

Graduate Studies Enrollment

Overview and Strategies

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Current State of Graduate Studies

- 13 Masters Programs and 2 Doctoral Programs
- 6 programs currently delivered online
(9 programs approved for online delivery)
 - Master of Business Administration
 - Master of Science in Sport Management
 - Master of Arts in Second Language, Acquisition, Policy and Culture
 - Master of Arts in Liberal Studies
 - Master of Health Administration
 - Master of Science in Nursing
 - Doctor of Nursing Practice
 - Master of Science in Education
 - Doctor of Education

Current State of Graduate Studies

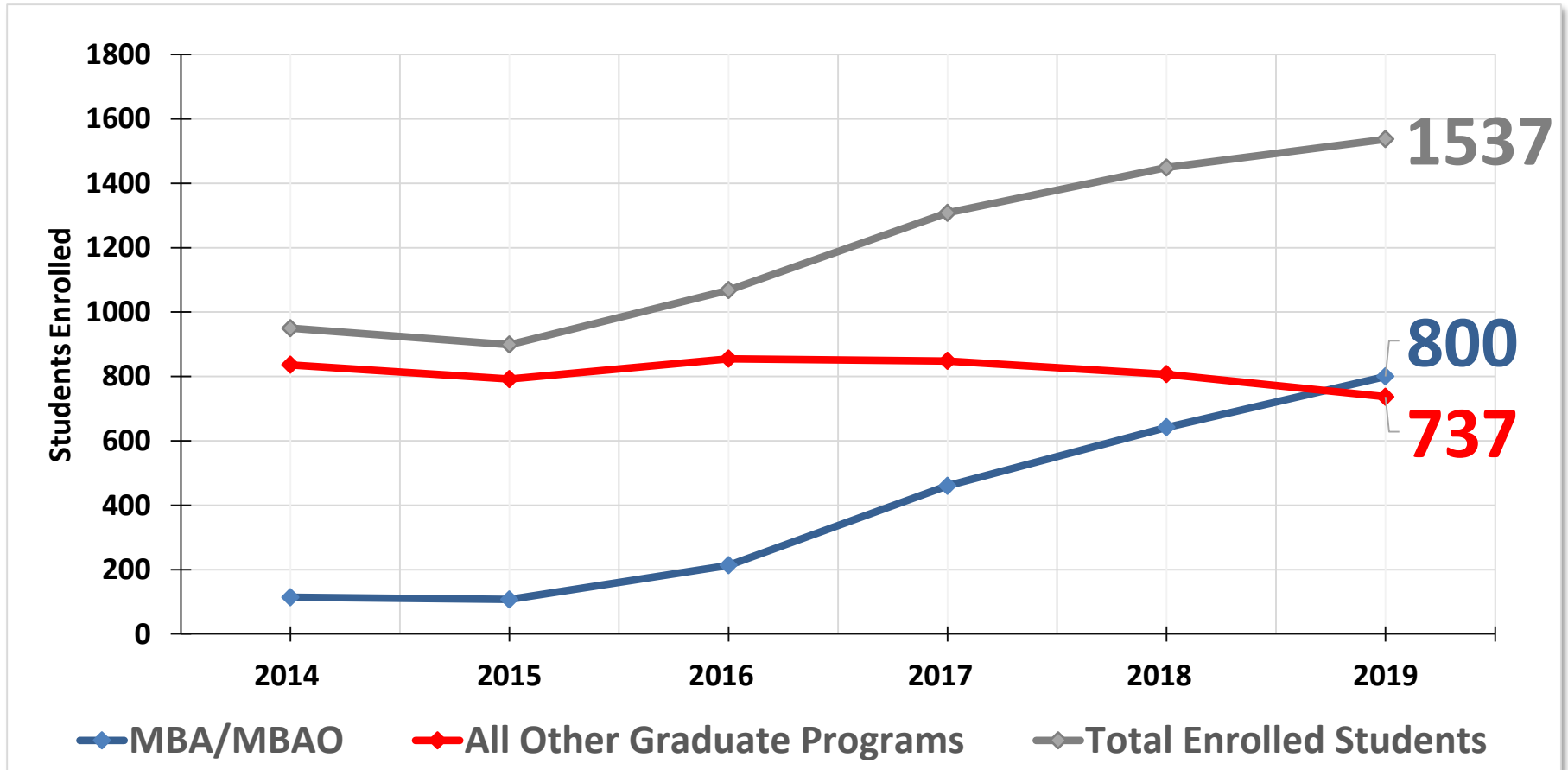
- 6 programs not available completely online:
 - Master of Arts in Communication
 - Master of Arts in English
 - Master of Social Work
 - Master of Public Administration
 - Master of Science in Industrial Management
 - Master of Science in Occupational Therapy
- 17 Certificate Programs
 - 12 available completely online
 - 8 new certificates approved since Spring 2019

Current State of Graduate Studies: Spring 2020

- 1,566 students (1,505 in Spring 2019)
- 9,466 credit hours generated (9,124 in Spring 2019)
- 85% (1,341) taking only online courses
- 78% (7,383) credit hours generated from online courses
- 49.9% (782) graduate students enrolled in MBA-O
- 47.8% (4,533) credit hours generated from MBA-O

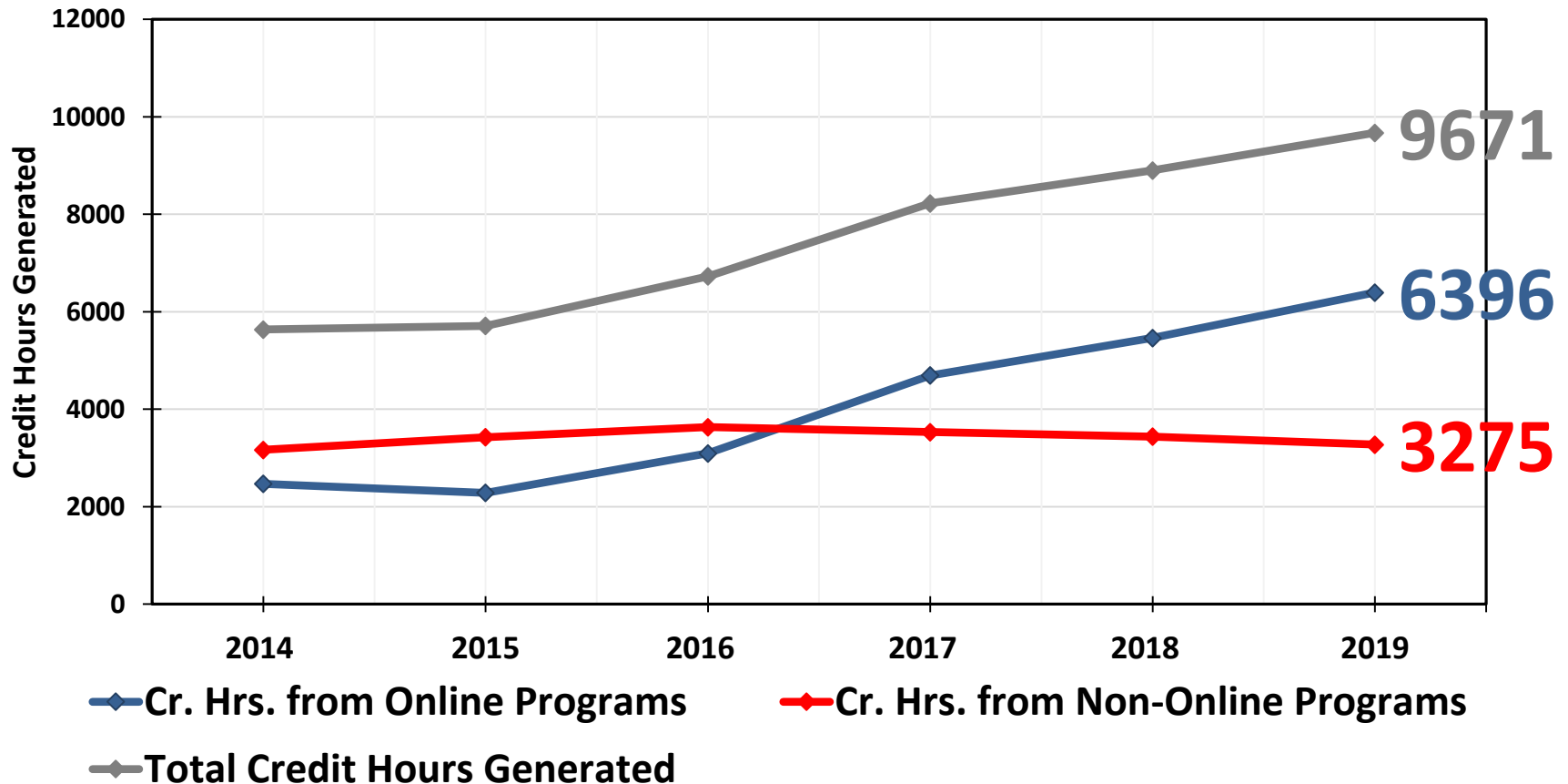
Graduate Studies Fall Enrollment Trends

Enrolled Students



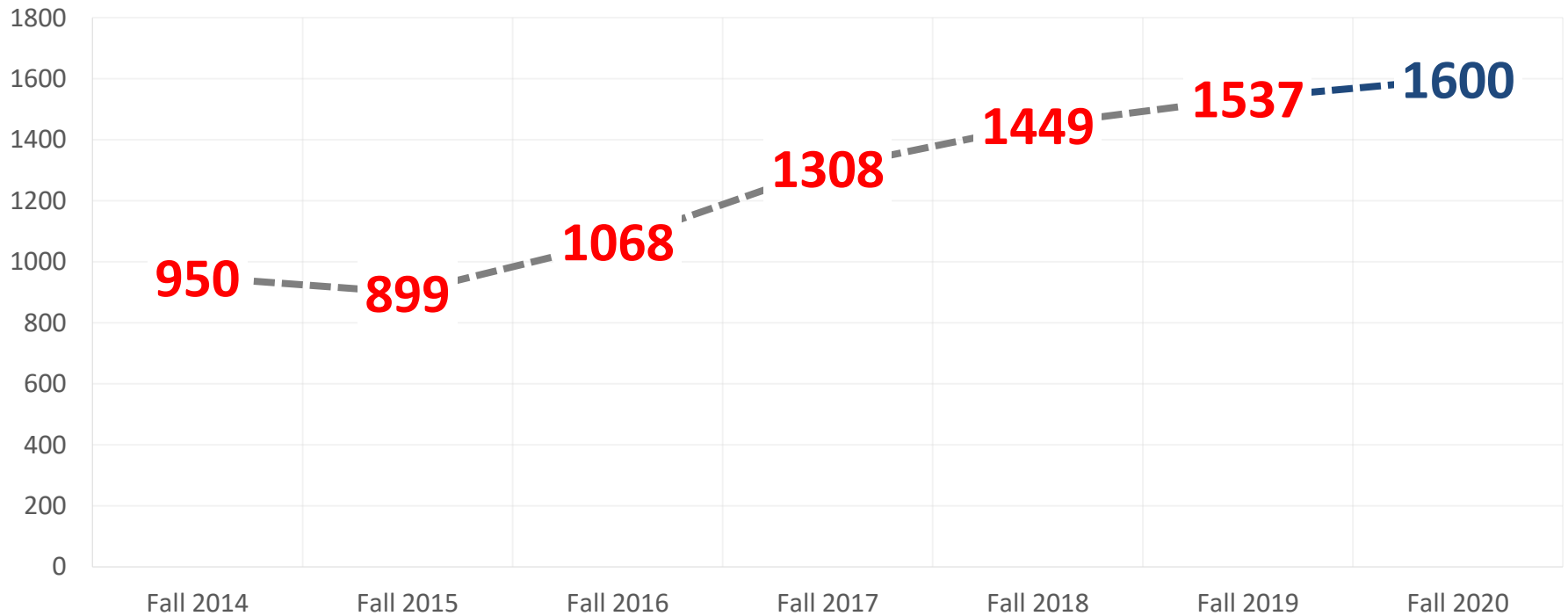
Graduate Studies Fall Enrollment Trends

Credit Hours Generated



Fall 2020 Estimates

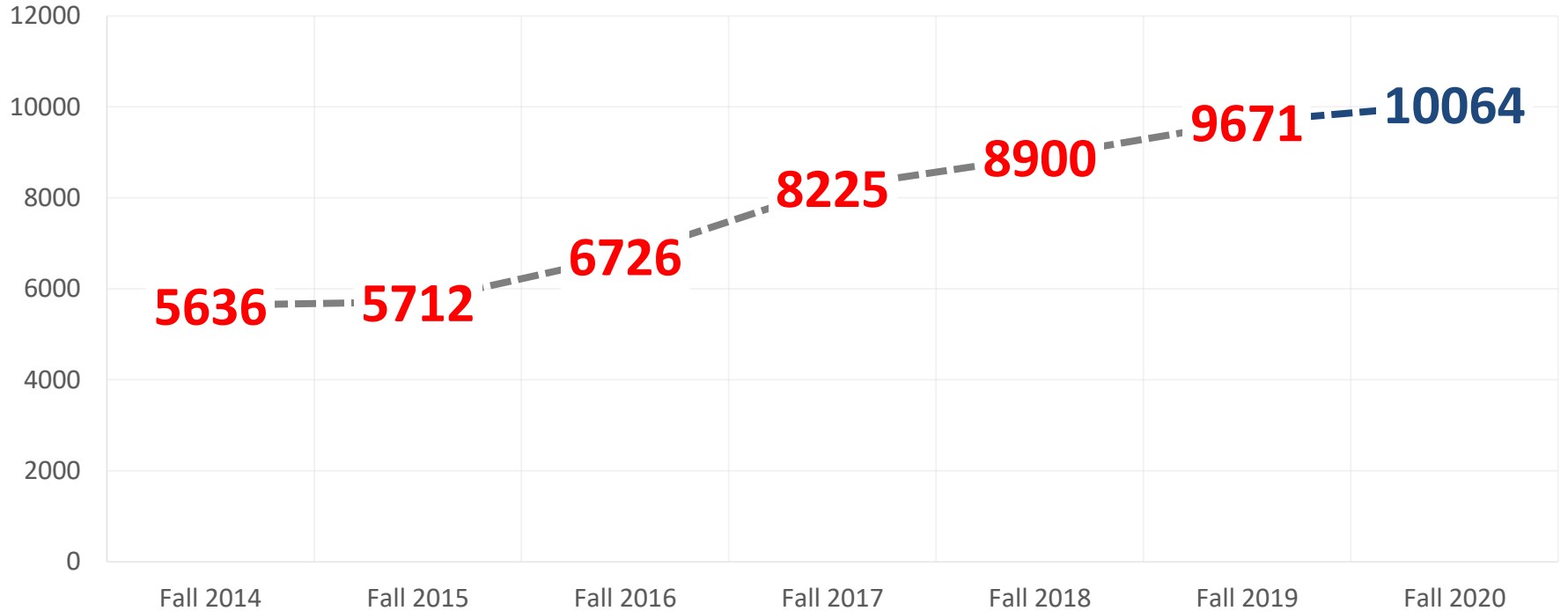
ENROLLMENT HEAD COUNT



--- Enrollment Head Count --- Fall 2020 Enrollment Estimate

Fall 2020 Estimates

CREDIT HOUR PRODUCTION



--- Credit Hour Production --- Fall 2020 Credit Hour Estimate

Challenges

- Current Graduate Studies and program applications
 - Difficult to complete
 - Program Requirements
 - Time to final decision is too long
- Customer Relationship Management system (CRM)
- Data
- Engaging our current students
- Engaging our alumni

Opportunities

- Process Maps:
 - Prospects - Application - Enrollment
- New Application (Qualtrics/Ellucian)
- Access to a more powerful CRM (Fireworks)
- Rethinking Admissions Requirements
- Simplifying Program Applications
- Speed and Urgency
- Online Delivery
- Bi-Term Course Offerings

Recruitment Initiatives

- Digital Marketing
 - Coordinating closely with Online Learning
- RNL/NAGAP 2020 Marketing & Recruitment Practices for Graduate Students Report (January 2020):
 - *“Institutions are clearly seeing the effectiveness of digital advertising and search engine marketing.... Digital advertising and retargeting are cost-effective means that are also some of the most trackable advertising methods available.”*

Recruitment Initiatives

- Graduate Studies Social Media Ads
 - Facebook and Instagram placements
 - Goal to drive audience to Graduate Studies website
 - Targeting areas of upcoming Graduate School Fairs

Recruitment Initiatives: Digital Media

- Current Impact
(as of February 24)
 - Over 12,600 impressions
 - 8,000 reach results
 - 89 clicks to landing page

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