Innovations in Master’s Education

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#CGS2019
Finding new markets in Master’s education

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Founded 1908, Normal School
2016 Hispanic-serving Institution
2016 Carnegie R3: Doctoral Universities – Moderate research activity
2017 Public NJ Research Institution
2018 Carnegie R2: Doctoral Universities – High research activity
Montclair State University

Total Enrollment 21,007
Graduate Enrollment 4,320

Comprehensive

Over 50 Certificates, 100 Master’s, 8 Doctoral Programs
What should an Innovative Masters be?

- Institutional mission focused
- Respond to student interests
- Respond to employment demands
- Educationally innovative
  - Time to Degree/Cost
  - Delivery
  - 4+1 (or 3+2)
Institutional expectations

• Enrollment
• Employer Connections
• Market-driven tuition
• Revenue generation
Marketing Studies

- Assumptions (degree, careers, modality)
- Competitive website review (select schools)
- Comparison of programs (# Credits, TTD, modality, tuition)
- Market Trends
  - Degree completion (IPEDS)
  - Labor Demand
Strengthening Employer Connections

• WHY? Institution POV
  • Source students, internships, employers

• Why? Employer POV
  • Stable, upskilled workforce

• Identify Right-fit partners
  • Mutually beneficial
  • Acceptable Costs

• How?
  • Intentional, Cultivated, Nurtured
  • Look to faculty and alumni
Master’s proposals: green-lighting

Which move forward? Consider the foundation.

- Assume established market demand
- Build on strong undergraduate program
- Sufficient faculty for advising / teaching
- Committed faculty – recruiting & marketing

Pitfalls

- One-dimensional data
- Norms and preferences
- Indirect costs
Successful Launch

- Marketing Plan
  - Marketing, faculty leads, TGS
  - Strategies, Social Media
- Differential tuition / cost
- Recruitment events
- Applications
  - TGS working the funnel; Program Review
Interactive Break

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