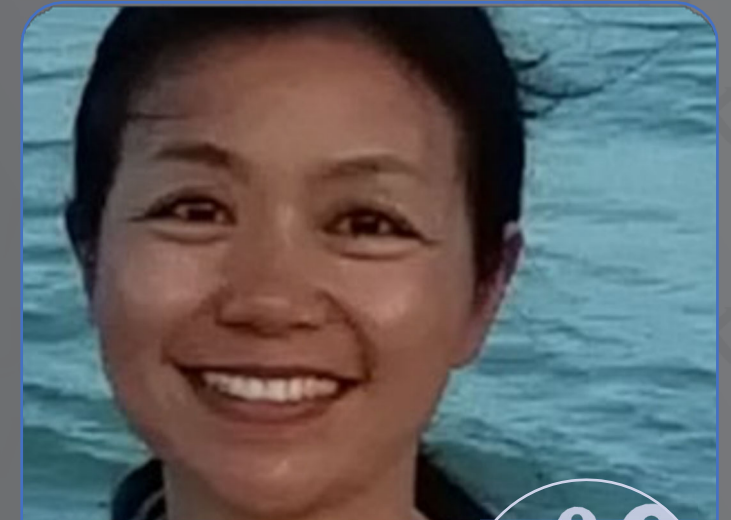
How to Showcase Diversity?



Showcase accomplishments, publications, honors of faculty and students



About 90% visit website to explore more details



About 90% visit website to explore more details



Provide links to student resources (new student checklist), Graduate Catalog, Handbooks, *etc.*

Provide information about:

1. Cost
2. Time to degree completion (choices, strengths etc.)
3. Outcomes

Provide information as to why the graduate program is a great career choice!

[More than 50 percent of all higher education website traffic comes from search engines.](#)

[77 percent of students will use search engines even when they know which school they want to look up](#)

Content is “King”

Enhance website discoverability with Search Engine

SEO is a constant necessity rather than a static exercise



Build a Pipeline

Reach out to
your current
graduate
students



Reach out to
your
undergraduates



Maintain
contacts with
Alumni



Build a Pipeline

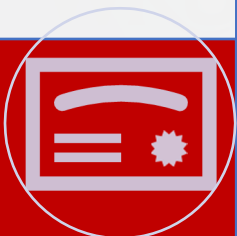
1. Use data analytics & identify undergraduate school(s) of current graduate students
2. Arrange for faculty visits to feeder schools
3. Organize Open House
4. Attend regional conferences
5. Arrange campus visits



1. Visit with student groups
2. Visit classrooms
3. Hold Graduate School Fair
4. Partner with Graduate School
5. Reach out to summer interns
6. Leverage existing conferences / events held on campus

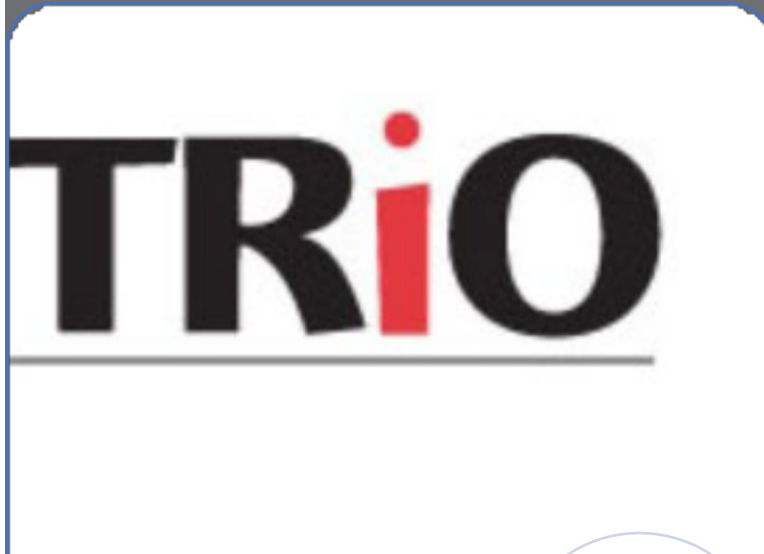


1. Confirm contact information
2. Social media signups
3. Create exclusive, online events that includes alumni



Maintain relations with
[Alumni](#)

Build a Pipeline - Partnerships



Partner with
TRiO



Engage with
student
groups



Distinguished Minority
Fellowship (DMF)
Program



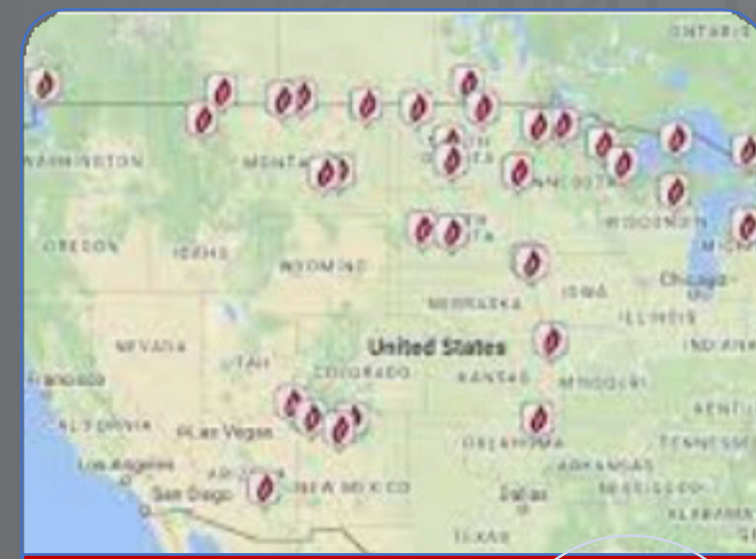
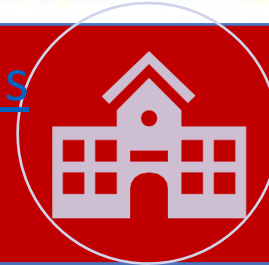
Build a Pipeline - Partnerships



Partner with [HBCU's](#)



Partner with [HSI's](#) & Emerging HSI's



Partner with TCU's



Build a Pipeline - Conferences

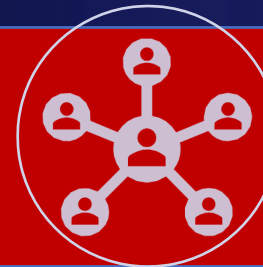


Society for Advancement of Chicanos and Native Americans ([SACNAS](#))



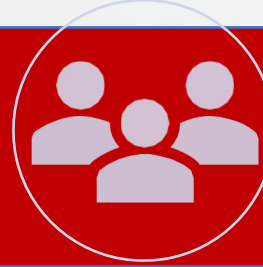
Eddie S. Glaude, Jr., Ph.D.
Keynote Speaker
Nov. 11

Annual Biomedical Research Conference for Minority Students ([ABRCMS](#))



AMERICAN INDIAN SCIENCE AND ENGINEERING SOCIETY

American Indian Science and Engineering Society ([AISES](#)) meetings



Goals and Outcomes

- Learn about effective recruitment strategies.
- **Learn about the various kinds of graduate students, *i.e.* altruist, beginner, and advancer and their differing triggers to pursue graduate studies.**
- Learn about cultivating and nurturing prospective leads.

Personas

- Prospective graduate student population is quite diverse (age, experience, geographical origin, interests, motivation etc.)
- The desire and need is quite varied and presents a challenge.
- It will be best if we can know “who” they are, what they care about, and their preferred communication method.
- To classify these students, we group them into broad categories and build “personas”.
- This will help to personalize communication efforts and support students during their entire student life cycle.



Personas

Advancer

(Career Crossover & Career Changeover)



Launcher/

(Career Starter)



Altruist



Career Advancer

Traits

- Want to gain **new** skills and credentials
- Want to continue working
- Driven by salary and promotions
- Apply only if there is a trigger event
- Need to be nudged or prodded
- Overwhelmed by choices and cost

Options

- Flexible (online or hybrid)



Career Advancer

Communicate Values?

- Your graduate program opens new opportunities for advancement
- Earn a degree while having a family and working full-time
- Enhanced higher earning potential
- Fulfill your career goal with an advanced degree
- Indicate exceptional support through the entire graduate life-cycle (admission, enrollment, career guidance, and degree completion)



Career Launcher

Traits

- Eager to gain skills to establish a new and stable career
- Prefer in-person, full-time studies to maximize their opportunities
- Hesitant about pursuing programs that are entirely online
- Aware of skill gaps
- Place great importance for networking potential
- Very selective in applying

Options

- Prefer in-person programs (unless well-ranked online programs)
- Concentrations may be also be enticing



Career Launcher

Communicate Values?

- Achieve your dream career with advanced degree
- Acquire new knowledge and skills to be a professional in your field
- Distinguish with an advanced degree
- Get access to network of well positioned peers

Launchers are interested in investing time and effort for a better stable future



Altruist

Traits

- Drawn towards service
- More aspirational and many want a change
- Enjoy convenience but long for in-person interactions
- Overwhelmed about time, cost, and preparation

Options

- Prefer in-person programs (unless well-ranked online programs)
- Concentrations may be also be enticing



Altruist

Communicate Values?

- Turn your passion into a vocation
- Attain personal enrichment
- Your advanced degree will make a positive impact on people's lives
- You can make a difference to society with a graduate credential
- Indicate exceptional support through the entire graduate life-cycle (admission, enrollment, career guidance, and degree completion)



Goals and Outcomes

- Learn about effective recruitment strategies.
- Learn about the various kinds of graduate students, *i.e.* altruist, beginner, and advancer and their differing triggers to pursue graduate studies.
- **Learn about cultivating and nurturing prospective leads.**

Cultivating and Nurturing Prospective Leads

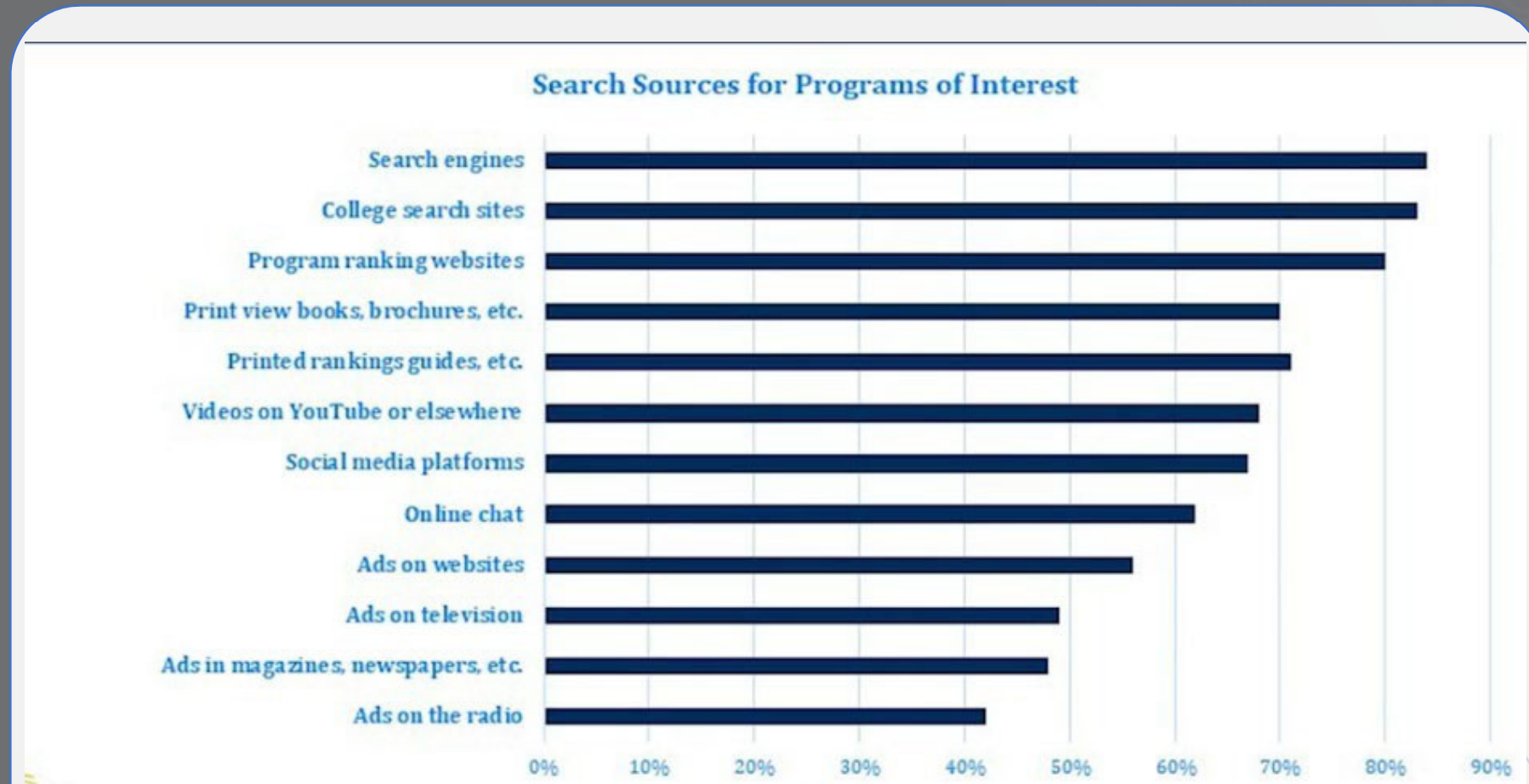
Best Practices – Marketing and Recruitment

1. Host recruitment events and seek guidance from Graduate School.
2. Develop program specific brochures and share with Graduate School.
3. Collaborate with Graduate School to develop messaging.
4. Share information with Graduate School about prospects.
5. Encourage students to complete (Request More Information/Call For Action), [The Graduate School](#).
6. Follow up with students whose information is shared by Graduate School.
7. Return e-mails, phone calls, *etc.* in a timely manner (24 h).
8. Be available to meet students who visit campus.
9. Involve current graduate students in recruitment efforts.
10. Engage with undergraduate students.

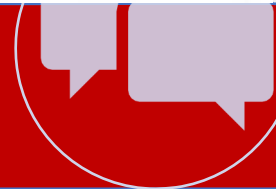
Develop a Graduate Enrollment Management Plan
in consultation with the Graduate School!



Best Practices – Marketing and Recruitment

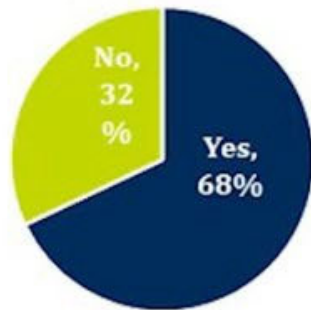


Digital Marketing dominates!

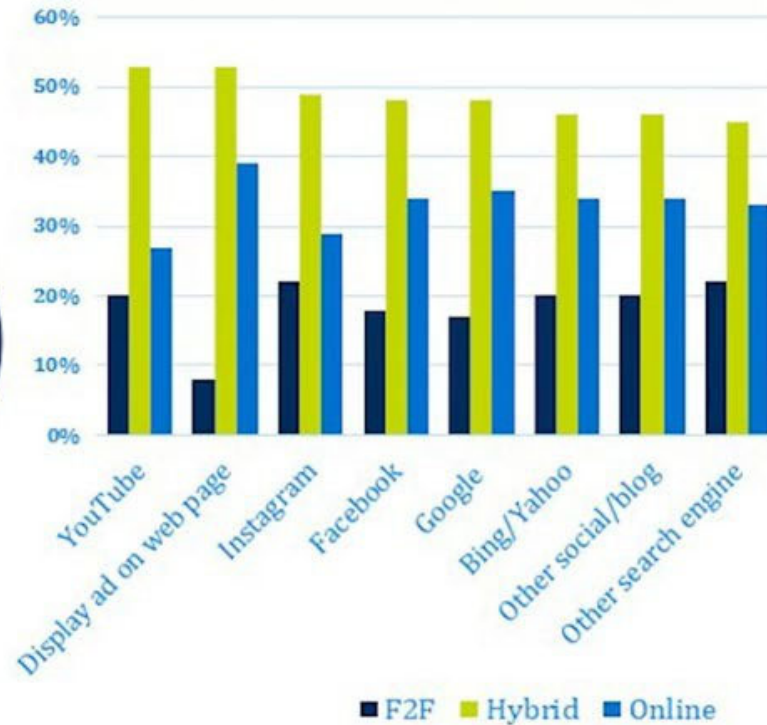


Best Practices – Marketing and Recruitment

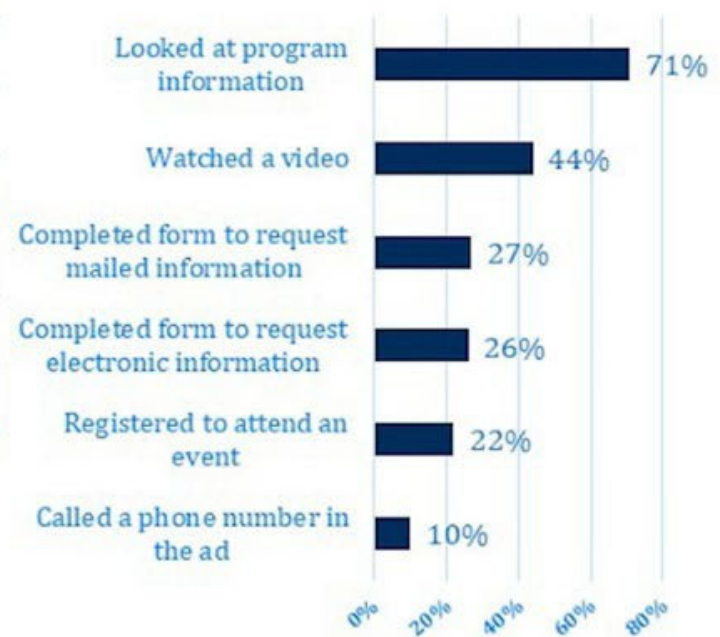
Have Clicked on Digital Ads (for a college)



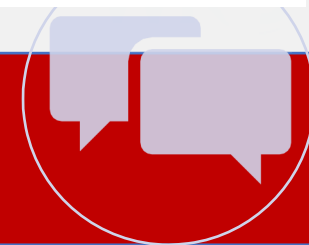
Platform Where Clicked



Action Taken After Clicking



Digital Marketing dominates!



Cultivating and Nurturing Prospective Leads

Best Practices – Admissions

1. Review barriers (admission requirements, deadlines etc.).
2. Contact students whose application are *in progress* and encourage timely completion of their applications.
3. Ensure timely review of completed admissions
A recent survey from RNL indicate that 80% plan to enroll at the institution that admits them first
4. Inform Graduate School of admission decisions in a timely manner.
5. Make timely selection of Graduate Assistantships to recruit the top ranked students.



Thank

You!