CSUSM Outreach Strategies for Prospective Graduate Students

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• Offered upper-division courses only in 1990-91
• In 1993, campus moved from an industrial park to a 304 acre location that was originally a chicken ranch
• First graduate programs offered in 1993
• Accepted first year students in fall 1995
• Now enroll 11,300 students (348 master’s students)
• Offer 28 undergraduate degree programs, 13 master’s degree programs, and 1 joint doctoral degree program
• Minority-Serving Institution - student diversity
  – HSI (31% Latino) and AANAPISI (12%)
  – First generation students (50%)
• Examines 5-Year trends for CSUSM graduate studies
• Documents accomplishments
• Reports barriers and obstacles
• Informs new strategies for outreach
ACCOMPLISHMENTS

• Master’s student 1-year continuation rates increased by 18% over the past 5 years
  – From 74% in fall 2006 to 87% in fall 2010
• Three-year retention rates surged
  – From 59% in fall 2006 to 70% in fall 2007
• Time-to-Degree (TTD) improved
  – Average TTD decreased from 3 years in fall 2006 to 2.7 years in fall 2011
• Graduation rates remained stable
  – Ranged from 40-45%
CHALLENGES

• Increasing tuition
• Limited student financial aid packages/scholarships, teaching/graduate assistantships, and tuition waivers
• Limited graduate studies infrastructure
• Declining master’s student enrollment
  – average 2.3% annually from fall 2007 to fall 2011
• Only 2% of master’s students are international or out-of-state students
• Limited access to graduate student data
RECOMMENDED STRATEGIES

• Offer competitive financial aid packages
• Develop novel interdisciplinary master’s programs and online courses
• Elevate successful profiles of CSUSM master’s programs, nationally and internationally
• Enhance packaging and promotion of CSUSM graduate programs
• Actively recruit and mentor undergraduates (esp. underrepresented students) to build pathways toward pursuing advanced degrees
EMERGING RECRUITMENT & RETENTION STRATEGIES

• Physical Outreach Presence
  – Expanding face-to-face presence

• Online Presence
  – Innovating online approaches

• Collaborative Projects
  – Developing internal and external partnerships

• International Students
  – Growing Recruitment and Retention
PHYSICAL PRESENCE

• Target regional campus graduate school fairs
  – Faculty, staff, student presence at recruitment events

• Participate in Southern California Forum for Diversity in Graduate Education
  – Host over 1200 students from the region

• Promote undergraduate research identity and positive graduate student experience reputation
  – Create interactions with faculty and students
ONLINE PRESENCE

• Campus and Graduate Studies websites
  – Integrate student/program profiles and successes

• Increase online course offerings
  – Enhance accessibility and schedule flexibility

• Implement social media as recruitment tools
  – Offer Facebook, Twitter, YouTube, etc. platforms
• Integrate Graduate Student Narratives into the Campus Profile
• Provide Appealing Content For Prospective Students
SOCIAL MEDIA

• Create Interactive Communication/Dissemination
• Partnerships with Extended Learning Office, Colleges, Faculty Center, and Writing Center
  – Develop new masters programs
  – Leverage budgets for outreach and support services

• Collaborative publications and media
  – Brochures – Extended Learning
  – Social media – Communications Office

• Graduate Student Leadership Council
  – Building a graduate community
  – Loyal alumni and philanthropy – Graduate fellowships
PEER AMBASSADORS

• Create student ambassadors whose compelling testimonies attract prospective students

• "One of CSUSM's greatest assets is our diversity. We come from a variety of backgrounds and are on different life paths. Some of us are building families, some of us are working while in school, and some of us are focusing on our academic pursuits full-time. The CSUSM community celebrates and welcomes our differences, which creates a productive environment for pursuing graduate study."
When thinking of graduate student recruitment, one must also think of graduate student success

- Job placement
- Doctoral/Professional school

In addition to having adequate resources, student success is a powerful recruitment tool

- Reputation creates bridges for enhancing student applicant pool