Strategic Enrolment Management & Marketing

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Graduate School
Changing Strategic Environment

• Reduction in state dollars and GA budgets: not expected to come back soon unless we can generate our own funds
• Tennessee Promise will shift the balance towards colleges with large graduate programs (esp. for strong undergrads)
• Marketing for graduate programs has spillover effects to undergraduate recruitment
• SRI budget models will decentralize revenues and responsibilities to college, department and program levels
• You will be masters of your own fate/funds to a greater extent – portfolio model and enrolment management skills are going to be critical – we are here to help
• Enrolments are going to matter in our world!
Enrolment Management is a Process: Manage Stage by Stage

1) How do we reach the most prospects
2) How do we maximize applicants from prospects
3) How do we get applicants to complete their applications
4) How do we efficiently admit applicants
5) How do we get those admitted to enroll (yield rate)
Tracking Your Efforts is Key

- Target enrolment # given markets, competition and academic capacity (goals!)
- # of applicants compared to target and past
- % of complete applicants
- % of complete applicants who are admitted
- % of admits who enroll
- Track this on a weekly basis and link to your activities and actions
Graduate Programs Marketing 101

- Outdated approach: we offer = they will come
- Two categories: branding versus program specific action
- Branding: constant, awareness, catchy slogans (second to none; not your mother’s Memphis State) for attitudinal shift
- Program specific action: linking audience needs to program features for action orientation (enrolment)
Graduate Programs Marketing 102

• Understand who are your prospects – attributes
• Understand how to reach them best – efficiency versus effectiveness
• Understand who is your competition: how do you differentiate or take them on directly – what are their strengths and weaknesses
• Learn about your media options: billboards (location + prices), newspaper ads, radio, TV, event-based, free advertising opportunities, social media, GRE lists, email blasting, etc.
• Have a marketing plan and review constantly based on budgets and your progress
Personalization Is the New Norm

• Student prospects must sense that we proactively want to get to know and meet them (more than our competition)
• Student prospects must feel that we care about their applications, their learning and their success
• Student prospects must always have a personal point of contact who is known and available
• We need to be constantly in touch with our prospects, applicants and students
Questions?

Experiences or Expertise to Share?
The Graduate Admissions Process and Information Supports Documents

Lemmie Griggs
Supervisor, Graduate Admissions
The Office

• The Graduate Admissions Office
  • Handles the preliminary review of student’s application.
    • Collect student documentation
      • Transcripts, Test Scores, etc.
  • Provides information to incoming/current graduate students on various questions, concerns, issues, etc.
The Office

• The Graduate Admissions Office
  • Now processes student applications by college and program.
  • This process will allow for Program Leaders and Counselors to have better relationships.
  • This is will also help with efficiencies in both the Grad School and Graduate Programs.
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Admissions holds; transcript holds; oversees all Graduate Admissions processes.

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The Process

• The Graduate Admissions Process is quite simple but yet quite complicated.
The Process

• The Graduate Admission Process is broken into two parts
  • Graduate Admissions Side
    • Collect university requirements and send application file to departments.
      • Transcripts, Test Scores, etc.
  • The Departmental Side
    • Collect departmental documentation and meet to make admissions decisions
    • 111 program, all with different program requirements
Information Support Documents

- Applicant List 1
  - What’s important
    - Student contact information
- Applicant List 2
  - What’s important
    - Students documentation checklist items
    - Decision Date
    - DRF Sent Date
Things to Know

• There is only one admission decision, Yours!
  • We act on the behalf on the department.

• DRF (Department Recommendation Forms)
  • We are able to track this information to better our processes.

• Memo
  • Remember if a student’s file requires a memo, don’t forget to add comments to comment box

• We want to focus more on the student.
  • We will try our best to stay in contact with applicants
Questions

• ??????
GRADUATION PROCESSES AND REOCCURRING PROBLEMS

When filing for graduation, students must submit the following forms:

- a graduation application in MyMemphis account;
- a Master’s, Doctoral, or Graduate Certificate Candidacy Form;
  - Exception: Students apply for an Education Specialist degree may substitute the College of Education, Health and Human Sciences Education Specialist Program of Studies and Candidacy form for the Graduate School candidacy form.
- a Course Substitution Form, when applicable; and
- a Comprehensive Examination Results Form
Filing Eligibility Rules for MyMemphis Application

- Students must have a cumulative graduate GPA of 3.00 or better entering final term of course work.

- Students must be fully admitted to a graduate degree and/or graduate certificate program before filing graduation application.

- Students classified as Non-Degree are NOT eligible to file.
B. Self Service Application to Graduate

Self-Service Menu Items:

Apply to Graduate – The graduation application is accessed through the portal, myMemphis, by selecting the My Degree tab and navigating to the Commencement and graduation channel. (Step 2)

The pages in the application process, “Apply to Graduate”, are:

1) Curriculum Term Selection
2) Curriculum Selection
3) Graduation Date Selection
4) Diploma Mailing Address Selection
5) Graduation Application Summary
6) Graduation Application Signature page.
A. Commencement and Graduation Channel Overview

Students will file their intent to graduate using the Self Service Banner application beginning September 11, 2012. All steps for students related to graduation will be found in the “Commencement and graduation” channel on the My Degree tab in myMemphis.

Below are some of the courses that you can take to complete your program. When several courses might satisfy the same degree requirement, the star rating may be helpful in selecting one course over another. Please consult your Academic Advisor and UADegree for specific program requirements.

Your Major: Anthropology
Your Advisor: None

We currently don’t have any course recommendations for you in the system.

If you are not currently enrolled, or you are a faculty, staff or alumni not taking courses, the system will not display any course suggestions.

If you are interested in enrolling in courses or degree programs, please go to www.memphis.edu/admissions for more information.

Step 1: Prerequisites for Applying (linked to http://www.memphis.edu/commencement/prerequisites.htm)

Provides special notes related to the application process along with some commencement guidelines.

Step 2: Apply to Graduate – This selection connects the student to the Self Service Banner graduation application.
**Reoccurring Problem:**

- Students completing course work for graduate certificates or PhD students who decide to earn a master’s degree along the way cannot complete application process because they have not been admitted to certificate and/or degree programs.

**Possible Solutions:**

- Encourage students to submit a Change of Status Application to Graduate Admissions, (FedEx Institute of Technology Building, Suite 201) **BEFORE** completing courses for a certificate.
- Encourage PhD students to consider the master’s degree early in their program so they can submit a Change of Status Application and be admitted before they file for graduation.
Select Curriculum

- Current Program
  - Bachelor of Science
  - Level: Undergraduate
  - College: College of Arts and Sciences
  - Major and Department: Mathematical Sciences, Mathematical Sciences
  - Major and Department: Physics, Physics
  - Minor: Philosophy

Continue

Graduation Date Selection

- Select a date for your expected graduation.
- May ceremonies are subject to change. Please note these details if you are filing for May.

* indicates required field

Curriculum
- Current Program
  - Bachelor of Science
- Level: Undergraduate
- College: College of Arts and Sciences
- Major and Department: Mathematical Sciences, Mathematical Sciences
- Major and Department: Physics, Physics
- Minor: Philosophy

Select Graduation Date

- Graduation Date: None
  - Options:
    - Dec 15, 2012 Term: Fall Term 2012 Year: 2012-2013 Academic Year
    - May 11, 2013 Term: Spring Term 2013 Year: 2012-2013 Academic Year
    - Aug 11, 2013 Term: Summer Term 2013 Year: 2012-2013 Academic Year

Continue

Diploma Mailing Address Selection

- Please enter or edit a new mailing address for your diploma. Use "One of your Addresses" to select or change the mailing address for your
DEGREE AND CERTIFICATE CANDIDACY FORMS

Graduating students are required to submit candidacy forms, which are due the same day as the graduation application in MyMemphis. For academic year deadlines, go to the following web page:

http://www.memphis.edu/gradschool/deadlines.php
ITEMS TO REVIEW ON CANDIDACY FORMS

- Master’s time limitations - 6 yrs. for 30-33 hours; 8 yrs. for 36 hours or more.

- Doctoral time limitations - 10 yrs. for courses; additional 2 yrs. for dissertation. Students in CEPR, FCBE, and LDPS - 10 yrs. to complete courses and dissertations).

- Master’s programs: 70% of courses must be completed at 7000 level; 30% of courses are allowed at 6000 level.

- Doctoral programs: only 15 hours of 6000 level courses.

- No more than 7 hours of C grades.

- Students should NOT list excess hours beyond what is required for degree programs.
Reoccurring Problem:

- Students apply to graduate in MyMemphis but do not complete the required candidacy forms.

Possible Solutions:

- Have advisors “get the message out” to their students about the required forms.
  - Obtain email addresses for students in your department, if you do not already have access. Send emails with links to “Graduation Information” page on Graduate School website and any other information.
  - Consider adding deadlines to departmental degree checklists or student handbooks.

- Consider setting a specific departmental deadline for students to submit candidacy forms to advisors.
COURSE SUBSTITUTION FORM

When applicable, complete and attach a Course Substitution form to student’s candidacy forms when he/she enrolls in a course other than one required.

Reoccurring Problem:
- Substitution forms missing from candidacy forms
- Graduation analyst must request form from student’s advisor.

Possible Solution:
- Encourage advisors to include substitution form with candidacy form
- Or have them complete the form during the term student is enrolled in substitution course and send to the Graduate School.
The Tennessee Board of Regents requires the Graduate School to have comprehensive examinations results on file for all master’s and doctoral students.

- Comprehensive examinations are administered **ONLY** to those students in good standing and may be oral, written, or both.

- Results forms **MUST** be submitted for all students completing a master’s thesis. In most departments, the oral defense is used to satisfy the comprehensive exam requirement.
TRANSFER CREDIT EVALUATION FORM

Credit previously earned at another graduate institution which has not been applied towards any degree MUST be submitted for evaluation no later than the end of the student's second semester of enrollment.

- **Master’s students**: the maximum number of combined hours for transfer credit, credit by exam, course validation and experiential learning that can be used to fulfill degree requirements is 12.
- **Doctoral students**: the maximum amount of combined hours is one-third the total number of hours required for a degree.
- **Graduate Certificate students**: only 3 hours may be accepted for transfer.

Transfer grades earned will not be computed in the UofM cumulative GPA, nor will they be accepted unless they are a "B" or better.
Reoccurring problem:

Some evaluation forms are not being submitted to the Graduate School for processing until students submit the appropriate paperwork for graduation.

Subsequently, there have been instances where courses may be too old to count for a degree, courses were earned at a non-accredited university, or courses were completed during the time a student was completing his/her undergraduate degree and were counted towards the degree, which in turn have caused students to not graduate when the planned.

Solution:

Please make every effort to insure that courses are evaluated and the appropriate papers are submitted to the Graduate School for processing. If you notice that a course was earned during the time the student was working on an undergraduate degree, ask him/her if the course was counted towards the degree. If it was NOT, a letter should be sent to student’s advisor or program leaders directly from the institution stating that the course was not used for degree purposes. This letter should be attached to evaluation form.
Schedule Adjustment Process

Schedule Adjustment Questions

- Can a student register late, after regular registration is over?
- If so, how is the purge process taken into account?
- Can a student register after registration is closed?
- Where can I find the deadlines?
- Can a student alter their course schedule after registration is closed?
- What is the process?
Schedule Adjustment Process

Why is the Schedule Adjustment Process Needed?

- Student enters the UofM late.
- Advising error.
- Change sections of a course.
- Stay appraised of student needs, administrative issues, retention, graduation.
- Student needs to drop a class.
- Student needs to add a class.
Schedule Adjustment Process

Forms

Schedule Adjustment Form

Instructor Sign-Off for Late Registrations/Late Adds

Request for Approval to Register After Late Registration

Form Errors/Omissions...
Schedule Adjustment Process

Steps in the Process

• Careful advising; provide proper forms, permits and pins
• Instructor and student signs off
• Department signs off
• Graduate School signs off
• Registrar and Bursar sign-offs (late registration form)
• Drop or add classes? Consider financial aid implications. Send student to financial aid for an appointment.
Student Terminations

Is there a formal, consistent process?
http://www.memphis.edu/gradcatalog/acad_reg/termination.php
Note: This is NOT an appeal form. Appeal of termination is possible and may be a part of this process.
http://www.memphis.edu/gradcatalog/retentionappeals.php

Time limitations for termination process.
Purge-for-Non-Pay Process

Preliminary Questions

• What is the purge process?
• How often does the purge process take place?
• Why is it necessary?
• Can students be reinstated?
Purge-for-Non-Pay Process

Timing: resolve before classes start.
http://bf.memphis.edu/finance/bursar/calendars.php

Purge lists run daily. Your department will / has been notified of at-risk students

Contact your at risk students – important for retention/enrollment numbers, funding guidelines.
Purge-for-Non-Pay Process

If students are purged, they are allowed one reinstatement.

• Student MUST take responsibility for submitting the proper form.
• $200 late payment fee.
• Student must sign the form.
• Student takes form to Registrar’s Office.
• All tuition and fees due in full upon reinstatement, no payment plan for the semester.