

Graduate Studies Fall 2021 Enrollment Update

Board of Trustees

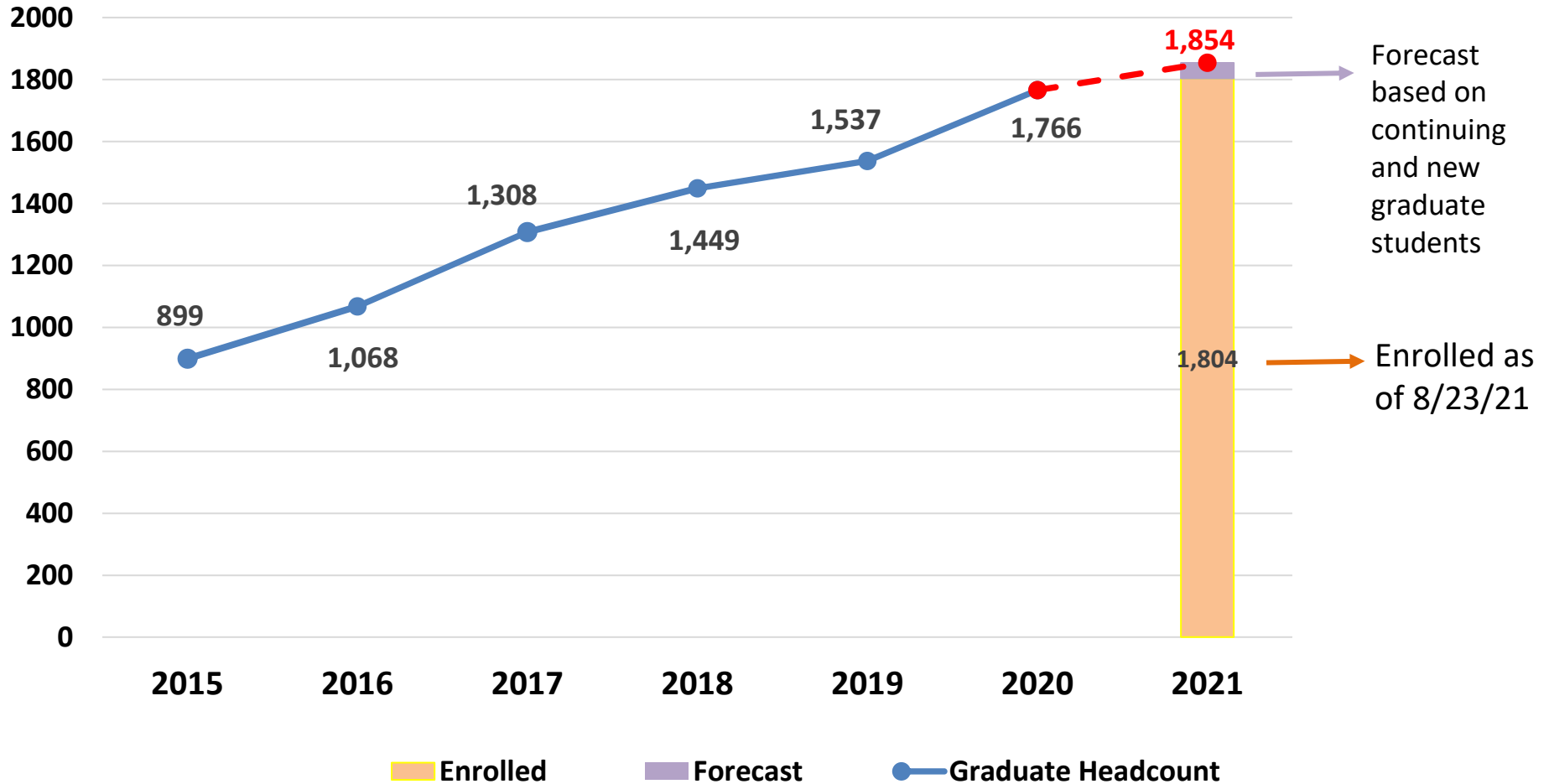
2 September 2021

Michael Dixon, Ph.D.
Director, Graduate Studies

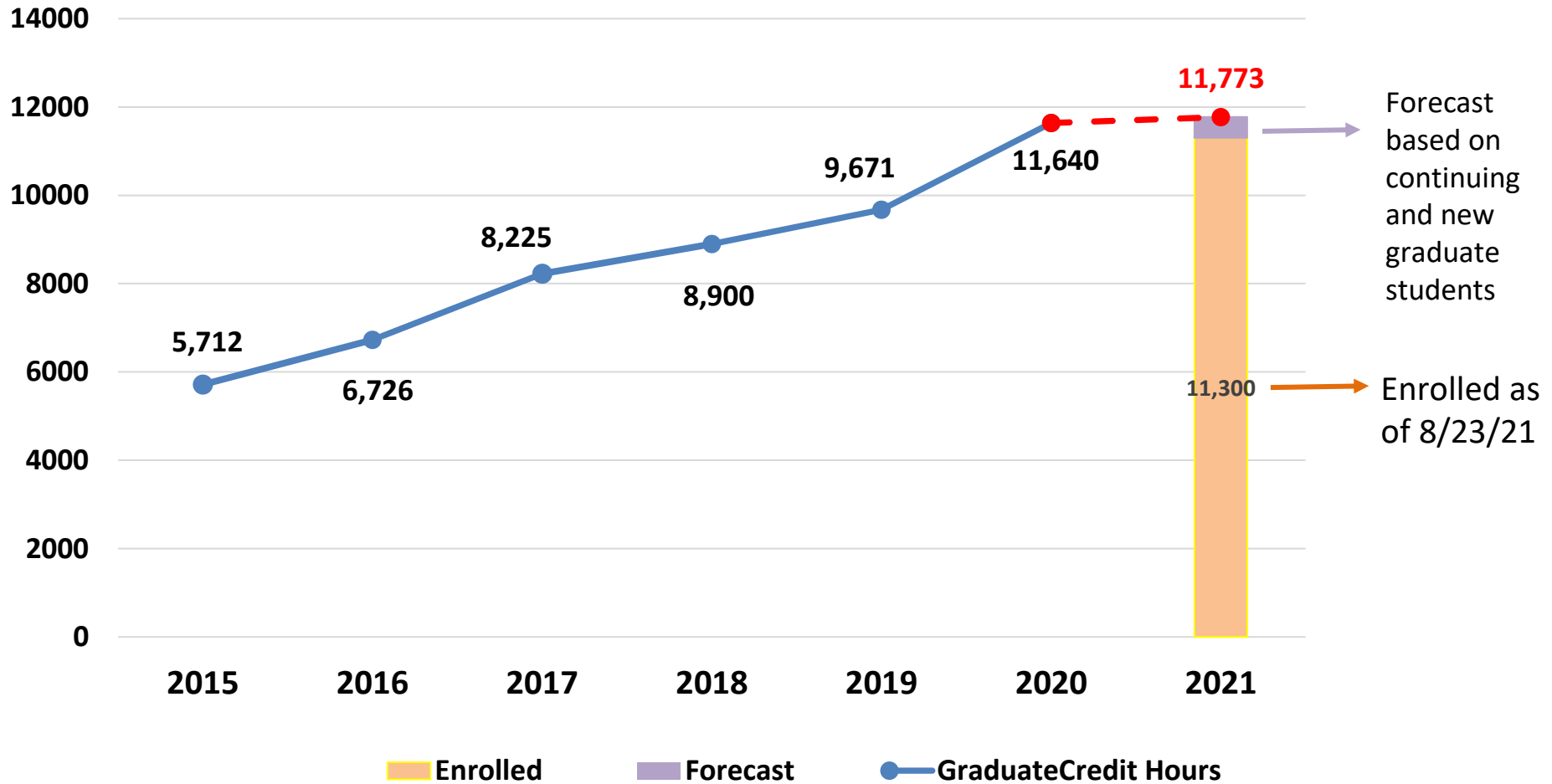
Graduate Studies Enrollment: Fall 2021 Goals

- Graduate Students as a Percentage of Total Student Headcount
 - 2015: 9.9%
 - 2016: 11.8%
 - 2017: 14.5%
 - 2018: 16.1%
 - 2019: 17.6%
 - 2020: 20.7%
 - 2021: 22.7%
- Headcount: 1,854
 - 5% Growth
- Credit Hour Generation: 11,773 (1,854 x 6.35)
 - Average Credit Hours per student each semester, fall 2017-2020:
 - 6.35
 - Average Credit Hours per student, fall 2020:
 - 6.59
 - Current Average Credit Hours per student, fall 2021:
 - 6.26

Fall 2015 to Fall 2020 Graduate Headcount and Fall 2021 Graduate Headcount Target



Fall 2015 to Fall 2020 Graduate Credit Hrs and Fall 2021 Graduate Credit Hour Target



Initiatives that Moved Us Towards the Goals

- Development and Implementation of New Graduate Studies Application
 - Single Application
 - Modifications to Program Admissions Criteria to Remove Barriers
 - Addition of Pathways for Return to Graduate Studies
- Development and Implementation of New Graduate Programs
 - Master of Arts in Criminal Justice (fall 2021)
- Transition of Face-to-Face Programs to Accelerated and Online Formats
- Optimization of Scholarships
 - Awards for both Recruitment and Retention

Steps to Sustain Graduate Enrollment Growth

- Examine Infrastructure and Processes for Inefficiencies
 - CRM
- Expand Lead Generation
 - Digital Marketing Campaigns
- Develop New Graduate Programs/Certificates
 - Move (some) Existing Programs to Online Delivery and Accelerated Format
- Improve Retention and Degree Completion Rates

450

400

350

300

250

200

150

100

50

0

Application went live February 16, 2021
1,148 applications have been received (as of 8-23-21)
Applicants can select only one response

