TARGETED ACHIEVEMENTS

Promoting Graduate Enrollment Growth

Increased enrollments by over 1.5% in Fall 2017, following the prior year's increase of 4.7%.

Maintained focused enrollment management and growth through graduate program leader trainings hosted by the Graduate School.

Reinforced the need for focusing on enrollment growth at monthly UCGS and monthly Graduate Director meetings.

Introduced new advertising and recruitment campaigns:

- Billboards for enticing people to enroll in graduate certificate programs
- Social media and Radio/Pandora for attracting people to graduate certificates, graduate programs, and information fairs
- Produced student “Lightning Talks” videos focused on their passion about their major and use as recruiting material
- Hosted the Society for Human Resource Management (SHRM) meeting to market graduate educational opportunities for company employees
- Football and basketball event information tables to market graduate programs
- Staffed University Center Atrium information tables to inform current students and staff of graduate programs available to them
- Sent out email campaigns to undergraduate students and honors students to encourage them to enroll in graduate programs
- Included ads in the Alumni Association newsletter and emails to get alumni to come to graduate information fairs to learn about graduate school programs and enrollment processes
- With more than 65 visitors attending each session, held open houses for graduate degrees, for international students, and for graduate certificate programs inviting faculty, staff, students, and alumni to come visit with us

Implementing Liaison International UniCAS application system to streamline and increase visibility of prospective student information to improve application decision making outcomes and to increase accepted-student graduate enrollments.
Recovered from application system vendor close of operations without the loss of applicant data and completed cataloging of application components prior to vendor shutdown.

Drew record numbers with over 300 visitors to the Fall 2017 Graduate School Information Fair to encourage visitors to apply to graduate programs, with additional information sessions held drawing another 75 students.

Worked with key departments to recruit higher-quality graduate students for supporting research programs.

Encouraged graduate programs to earn top rankings with nineteen (19) graduate programs ranked by U.S. News and World Reports.

Continued SciPhD training program in its third year in collaboration with UTHSC for the professional development of STEM graduate students.

Worked with FedEx to bring a command center to the South Campus that will fund a host of graduate assistantships.

Worked with Lambuth Vice Provost to bring more graduate programs to that campus in order to increase graduate program presence and option to Jackson residence.

Worked with The Honors College Dean to market programs to Honors students with routine marketing efforts.

Met with the Intensive English for Internationals Program Director to recruit students from IEI to graduate programs.

Worked closely with UMGlobal to increase the number of students and number of programs with fully online graduate courses.

**Streamlining Graduate Curriculum Updating**

Completed catalog management software (Acalog) implementation.

Obtained Acalog and Curriculog certification by the Publications Coordinator, releasing the 2018-2019 catalogue in the new system.

Supported the implementation of a new process for new program approvals involving THEC and our Board of Trustees.

**Enhancing Communications among Partners On and Off Campus**

Strengthened relationship between Graduate School and the Center for International Education Services through regular meetings and a collaborative annual retreat.
Implemented monthly cross-training to educate staff on all services supported by the Graduate School and the Center for International Education Services, to better support prospective and current graduate students queries.

Simplified and re-organized website based on Assistant Director of Marketing and Communication’s input, for prospective and current students to find the information they need.

Shared best practices with other Tennessee universities through participation in TCGS then implementing improvements in our services.

Showcased student research at Graduate Education Week at the Tennessee legislature, utilizing the proclamation for graduate education to build brand reputation.

Organized and managed that data collection for the NIH survey.

**Automating Graduate Student Processes**

Streamlined and automated credit-by-exam, course validation processes, and dissertation submission processes

Liaised with Student Leadership office to modernize student travel fund operations.

Consolidated communication of international student employment processes into one resource for departments to use.

Built a student complaint database implemented for SACS compliance.

Enrolled 57 students now in the insurance program with Church Health Center – UofM partnership.

**Improving Graduate Student Support Processes**

Introduced new thesis and dissertation workshops to help students graduate.

Automated dissertation submission process with Proquest to help PhD students graduate.

Completed search for new Graduate Graduation Analyst, hiring and transition.

 Managed the completion of over 130 dissertations and 105 master’s thesis.

Emphasized research with 168 students presented posters at the Student Research Forum, with 108 faculty judges participating.

Managed the candidate review process and administration of 18 fellowships and scholarships.
Added a new segment to our New Student Orientation and TA Teaching Effectiveness Workshops based on student feedback from prior years, dealing with difficult student situations.

Improved the advertising and participation in Graduate Student Association Professional Development Seminars.

**MANAGED NEW CURRICULAR REVISIONS AND ADDITIONS**

- Graduate certificate in Analytical Chemistry
- Graduate certificate in Organic Chemistry
- Graduate certificate in School Social Work
- Graduate Certificate in Data Analytics for Management
- Graduate certificate in Disability Support Services

Name change from the Department of Social Work to the School of Social Work

Name Change - Business Intelligence and Analytics Graduate Certificate to “Data Analytics for Technology”

Name change - “reading” concentration to “literacy” for the ICL MS

Name change - “reading” concentration to “literacy” for the ICL EdD

Name change - “Sport Commerce” MS to “Sport and Hospitality Management” MS

Concentration in Sport Commerce

Concentration in Hospitality Management

Concentration in early Childhood/Special Education PreK-3

**MANAGED THE PROPOSAL OF NEW ACADEMIC PROGRAM FROM INITIATION**

- MS in Disability Support Services proposal
- Doctor of Social Work proposal
- MS in Engineering Management

**MANAGED IN PROGRESS ACADEMIC PROGRAM PROPOSALS ALREADY IN PROGRESS**

- PhD in Urban Affairs proposal
MS in Biostatistics

Doctor of Liberal Studies

Conversion of the Counseling EdD to a PhD

**IMPLEMENTED UCSG POLICY CHANGES**

UCGS By-laws updated to reflect the addition of the Associate Dean

Comprehensive Exam Task Force drafted new language for the Graduate Catalog regarding the components of comprehensive exams. The graduate catalog now reads, “This examination will normally contain both written and oral components, covering the major and collateral fields of study. Decision on the examination component(s) will be made by the program faculty members to preserve subject area competency, and any waiver of written or oral component will be documented and included in the record.”

GPA Policy Revision task force established a process with the Registrar's Office for students to be able to request that a grade be removed from their transcript once the course has expired.

**U of M GRADUATE SCHOOL GOALS**

1. Continue efforts to grow numbers of tuition paying graduate students;
2. Minimize impact of environmental pressures that are reducing applications by international students who pay OOS tuition;
3. Undertake efforts to increase the quality of graduate students applying to the University of Memphis graduate programs;
4. Strengthen ability to support fully online graduate enrollments;
5. Work with local graduate program leaders to increase the number of UoM graduate and certificate programs to meet market demands and/or that are ranked;
6. Transition graduate admission counselors into proactive front-line recruitment roles given that the implementation of UniCAS that will streamline the admissions process;
7. Increase awareness of the depth and breadth of graduate program educational opportunities throughout the mid-south and beyond;
8. Continue seeking and communication to programs opportunities for non-state funding sources to grow the number of graduate assistantships and financial aid support on campus;
9. Strengthen the link between graduate students and the research enterprise on campus;
10. Seek out avenues for greater involvement by graduate students in regional entrepreneurial ventures;
11. Increase both the number of interdisciplinary graduate programs on campus and the number of graduate students undertaking interdisciplinary research projects;
12. Increase degree completion in graduate programs.

**CENTER FOR INTERNATIONAL EDUCATION SERVICES ACCOMPLISHMENTS**

*July 1, 2017 – June 30, 2018*

1. **The University of Memphis hosted the following Fulbright Scholars during the 2017-18 AY**

<table>
<thead>
<tr>
<th>Name</th>
<th>Country</th>
<th>Faculty Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Katarzyna Aleksandra Malecka</td>
<td>Poland</td>
<td>Dr. Robert Neimeyer, Psychology</td>
</tr>
<tr>
<td>Dr. Ion Copoeru</td>
<td>Romania</td>
<td>Dr. Tom Nenon, Philosophy</td>
</tr>
<tr>
<td>Dr. Fernando Hernandez</td>
<td>Argentina</td>
<td>Dr. Jennifer Mandel, Biology</td>
</tr>
<tr>
<td>Emil Fermin Ubaldo</td>
<td>Philippines</td>
<td>PhD Student, Applied Linguistics</td>
</tr>
</tbody>
</table>

2. **Two U of M students were awarded Fulbright scholarships**
   Danielle Porter, Spanish and Psychology major - Spain
   Robert Warren, School of Music - Austria

3. **Intensive English for Internationals (IEI)**
   Maintained enrollment at 250+/- unique students; 440+/- total
   Increased cross-campus collaboration with academic departments, specifically, Engineering and English Department
   Offered intensive English Courses at Collierville Campus
   Designed new summer intensive English course for local high school students

4. **Study Abroad**

<table>
<thead>
<tr>
<th>School year</th>
<th>Total U of M students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 - 2014</td>
<td>354</td>
</tr>
<tr>
<td>2014 - 2015</td>
<td>367</td>
</tr>
<tr>
<td>2015 - 2016</td>
<td>387</td>
</tr>
<tr>
<td>2016 - 2017</td>
<td>285</td>
</tr>
<tr>
<td>2017 - 2018</td>
<td>325</td>
</tr>
</tbody>
</table>

- 3 consecutive years of producing the highest number of Gilman scholarship recipients in TN.
- The Bureau of Educational and Cultural Affairs (ECA), US Department of State ranked the U of M #18 among the top producing institutions for the Gilman scholarship for the 2016-17 academic year.
- The U of M also ranked #11 for Racial and Ethnic Minority students who received the Gilman award in large institutions.
- 61 passport applications at first Passport drive on campus in the Spring Semester
• Study Abroad Initiative grant awarded to 4 TRIO and 1 HAAMI student to promote diversity in study abroad participation

5. **International Student Services**

   • Increased enrollment of international students

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring</td>
<td>502</td>
<td>483</td>
<td>521</td>
<td>590</td>
</tr>
<tr>
<td>Fall</td>
<td>502</td>
<td>521</td>
<td>601</td>
<td></td>
</tr>
</tbody>
</table>

• Organized several events focused on engagement and retention of International Students such as Travel Ban Workshops, International Night, Welcome Week Bash, International Education Week, International Coffee House, Thanksgiving for Internationals and Halloween.