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MASTER’S EDUCATION

In a Changing Landscape

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Senior Vice Provost for Academic Affairs
My influences:
Georgia Tech
Purdue University
UT Austin
About UT Austin

Year founded: 1883
Alumni: 482,000+
Teaching faculty: 3,128
Undergraduates: 40,168
Grad students: 11,163
Total students: 51,331
About UT Austin

12,400+ Courses

156 Undergraduate programs

85 Doctoral programs

122 Master’s & professional programs

UT Austin is the flagship institution of the University of Texas System.
McDonald Observatory
LBJ Presidential Library
Casa Herrera in Antigua, Guatemala
Marine Science Institute
Marine Science Institute
Other Facilities

- Pickle Research Center
- Michener Center for Writers
- Dobie Paisano Ranch
Demographics of International UT Graduate Degree Recipients

MASTERS AND CERTIFICATE

- China: 36%
- India: 49%
- Japan: 1%
- South Korea: 4%
- Taiwan: 5%
- Brazil: 1%
- Mexico: 2%
- Iran: 1%
- Saudi Arabia: 1%
- Saudi Arabia: 1%
- India: 49%
- China: 36%
Outline

• Attracting International Students
• Enrolling International Students
• Addressing Transition and Retention

Retention and Recruiting go hand in hand
International students often gravitate to east coast and west coast universities.
When international students think of Texas, they often don’t envision the City of Austin.
When international students think of Texas, they often don’t envision the City of Austin.
Instead, international students may think of the wild west
Instead, international students may think of the wild west.
Attracting/Recruiting International Students

Challenges
The State of Texas has a voice in HE

Speakers
Tuition
Access
60x30 TX
Transferrable credits
International students?
Attracting/Recruiting International Students

Survey your students.
Develop a strategy informed by findings.
At PU, we asked admitted students which sources they consulted in deciding on a graduate school. What are the top three sources for Science majors?

- Facebook
- US News and World Report
- Shanghai Jiao Tong/Academic World Ranking
- QS World Rankings
- Internet Search Engines
- University Websites
- Professors and Advisors
Which sources did you consult?

Science Majors:

- US News and World Report: 75%
- Professors and Advisors: 46%
- University Websites: 45%
- Internet Search Engines: 32%
- QS World Rankings: 31%
- Shanghai Jiao Tong/Academic World Ranking: 15%
- Facebook: 2%
At PU, we asked admitted students which sources they consulted in deciding on a graduate school. What are the top sources for Liberal Arts?

- Facebook
- US News and World Report
- Shanghai Jiao Tong/Academic World Ranking
- QS World Rankings
- Internet Search Engines
- University Websites
- Professors and Advisors
Which did you consult?

Liberal Arts Majors:

- University Websites: 63%
- Professors and Advisors: 48%
- US News and World Report: 37%
- Internet Search Engines: 33%
- QS World Rankings: 11%
- Facebook: 7%
- Shanghai Jiao Tong/Academic World Ranking: 2%
How important were the following factors for choosing graduate school? What were top factors for Engineering?

- Campus visit
- Campus location
- Interaction with graduate students
- Ranking and reputation
- Financial support
- Research facilities
How important were the following factors for choosing graduate school?

Engineering Majors:

- Campus location: 25%
- Research facilities: 84%
- Financial support: 83%
- Ranking and reputation: 78%
- Interaction with graduate students: 39%
- Campus visit: 22%
How important were the following factors for choosing graduate school? What were top factors for Liberal Arts?

- Campus visit
- Campus location
- Interaction with graduate students
- Ranking and reputation
- Financial support
- Research facilities
How important were the following factors for choosing graduate school?

Liberal Arts Majors:

- Research facilities: 89%
- Financial support: 81%
- Ranking and reputation: 74%
- Interaction with graduate students: 52%
- Campus visit: 34%
- Campus Location: 29%
Attracting/Recruiting International Students

A few strategies

Advertising. Is this a good approach?
Assessment:
Not many metrics available to assess impact.
Assessment:
Not many metrics available to assess impact. We looked at site traffic to the university’s website during the week the ad ran.

Traffic from Asia
Increased 7 percent from the previous week (13,524 to 14,461)
Traffic from Japan
Increased 18 percent from previous week (484 to 570)
Increased 8 percent from previous year (527 to 570)

Traffic from Tokyo
Increased 13% from previous week (from 197 to 222)
Increased 23% from previous year (from 181 to 222)
Traffic from Hong Kong
Increased 23% from previous year (251 to 309)
Increased 33% from previous week (232 to 309)

Traffic from India
Increased 16% from previous year (3,962 to 4,618)
Increased 10% from previous week (4,201 to 4,618)
Attracting/Recruiting International Students

A few strategies

Electronic and social media outreach
Crafting messages for international students.

Developing promotional videos.

Nicolas:
Selecting a graduate school is one of the most important decisions you will make. There's no better choice than The University of Texas at Austin. Here are a few reasons why UT Austin is an international leader in professional and scholarly graduate education.

Watch this video to learn more about The University of Texas at Austin from current international graduate students.

We're Top Ranked.
The university has 49 graduate programs ranked in the top 10 by U.S. News & World Report—including five programs ranked No. 1. You can choose among our top professional and research programs in business, communication, geosciences, education, engineering, information, fine arts, natural sciences, pharmacy, public affairs, social work and liberal arts.

Research Is What We Do.
There's no better choice for graduate school than UT Austin: 49 of our programs are ranked in the top 10 by U.S. News & World Report, five ranked No. 1. Learn why UT Austin is an international leader: http://bit.ly/UTGraduateSchool
UT’s recruiting video (long)
Social media recruiting video
Lessons Learned

• Craft messages to match media
• Get input from your audience
• Videos can be edited
Georgia Tech Lorraine—1989

- It’s creation
- Student recruiting
- Risks

An example: Georgia Tech provides educational opportunities through its growing network of international campuses around the world, with presence in France, Ireland, Singapore, Shanghai, Peking, and Costa Rica.
Attracting/Recruiting International Students

A few strategies

International partnerships
Global Learning Awards
The President’s Award for Global Learning is the inaugural program of the International Board of Advisors and a result of collaboration among the President’s Office, the Office of the Executive Vice President and Provost, and the International Office.
Clearing the Air: Using Scalable, Low-Cost Sensors to Address India’s Air Quality Knowledge Gaps

South Asia Distribute low-cost sensors to measure air pollution in India. Student team members: Shayan Charolia, Heather Howton, Brian Mai, and Advaitha Reddy. Faculty team members: Dr. Joshua Apte and Dr. David Eaton.
Lowering Maternal Mortality Rates: What Texas Can Learn from the Republic of Georgia, Europe, Russia, and the Caucasus

Helping Texas reduce its maternal mortality rate by examining successful methods in Georgia. Student team members: Anastasiya Byelousova, Parth Gupta, Michael Sanchez, and Lyndsey Wang. Faculty team members: Dr. Amy Liu and Dr. Sharmila Rudrappa.
Attracting/Recruiting International Students

A few strategies

International partnerships—Global Classroom
Expanding the Global Classroom
Expanding the Global Classroom

By putting on HAMLET!
Attracting/Recruiting International Students

A few strategies

International partnerships-ConTex
ConTex was established by the UT System and CONACYT in 2016.

- Provides funding for doctoral and postdoctoral fellowships.
- Provides funding for collaborative research grants to increase binational cooperation between Texas and Mexico.
- ConTex has awarded $2 million for 24 doctoral fellowships, 10 Postdoctoral fellowships, 9 collaborative research grants.
Doctoral Fellowships:
5 yr funding (4 CONACYT + 1 UT System)
$1100/mo + resident tuition + required insurance
(24 total – 8 UT Austin)
Econ / Pet. Eng / History / Gov / CMRP (2)
/ LA Stud / Geo Sci

Postdoctoral Fellowships (10 total – 4 UT Austin)

Collaborative Research (9 total – 5 UT Austin)
Admitting and Enrolling Students

A strategy

Promoting holistic admission practices
Practices for reviewing applications (what we’ve heard)

We accept most students but selectively reject those with low GPA and GRE scores.

We ask each faculty to review one or two applications and provide feedback (accept or reject).

We have a committee that looks at all the applications and makes the admissions decisions.
Holistic Review

GPA general
GPA in discipline
GRE
Research experience
Awards
Letters of recommendation
Study abroad experience
Transcripts

Leadership experience
Team project experience
Industry/internship experience
English proficiency (TOEFL)
Career interest essay
Diversity essay
Other parameters
TRUE OR FALSE

TOEFL stands for Test of English as a Foreign Language.

Is 100 a good score?
TRUE OR FALSE

TOEFL stands for Test of English as a Foreign Language.

Is 100 a good score?

ETS staff recommend that TOEFL sub scores in reading, listening, speaking, and writing should each be 20 or above.
How to use GRE and TOEFL

Do not use GRE as a cutoff filter
Use GRE as one of many measures
Consider each GRE score separately
Keep in mind what it is measuring

Use TOEFL sub scores. Do not rely on total score
Assisting students with their transition

New traditions
New environment
New expectations
Acclimation to Campus

- New culture (free speech)
- Football
- Scooters
Acclimation to Campus

- New culture (free speech)
- Football
- Scooters
Acclimation to Campus

- New culture (free speech)
- Football
- Scooters
Acclimation to Campus

- Housing
- New culture (free speech)
- Football
- Scooters
Navigating a new environment

New traditions
New environment
New expectations

At PU, we developed new orientation sessions.
Navigating a new environment
Navigating a new environment

New traditions
New environment
New expectations

w.r.t. academic honesty, citations, free speech.
Summary and Discussion

Recruiting: Companies? Ads? Campuses?
Admissions: strength of applicants?
Transition: challenges?