Creating a Graduate Enrollment Ecosystem

Attracting, Engaging, and Retaining Your Best-Fit Applicants
Presenters

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• Public University located in Bloomington, Indiana
• Founded: 1820
• Total enrollment:
  Undergraduate: 32,742
  Postgraduate: 8,500
• 278 graduate programs (190 degree, 88 certificate programs)
• Number of countries represented in the student population: 141
• Public University Located in Springfield, Missouri
• Founded in 1905
• Total Enrollment: Undergraduate: 22,618 Postgraduate: 4,185
• 155 Graduate Programs (65 degree, 90 certificate programs)
• 85 Countries Represented in the Current Student Body
The Many Roles of Graduate Admissions Offices

- Application submitting
- Application accepting or rejecting
- Reporting
- Recruitment marketing
- Applicant scoring
- Lead nurturing
- Applicant funnel managing
- Messaging
- Interview facilitating
- Interview scheduling
- Recommendation letter managing
- Fee payment managing
- Form creating
- Registration managing
- Application submitting
What challenges differentiate graduate admissions from undergraduate admissions?
How has the graduate admissions landscape changed over the last decade and what effect has the pandemic had on enrollment?
What unique considerations does your institution face when addressing graduate admissions?
Every institution is different, but what commonalities do we all share related to graduate admissions?
How do the admissions systems that you use interface with other systems at your institution?
Takeaways: Key Considerations

• Input and buy-in by stakeholders system wide is critical to nurture a robust admissions ecosystem
• Broad-based connection and communication with those most affected by system implementation, i.e., decision makers, is also essential
• Establishing consistency of experience, specifically how prospective students interface with your systems, is important to ensure positive and seamless interaction
Q & A
Thank You

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