

Shaping a Research Agenda for Master's Education

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SCHOOL *of*
GRADUATE STUDIES

EAST TENNESSEE STATE UNIVERSITY

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THE GRADUATE COLLEGE

Overview of Session

- Strengths and weaknesses of research available as a resource to master's or primarily master's institutions
- Overview of Texas State University and East Tennessee State University
- Examples of data driven and assessed initiatives at Texas State and ETSU
- Open discussion of research needs for master's institutions.
 - How do we define success?
 - What do we wish we knew?
 - If CGS were to consider a study, what would be helpful to us?

CGS Publications On Master's Education



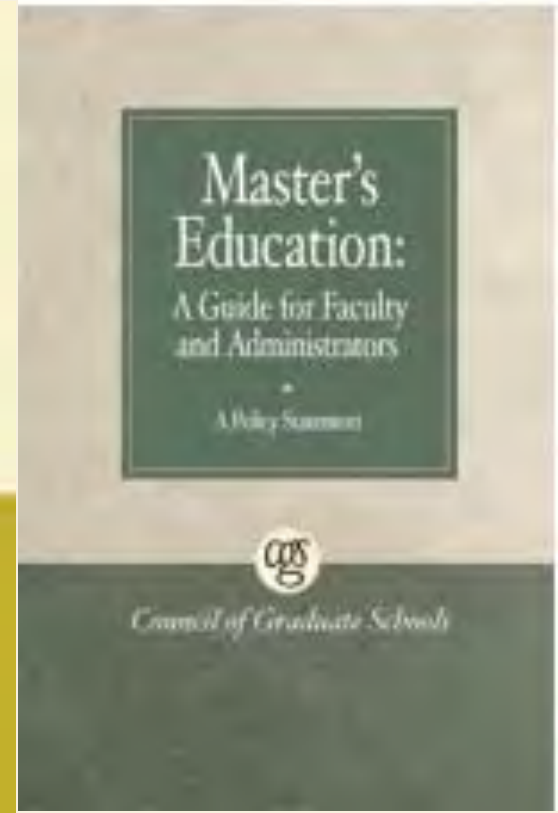
2013



2011



2010



2005

Overview of Texas State University

- Doctoral University: Higher Research Activity
- Total Enrollment: over 38,000 total (5th largest institution in Texas)
- Hispanic Serving Institution: 36% of students are Hispanic, 52% are racial or ethnic minorities
- Graduate Enrollment: over 4,000 students (approx. 88% master's, 12% doctoral)
- The Graduate College: 13 Doctoral Programs, 91 Master's Programs
- 10 Colleges: Applied Arts, Business, Education, Fine Arts & Communication, Health Professions, Liberal Arts, Science & Engineering, The Graduate College, Honors College, University College
- 42% of graduate students part-time, 66% female, 8% international



Overview of East Tennessee State University

- Comprehensive, Regional State University with Division of Academic Affairs and Division of Health Affairs; Doctoral Research University
- **11 Colleges and Schools:** Education, Arts and Sciences, Business and Technology, Clinical and Rehabilitative Health Sciences, Nursing, Public Health, Pharmacy, Honors, Medicine, Continuing Studies, Graduate Studies
- Total Enrollment: approximately 15,000 (550 in COM and COP)
- School of Graduate Studies: 12 Doctoral Programs, 42 Master's Programs, 30 Graduate Certificate Programs
- 5-year Graduate Program Trend Data: 53% increase applications, 18% increase enrollment; 28% increase in graduation
- Current Enrollment: just under 2500 graduate students, approx. 70% masters and 25% doctoral.
- 30% budget from state (graduate metric is degrees awarded), 70% from tuition and fees

Examples of Data Driven Initiatives at ETSU

- Graduate Education Success at ETSU: strong programs, enrollment, graduates, quality experience as reflected on exit surveys.
- **Program Design/Redesign – know your audience and target market**
 - Full time versus part-time; accessible to working professionals
 - Residential or available from distance
 - Enrollment capacity
 - Certificates articulating into degree programs
 - Program staffing – traditional, entrepreneurial, staffing culminating experience
- Culminating experience appropriate for major and goals
- Role of School of Graduate Studies (SGS)
 - Program approval process (quality, demand/need); graduate faculty status
 - Tracking inquiries, applications, admission, enrollment

ETSU Recruitment and Enrollment Initiatives

- Recruiter
- International Recruiter (50% effort)
- Online Graduate Student Liaison
- **Yield (track applications submitted by contacts; admission)**
- Web and Social Media (analytics)
- **Commercial services and assessment of efficacy (landing page)**
- Tours (80% apply, 70% accepted)
- University-wide initiatives
 - Non-registered students
 - Students who have not yet paid

ETSU Professional Development

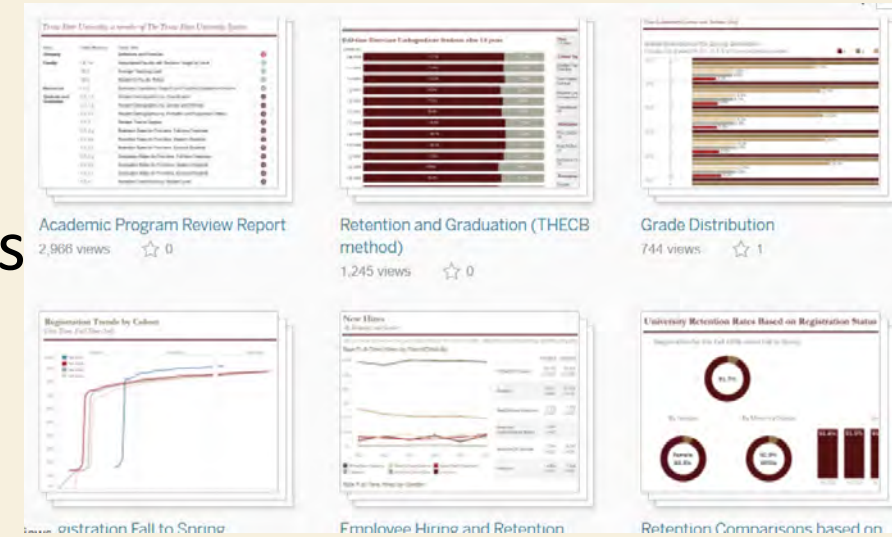
- **Formal Courses for Students** – translational skills: Teaching Pedagogy for GA (500), Responsible Conduct Research (58); developed in response to exit surveys: Art of Self Marketing (15), Career Planning (19), Interpersonal Interactions (new spr '18), Leadership for Professionals (22)
- **Formal Courses for Faculty** – Technology Leadership (2 semesters; 183), Grant Writing (2 semesters; 67), Mentoring student Research (54), Teaching for Learning in Higher Ed (21; undergoing redesign)
- **Research**
 - Grants for Thesis/Dissertation Students (8-10 per year, competitive)
 - Illuminated magazine
 - Appalachian Research Forum (30% increase in participants last 3 years)
- **Awards** – Thesis/Dissertation/Capstone, Teaching, Service for Public Good, Mentor
- **Workshops** – Thesis/Dissertation, Meet the Deans, GRE Preparation

ETSU Retention and Graduation

- New Student Orientation (on ground, online, streamed; track participation; wish we could get data on if students who attend have smoother experience)
- **Graduate Student Success Specialists** – nearly 300 students served in last 5 years; 80% retention
- **Online Graduate Student Liaison** – number of student service requests decreased by half and correlates with adding new content to online orientation
- Fellowships – Add-On (recruit or retain “best and brightest”)
- Scholarships – Thesis/Dissertation (96% graduation), Fee Scholarship for GAs in Humanities (new), Buc\$ for Books (new), two other new ones being set up
- **Boot Camp** (thesis/dissertation/capstone) – nearly 300 registrations; many graduations (all so far that could, others in progress); 2-5 students from other schools attend each semester.
- **Bucky’s Pantry** (5 years) and **Bucky’s Closet** (new)

Data Sources at Texas State

- **Strong Institutional Research Office**
 - Custom data set for graduate programs
 - Application, registration, enrollment reports
 - Retention, time to degree
 - Available for custom queries
- **Graduate College Research on Grad Ed**
 - Graduate Student Perceptions about Experience on Campus (lead: Associate Dean Dr. Eric Paulson)
 - G.P. A = Graduate Program Awareness (Associate Dean Dr. Eric Paulson)
 - Communicating with Graduate Students (lead: Assistant Dean Dr. Sandy Rao)
 - Data from admissions system, Vireo, Degree Works



Recruitment and Enrollment Initiatives at TXST

- **Graduate Education a Key Goal in University's Strategic Plan**
- **Declining Enrollment Initiative**
- Involvement in Academic Program Review
- Sharing of Best Practices & Recruitment Funding
- Funding of International Recruiter (reports to International Office)
- Planned adoption of new admissions software
- Hire of Publication Writer

Professional Development at TXST

- Shop Talks / Workshops for Students & Certificate of Completion
 - Offered face-to-face, live-streamed, recorded, webinar
 - Topics identified through research, student & faculty input
- Workshops for Graduate Support Staff
- Partnership with Faculty Development
- **Restructuring of Graduate Council Meetings**
- Networking Opportunities for Graduate Advisors (new in Spring)

Retention and Graduation at TXST

- **Hire of External Funding Coordinator**
 - Workshops
 - Database of funding opportunities tailored to degree
 - One-on-one application support
- Thesis / Dissertation Research Support Fellowships
- Grad Bulletin: News you can use
- Active Social Media
- Running with the Graduate Deans
- **Monitoring of time to degree**

Questions to Spark Discussion

- How do our institutions currently define success? How would we like to define success? (performance indicators) and What data do we need to determine that success?
- Do program performance reviews happen often enough to be able to facilitate change/improvement? Would it be helpful or harmful to group programs for program review?
- What is the profile of your master's students and how do they differ from Ph.D. students?
- Have you identified specific needs of master's students on your campus
- **If CGS were to consider a study on master's education, what would be helpful to us?**
- Graduate School/College Best Practices; Institutional Best Practices for Graduate Education (latter usually focused on undergraduate)