

Graduate and Professional Talent Development

College of Graduate Studies

June 18, 2019

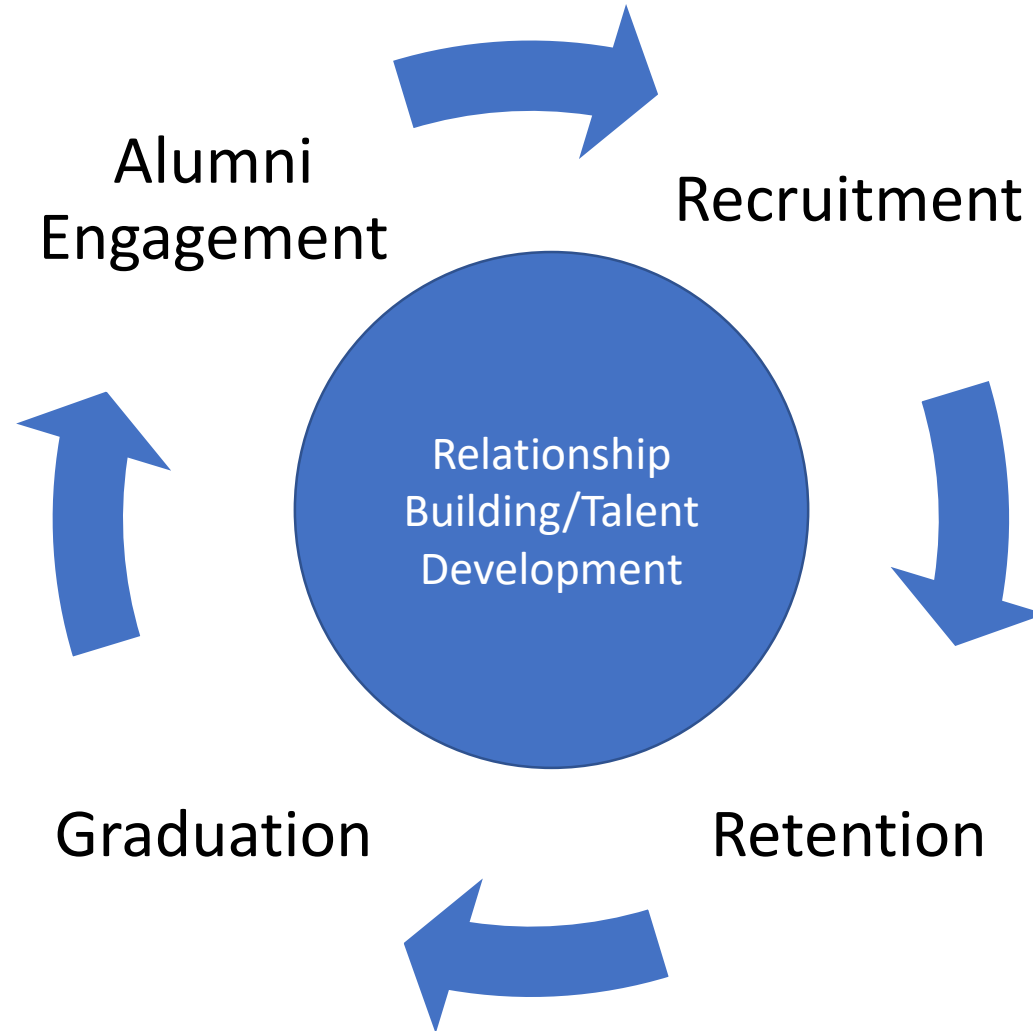
Via Zoom

askgrad@mtsu.edu

Purpose

- Share information (faculty to faculty)
- Faculty/students (our best marketers) – human connection
- CGS understand how to support your program
- Parking lot questions

Student Life Cycle



Ineffective

- Local print, television, and radio ads
- Lists of names of adult learners
- Social media
- International students as recruiters for their countries
- Mobile specific web sites/QR codes
- Alumni referrals
- Ads in discipline publications

Effective

- Financial aid awards at the time of admission
- Fellowships without work obligations
- Web pages to attract inquiries
- Campus visits for admitted students
- Follow ups by phone or email with students – complete applications
- SEO Optimization
- Up-to-date website

Other Considerations - Discounts

- Geographical reach (R250)
- Academic Common Market (ACM)
- Employee waivers
- Pre-paid (McNair Scholars)
- Others who don't need funding

Why not graduate school?

- Money
- Didn't like the school experience (relevance)
- Time/fit in life
- Family commitments
- Not “graduate school material”

Relationship Building

- Engage current graduate students
- Understand your capacity
- Develop relationships with employers
- Pre-advise (relationship to continue throughout life cycle)
- Discuss - trajectory (I am a ... professional) – not just student

Data Collection

- Track activity
- Measure activity – e.g., CRM
- Employ other digital methods – measurable and cost less
- Log calls and email addresses
- Assess what works and when

Follow Ups

- Respond immediately (Internet, phone)
- Contact about missing items
- Look to exemplar programs (Music, Professional Studies)
- Give personal touch
- Recognize - come for faculty (especially at doctoral level)
- Assess - fit with program/fit with graduate school
- Assess - readiness for graduate school
- Share syllabi

Diversity

- Gaining clarity about diversity objectives & commitment
- Advertising funding in brochures and on Web
- Engaging minority students/faculty – but not overdependence
- Soliciting commitment by all existing students/faculty
- Hosting annual program – cross cultural issues
- Tapping personal network
- Establishing HBCU contacts – pipeline

Techniques

- Developing cohort programs – repackage - reframe
- Reconsidering delivery hours (what does the competition do?)
- Identifying competition? - outside of traditional higher ed
- Accommodating family obligations
- Experimenting with location of course delivery
- Experimenting with hybrid delivery
- Experimenting with module delivery
- Requiring admission acceptance

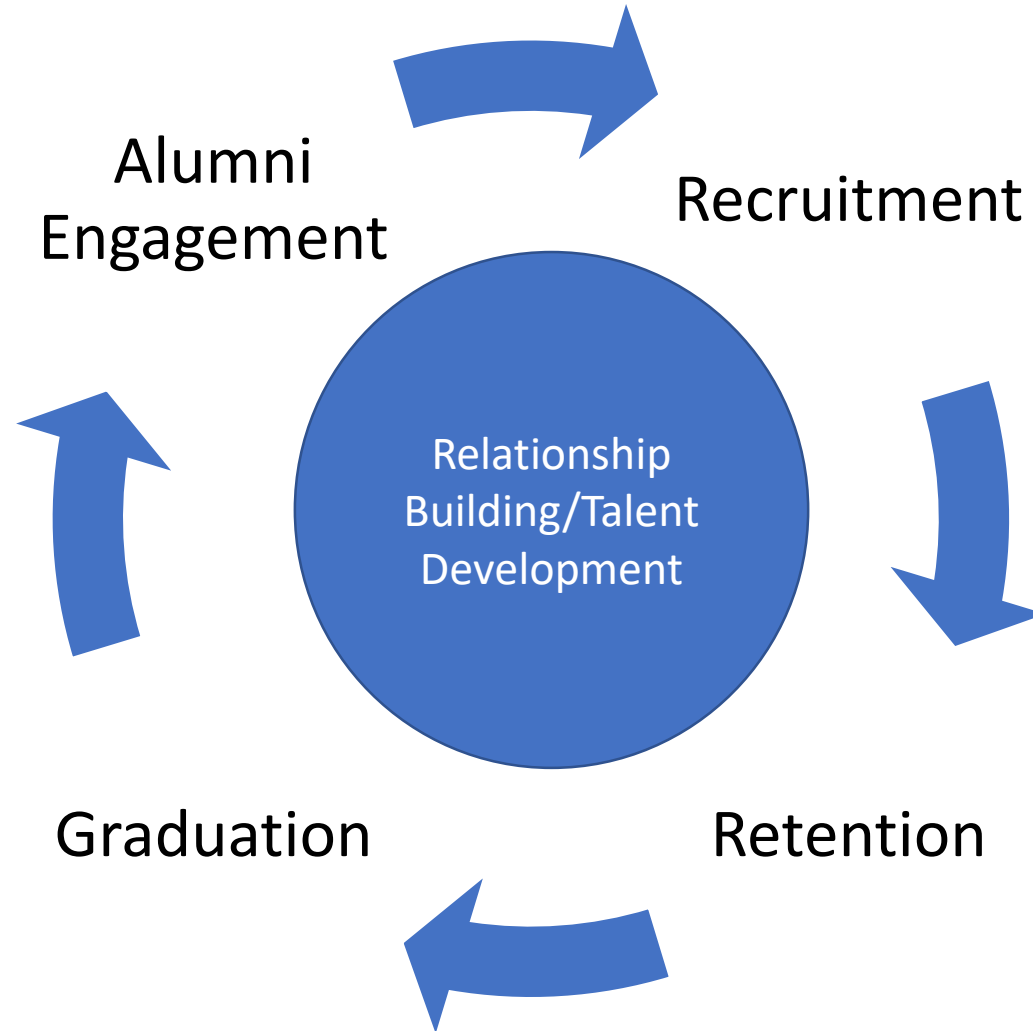
Other Techniques

- Continuing education – levels – locations - organizations
- Instituting certifications
- Hosting a table at professional/student conferences
- Reaching out to undergraduates from MTSU
- Connecting to a strong undergraduate programs at other institutions
- Talking in senior professional development courses
- Inviting participation in courses/labs

Pipelines – the Long View

- Reaching out to strong undergraduate programs - MOUs
- Reaching out to HBCUs – MOUs
- Establishing business/industry on-site programs
- Reaching out to state employees
- Reaching out to promotion seekers
- Hosting sessions for people who have always wanted to....
- Applying for research project funding

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