Recruitment of Diverse Students at Master’s Focused Institutions

Council of Graduate Schools
December 8, 2011
The vision of The University of Texas-Pan American is to be a premier institution of higher education. As a nationally recognized Hispanic-serving institution, the University will be a leader in addressing the needs of a culturally diverse society through discoveries and innovations of global significance.
Overview of UT-Pan American

- Provides an affordable education and global opportunities
  - 57 bachelor's,
  - 57 master's
  - 3 doctoral
  - 2 cooperative doctoral programs

- 19,034 students
  - 2,460 graduate (only 36% full-time)

- Located along Southern Texas-Mexico border
  - 88.7% Hispanic student body

- 68% of students first generation college

- 48% of students have <$20,000 annual family income
Overview of UT-Pan American

- Ranked by *Forbes* in America’s Best Public Colleges (August 2011)
  - 5th highest public school in Texas
  - 14th out of all 29 Texas institutions of higher education on the list

- According to *The Hispanic Outlook in Higher Education 2011*, UTPA among the top 100 best U.S. colleges for Hispanics including:
  - 3rd in the nation in the number of bachelor’s degrees
  - 3rd in the number of master’s degrees awarded to Hispanics.
Overview of UT-Pan American

• Ranks 1st in the nation for awarding degrees to Hispanics in Rehabilitation and Therapeutic Professions
  ◦ (Hispanic Outlook in Higher Education, June 06, 2011)

• Ranks 9th in the nation for providing Hispanic applicants to Medical Schools in 2009
  ◦ (Diverse Issues in Higher Education, October 28, 2010)

• For Allied Health degrees awarded at all senior academic institutions in Texas, UTPA ranks 3rd for total degrees, 2nd for bachelor’s degrees, and 3rd for master's degrees
  ◦ (Texas Higher Education Coordinating Board, FY 2010)

• MBA program ranked as one of “The Best 301 Business Schools” by the Princeton Review
Office of Graduate Studies, Academic Centers and Continuing Education
Mission

To enhance UTPA’s role in South Texas as a leader in graduate education, research and continuing education

Goals

◦ Facilitate collaborations to increase graduate student enrollment

◦ Respond to community needs for professional and workforce education

◦ Foster relationships with university and community partners to create new funding streams

◦ Create synergies to leverage existing resources

◦ Research local economic and health issues
Graduate Trends

- **Applications**

- **Enrollments**

- **Graduate SCHs**

- **Degrees Awarded**
Fall 2012 Goal: 2,583 Grad Students

Where will 123 More Graduate Students Come From (5% increase) ?

- Retain more existing students
- Attract more new students
## Marketing Initiatives

<table>
<thead>
<tr>
<th>Activity</th>
<th>2010-2011</th>
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</thead>
<tbody>
<tr>
<td>Website views</td>
<td>48,048</td>
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<td>Blog posts</td>
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<td>824 active users/month</td>
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<tr>
<td>Fairs/ Community Events</td>
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<tr>
<td>Presentations</td>
<td>17 Domestic/0 Intl.</td>
</tr>
<tr>
<td>TV/Radio Interviews</td>
<td>9 - Domestic</td>
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<tr>
<td></td>
<td>3 – International</td>
</tr>
<tr>
<td>Advertising</td>
<td>Newspaper web banners</td>
</tr>
</tbody>
</table>
Current Recruitment Challenges

- Plateau in applications and enrollments
- Mandated restriction on travel to Mexico
- Significant increase in competition
  - Online providers
  - New branch campuses
- Budget reductions resulted in loss of 1 of 2 recruiters
Elements of New Recruitment Strategy

- Regional/community
- Current undergraduate students
- International market – diversify & increase pool
- Enhance use of social media
- Promotion of retention workshops for grad students
Regional/Community

- Working professionals returning for graduate degree
- Collaborate with professional organizations
- Promote off-campus locations
  - McAllen Teaching Site
  - University Center in Harlingen
  - Starr County Upper Level Center
Regional/Community

- Collaborate with other educational institutions
  - Joint presentations in public schools with COE
  - UT-Brownsville office for non-competing programs

- Alumni Association
  - Participate in sponsored events
Current Undergraduate Students

- Information sessions at each college each semester
- Customized email campaign
- Most graduate school events open to community and undergraduate students
- Target students graduating in current semester for special invites and emails
- Postcard roadmap to graduate school
College Informational Sessions

- **EVENT NAME** College of Social and Behavioral Sciences- Grad School Info Session
- **EVENT DATE AND TIME** 11/03/2011 (6:00pm-8:00pm)
- **TARGET MARKET**
  - Undergraduate students graduating in December 2011 from the College of Social and Behavioral Sciences.
- **GRADUATE SCHOOL STAFF ATTENDED** Stephanie Ozuna, Carlos Rios
- **COSBS FACULTY/STAFF/ STUDENTS ATTENDED**
- **FOOD/ DECORATIONS/ GIVAWAYS**
  - **Wal-Mart**: Cookies, cracker snacks, water, sodas, ice, plates, napkins, ribbon, decorative plates, portfolios- $50.00
- **ADVERTISING/ MISCELLANEOUS**
  - Flyers posted in the following buildings: Social & Behavioral Sciences Bldg., Library, Student Union, Grad Office
  - Email sent to the following: Undergraduate students graduating in Dec. 2011 from SBSC, SBSC applications in progress, SBSC prospects in prospect manager.
  - Web banner on Grad School Website, Grad School Blog, Grad School Facebook, Grad School Calendar
- **TOTAL RSVP’S** 28
- **TOTAL ATTENDED** 32
International - Student Recruitment Media

- Student Recruitment Media
  - Largest student recruitment and marketing company worldwide
  - Attend over 150 international education fairs
  - Own 13 different websites which have over 6.1 million student visits per year
  - In-house design team
  - Strong contact management system

- Viable solution to travel restriction
  - Increase and diversify international applicant pool
  - Better reach students throughout Latin America as well as other parts of the world
International - English Language Institute (ELI)

- Work jointly to increase pool of ELI students
- Intensive program with 165 students
- Semi-intensive program with 130 students
- TOEFL/IELTS exemption for UTPA grad programs if complete program
International - Mexican Market

- Target key Mexican shopping periods in U.S.
- Focus on educating family
- Distribute fliers at bridge crossings
- Work with Chambers of Commerce
Social Media Campaigns

- Facebook Page updated daily
- Blog, Twitter and Facebook linked to automatically update new information
- The Grad School Now! Videos
  - UTPA’s YouTube Channel
  - Facebook
Additional Recruitment Strategies

- Focus group with current grad students on ways to improve recruiting
  - To be completed in Fall 2011
  - Emphasis on effective recruiting, application process and graduate school experience

- Include Graduate Resource Center service in promotional materials
  - Teaching Academy, Writing Center, workshops, scholarships, student/faculty mentor programs, STEM Lecture Series

- Customer Service
  - All staff trained to answer student inquiries
Ronald E. McNair Postbaccalaureate Achievement Program

- Federal TRIO program funded by U.S. Dept of Ed
- ~$230k/year in grants for projects to prepare disadvantaged college students for doctoral study

Typical activities
- Opportunities for research or other scholarly activities
- Summer internships
- Seminars and other educational activities
- Tutoring and academic counseling
- Assistance in applying and seeking funding for enrollment in doctoral programs
Benefits of Participating in McNair Scholars Program

- **For Undergraduate Students**
  - Awareness of opportunities for doctoral degree
  - Academic assistance, guidance and preparation for graduate education
  - Participation in McNair Symposium and research conferences

- **For the University**
  - Potential applicants to doctoral programs
  - Increased awareness of graduate education throughout campus
  - Leverage existing workshops, test prep activities
Thank you!

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