Master’s Admission Process

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2015 CGS Annual Meeting – Seattle, WA
Truman State University

- Master’s Only
- Predominantly undergraduate
  - 5% graduate students (350)
- Public liberal arts & science
- Only public highly selective in Missouri
Truman State University
Master’s Programs

- Accounting (AACSB)
- Biology
- Communication Disorders (ASHA)
- Education (NCATE)
- English
- Leadership
- Music (NASM)
- School Counseling
Graduate Studies at Truman

- Dean of Graduate Studies
- Graduate Office
- Graduate Office Secretary
- Graduate Council (Council of Faculty Senate)
- Graduate Program Directors
Admissions in the Graduate Office Process

- Respond to/redirect inquiries
- Process applications
- Communicate with applicants
- Direct applicants to matriculation
- Graduate students and assistants orientation
- Maintain student records
Application Process

- Receive and compile application materials
- Verify application fee payment
- Verify minimum requirements
- Forward complete applications to GPD
- Academic program recommends admission/denial
- Approval by Dean of Graduate Studies
- Allocation and approval of assistantships by Dean of Graduate Studies
- Offer of admission or denial to applicant
- (Record keeping at every stage)
Whom do we serve?

- Students
- Graduate Programs
- Graduate Education
- University
<table>
<thead>
<tr>
<th>Students</th>
<th>Graduate Programs</th>
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</thead>
<tbody>
<tr>
<td>User friendly</td>
<td>Minimize “work”</td>
</tr>
<tr>
<td>Quick</td>
<td>Sufficient information</td>
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<tr>
<td>Transparent</td>
<td>Fast response</td>
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<tr>
<td>Accurate information</td>
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<table>
<thead>
<tr>
<th>University</th>
<th>Graduate Education</th>
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<tbody>
<tr>
<td>Enrollment</td>
<td>Quality and academic excellence</td>
</tr>
<tr>
<td>Reputation-image</td>
<td>Promote goals of graduate education</td>
</tr>
<tr>
<td>Successful programs</td>
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Success

Challenges
Master’s Admissions Processes: Thriving in a Decentralized Model

Susan Morgan, Ph.D., P.E.
Associate Dean of the Graduate School
Public; PUI; Large Masters Granting Classification

College of Arts & Science, School of Engineering, School of Nursing, School of Business, School of Education, School of Pharmacy, School of Dental Medicine

48 Master’s programs, EDD, DNP, 3 cooperative PhD programs
- Undergraduate Enrollment: 14,265
- Graduate Enrollment & Professional Doctorate: 2,485

$30+ million in sponsored projects
- $8+ million is research

Continuing decline of state appropriations over the last decade create a continuing higher reliance on tuition to cover operating costs
• Associate Provost for Research & Graduate Dean
  – Office Manager
• Associate Dean for Research & Graduate Studies
  – Director of Graduate Education
  – Two Chief Clerks
Other Parts of the Organization

- Associate VC for Enrollment Management
  - Recruitment
  - Admissions
  - Financial Aid
  - Registrar
  - Retention & Student Success

- Director of University Marketing and Communications
  - Advertisement, press releases, publications, web design/development

- Corporate Partnerships

- Director of Integrative Studies

- Director of International Affairs

Divergent Thinking:
The Dysfunction

- Marketing making decisions on how to spend the VERY few dollars set aside for graduate program recruitment
- Recruitment deciding on how and on what programs to use their limited resources
- No leveraging of undergraduate recruitment for graduate recruitment
- New program development, major program changes, new initiatives were always a surprise
- No academic or student life initiatives to support graduate students

NO coordinated effort, NO strategic planning, NO “group think” for improvement
Finding Function & Support

• Bring all the pieces together at a regularly set meeting regardless of the current hot topic
  – “Recruitment Group” meets bi-weekly

• Insist on a seat at standing committees that set institutional priorities
  – Enrollment Management Committee
  – University Quality Committee
  – Senior Staff Committee(s)
  – Budget planning committee
Finding Function & Support

• Volunteer for ad hoc committees that impact the institution
  – President, chancellor, provost search committees
  – Strategic planning committee
  – Long & short term mission/vision committee
  – Program prioritization steering committee
Finding Function & Support

• Help each part of the organization connect graduate studies to the driving forces of the institution through the institution’s:
  – Mission
  – Vision
  – Long and short term goals
  – Long and short term planning
Connecting to Institutional Mission

• Previous mission statement: “Southern Illinois University Edwardsville is a public comprehensive university dedicated to the communication, expansion and integration of knowledge through excellent undergraduate education as its first priority and complementary excellent graduate and professional academic programs”

• Current mission statement: “Southern Illinois University Edwardsville is a student-centered educational community dedicated to communicating, expanding and integrating knowledge. In a spirit of collaboration enriched by diverse ideas, our comprehensive and unique array of undergraduate and graduate programs develops professionals, scholars and leaders who shape a changing world.”
Regional, national, international recognition for scholarship & graduates

Success of graduates
  In industry and academia
  Presenting work at workshops and conferences
Engaging outreach activities in K-12
Supporting and promoting of scholarship
Engaging in service to the scholarly community

Recruitment of quality students
Recruitment of committed, quality faculty
Multi-institutional collaborations

Capacity for scholarship

Enhanced graduate & undergraduate experiences & Quality graduates

Externally-funded projects

Connecting to Vision & Undergraduate Focus

Innovative, high quality graduate programs
Connect to Planning

- Projected decline in Illinois high school graduates
  - Need to develop new potential student pools
  - Three new FTE’s for international & graduate recruitment
  - Funds for online graduate application software