MASTER’S LEVEL ENROLLMENT MANAGEMENT

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THE UNIVERSITY OF NEW MEXICO
GRADUATE STUDIES

JULIE COONROD, DEAN
At a glance

Hispanic Serving Institution
(42% Hispanic, 37% White, 5% Native American)

Carnegie Highest Research Activity
At a glance

- **26,000** students main campus (in Albuquerque)
- About **25%** are graduate/professional
- **1200** master’s degrees/yr
- **200** PhD/yr
- **300** professional doctorates/yr
Challenge

- Advertisements
- Communication
- Enrollment
- Budget
Challenge: structure / de-centralization

12 College/school deans with minimal growth incentives
Challenge: research production

If it weren't for the pesky consumer, our business would be doing great.
Challenge: philosophy

Master’s Degree
Strategy: Make sure deans know

Faculty : Student by graduate program
How can I communicate (i.e. advertise) without increasing my budget?

Strategy: Make the most of the communication tools that you already have.

Website (hire a grad student)
  graphic artist, think beyond IT

In the absence of a CRM, use the tools you have
  most online applications have a way to contact applicants
Website (grad.unm.edu)
Well maintained
Easy navigation

UNM Students in the Spotlight

DOCTORAL CANDIDATE FIORELLA VERA-ADRIANZEN RECENTLY RETURNED FROM EIGHT MONTHS OF FIELDWORK IN PERU, SPONSORED BY THE INTER-AMERICAN FOUNDATION FELLOWSHIP. HER RESEARCH FOCUSES ON POST-CONFLICT TRANSITIONAL JUSTICE, SOCIAL WELFARE, AND GRASSROOTS DEVELOPMENT. READ MORE ABOUT FIORELLA'S WORK HERE!

Check out our LoboBites winners from the Fall 2017 Shared Knowledge Conference!
About Albuquerque

Albuquerque is a vibrant and diverse city with a wealth of attractions year-round. Residents love the warm climate, low cost of living, gorgeous sunshine, unique cuisine, and endless cultural attractions. Learn more about why UNM graduate students love calling Albuquerque home by exploring the links and graphics below!

"12 Reasons to Love New Mexico" from the Huffington Post

"Time to Revisit Underappreciated Albuquerque" from USA Today

"50 Reasons to Love Albuquerque" from New Mexico Magazine

"Albuquerque 2016: Best of Albuquerque" from Trip Advisor
Strategies

**Shared credit programs?**
- Great for students
- Are they great for universities?

**Reduce required hours?**

**Coursework only?**

**Full programs online?**
Strategic Assistantships

- Alumni Affairs / Global Education Office
- Website Designer
- Assisting Faculty in proposal writing

Return on Investment
Summary

• Challenges: budget, de-centralization, research production concerns, politics

• Strategies: share data at deans’ council, shared credit programs, coursework only programs, reduced credit hours, fully online degrees, communication in the absence of CRM (online application, website), strategic assistantships