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

- Recruitment
- Alumni Engagement
- Graduation
- Retention
- Relationship Building/Talent Development
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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