Making a Case for Graduate Education

Robert M. Augustine, Ph.D., Dean
Introduction

- Internal audiences
- External audiences
- Metrics
- Impact
- Advance graduate education
Requirements

- Values of the audience
- Message about those values
- Metrics supporting those values
- Message & metrics achieve impact
Success

- Message was heard
- Message was remembered
- Message was retrieved at the crucial moment
- Message influenced decision making
Positive Evidence

Positive
- Economic stimulus
- Improved Quality of life
- Learning advancements
- Social/cultural opportunity

Negative
- Low retention rates
- Lengthy time-to-degree
- Student debt
- Lack of placements
“You have to be unique, and different, and shine in your own way.”
Illinois Has Days to Plug $13 Billion Deficit That Took Years to Produce

Jury Finds Blagojevich Guilty of Corruption

Deadbeat Illinois Database: Drowning in deficits, Illinois has turned to a deliberate policy of not paying billions of dollars in bills for months at a time, creating a cycle of hardship and sacrifice for residents and businesses.
Finance Team: President & Provost

- **Value:** Return on investment
- **Message:** Retention and graduation rates, granting linked to investments
- **Metrics:** Impact on undergraduate students and granting

- **Value:** Partnerships
- **Message:** Partnership Grants
- **Metrics:** Partnerships impact
Research Partner: United States Department of Fish & Wildlife Services

Research Project: Interactions of Diet and Behavior in Death-Feigning Snakes (Heterodon)

Andrew Durso, ‘11 Biological Sciences
Prestige Team: Deans

- Values: College recognition/prestige
- Message: Graduate research = prestige
- Metric 1: Travel Grants/peer reviewed presentations
- Metric 2: Alumni recognition
Conference Presentation: American Dietetic Association Food and Nutrition Conference and Expo- Boston, Massachusetts

Research Project: Pistachio Shells Serve as a Visual Cue of Calorie Consumption

Kaitlin Skwir, ‘11 Dietetics
Award Winning Documentaries:
Facing Sudan
Crayons and Paper

Passionate about:
Darfur and the fate of children in conflict zones

Bruce David Janu, ‘90, ‘91 History
Filmmaker, Novelist, and
High School Teacher
The Fellowship of the IAGS
Illinois Association of Graduate Schools

- Information network
- One voice
- Annual message
IAGS Legislative Panel

- Value: economic assets of the state
- Message: graduate education fuels the economy
- Metrics: story examples
Legislative Response

- Seek corporate partners
- Show accountability
- Promote flexibility
Illinois Partners for Diversity

- 6 partner institutions
- Metrics to increase diversity participation
- Fall 2010 meeting
- Fall 2011 follow up with IAGS