Master’s Level Enrollment Management

Current Enrollment Management Processes at a Regional Doctoral Research Institution

Lynn M. Maurer, Ph.D.
Dean, College of Graduate & Professional Studies & Chief Research Officer
Indiana State University
Overview of Indiana State University

• Comprehensive state PUI
• Doctoral Research University (Carnegie)
• 75+ programs; 6 doctoral and PhD
• 14,000 total students
• 2,300 are graduate students
• About half of these students are online
• 39 online graduate programs
Colleges at Indiana State University

• College of Graduate and Professional Students
• University College
• Bayh College of Education
• College of Health and Human Services
• College of Technology
• Scott College of Business
College of Graduate & Professional Studies functions

• Recruitment & Admissions
• Student Success
• Some graduate registrar work, like transfer credit and articulation
• Graduation & Commencement (theses, diss’ns)
• Graduate Assistantships
• International Students & Study Abroad
• Quality: Program Review and work with Graduate Council
Yield & data

• Inquiries > Applications > Admits > Enrolled
• Where were we losing students?
• Who to share yield data with and how
• What are they (the president, the provost, the programs) looking for?
• Enrollment management meetings that focus on undergraduate education
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CRM – Customer Relations Management System

• Talisma – data base & communications
• Banner can talk to Talisma once a day but not the reverse
• Use it from Inquiry through Graduation
• Encourage graduate programs to use it
• Recently started using CRM more fully
Using the CRM for Enrollment Management

- Stage 1 - Inquiries followed by automatic html emails (10 responses to inquiry emails over 8 months)
- Stage 2 - Admissions stage automatic emails to complete admissions process
- Stage 3 - Email campaigns to Accepted students to register
- Automatic campaigns to register students for events such as Graduate & Professional Fair or Orientation/G.A. Training
- The CRM is also used for graduation notifications and online graduation application process
Using the CRM

- Inquiries followed by automatic html emails (10 inquiry emails)
- Who we target – who do we send these to
  - Any “graduate ready” undergrad of our own campus
  - Inquiries (names we have in CRM) using Contact card
  - We have a Talisma Contact card on our website.
  - Purchased names: GRE and GMAT
Welcome to Graduate and Professional Studies

We are proud of our new website and hope you find it helpful, but we appreciate your patience as we continue to add information and resources.

Indiana State University offers more than 75 graduate programs in the Colleges of Arts and Sciences, Business, Education, Technology, and Health and Human Services. The University offers programs that lead to doctoral and master’s degrees. Students also can pursue certificates in a concentrated area of study, enroll in professional development courses, and fulfill continuing education requirements.

We’re for getting ahead. We’re for You and the quality of your education.

Classified as a doctoral research institution, we are committed to offering a rich and rigorous curriculum. Whether you want to advance your career, further your education, or seek a deeper theoretical understanding, we are here to support you along the way.

1. Students work hand in hand with faculty on research.
2. State offers a quality student experience with a campus community that treats each person as an individual.
3. The program provides opportunities for international studies and travel.
4. The program offers competitive financial aid packages.

Contact Us
Graduate and Professional Inquiries

Have questions about our degree programs or enrollment? Complete this form and we'll contact you with more information. Prefer to contact us on your own? Call (800) 444-4GRAD or email us at ISU-GradInfo@indstate.edu.

*Items with an * are required.*

Contact information

First Name: *
Last Name: *
E-mail: *
Phone: ( ) -

Address

Street Address: *
City: *
State: *
Zip Code: *

Program of Interest

Select One: Options beginning with an asterisk(*) are available as online programs.
Inquiry Initial email response

It’s time to grow your career. Are you ready?

REQUEST INFORMATION
Your next step?
Apply.

Hi Grace Test,

As a graduate or doctoral student at Indiana State, you will become a part of a strong network of skilled professionals that span the globe.
Hi Grace Test,

Completion of your Master’s or Doctorate will come sooner than you think; that’s why you should be thinking about preparing for your immediate next steps after you complete your degree. We want to make sure you are able to leverage the competitive advantage of an Indiana State education in your
Hi Grace Test,

Community engagement is a vital part of student life while at Indiana State. Our students are so active in the Terre Haute community that *The Washington Monthly* has ranked us #1 (out of 279) in civic engagement for two years running.

We’re a close-knit community that has some real hidden gems.
At Blue, you’ll be a part of cutting-edge research, and you’ll also gain the competitive edge.

We’re proud to be one of four Carnegie Research Institutions in Indiana. We have built a solid reputation as a doctoral research university. This affords our students the ability to work with faculty one-on-one as they pursue their research interests.

As a student you won’t only gain hands on research skills, you’ll also have the chance to get professional experience by presenting your individual project at our biannual Exposium. It’s a celebration of all your work and an opportunity to share your research with the entire campus community.

Here are a few ways Blue fosters student research skill development:

- The Office of Sponsored Programs is a great resource for faculty, staff, and students who need help finding funds for their research projects or assistance with the grant proposal process.
- The Center for Student Research and Creativity (CSRC) is the hub that supports and coordinates all student research activities.

Whether working on research at our Center for Genomic Advocacy, training with the Rural Health Innovation Collaboration (RHIC), or...
Stage 2 – Complete Your Application

Subject line: You’ve taken the first step!

Dear first name,

Congratulations on your decision to apply to Indiana State’s College of Graduate and Professional Studies! Now is the time to complete your application so we can move forward with the process.

Forbes and Princeton Review continually rank Indiana State among America’s highest quality (and affordable) universities. At State, you can have the confidence that an investment in your education will pay off. Just ask our global alumni network of more than 100,000 professionals.

You have taken an important first step in achieving your career goals with an advanced degree from Indiana State University. If you have questions about completing your application contact us at 812-237-3005 or ISU-GradInfo@indstate.edu.

Sincerely,

Shauna Lehman
Graduate Recruitment Director
Dear first name,

While you work on completing your application, here are three questions students frequently ask:

**What documents are required?**
Although each program has different requirements for application, most of our programs require the following documents:
Official transcripts sent directly from all educational institutions previously attended

**Can I follow the progress of my application online?** Yes! You can easily keep track of your submitted materials and make any necessary modifications to your file by logging into your secure application.

**How long until I know if I am admitted?** Once your file is complete, the review process is short and should be completed within two weeks.

We are here to help and answer your questions throughout the application process. You can contact us at 812-237-3005 or ISU-GradInfo@indstate.edu.

Let us know how we can help.
Subject line: Finish your application today!

Dear first name,

It’s an exciting time to become a student at Indiana State University. We are proud to graduate workforce-ready students who are prepared to take advanced positions in their fields. And we want that to include you!

In order to receive full consideration for admission, we need all of your application documents. View any documents you still need to submit. Once you complete your application, we will review and make an admission decision within two weeks.

If you have any questions about the application process or documents you still need to submit, please contact us at 812-237-3005 or ISU-GradInfo@indstate.edu.

We hope to hear from you soon!
Subject line: Complete Your Application Today!

Dear first name,

Completing your application puts you closer to achieving your career goals. We will be here every step of the way.

Blue is quality. Our nationally-known and respected programs are taught by some of the most experienced leaders in their field. We provide hands-on experiences that place students on the ground, learning and practicing in the places they want to work.

Blue is worth the investment. Our tuition rates make a high quality Indiana State education affordable and worth the investment of your hard-earned money and limited time.

Blue is you. Your success and well-being are our top priority, that’s why we place such an emphasis on creating a supportive campus environment for all of our students.

If you have any last-minute questions before submitting your application, please call us today. You can contact us at 812-237-3005 or ISU-GradInfo@indstate.edu.
Phase 3 – Admitted Campaign

- Telling about events on campus and international night, organizations, research opportunities, GA opportunities, “We are so glad you are a Sycamore”

- Undergrad – if they respond they send them a T shirt

- Currently we send out email urging students to register for classes
Summary CRM for Yield stages

Enrollment Management

• Stage 1: Currently have 10 inquiry emails over 8 months
• If the students applies during the inquiry campaign, they still receive the 10 inquiries of the campaign
• Stage 2: Receive 4 incomplete emails – not telling them what they are missing.
  • Tells them to follow link to see what they are missing and give our phone and email.
• Stage 3: After Admissions to urge enrollment
• Generates conversation with prospective students and we are giving them our contact information
Also used for Admissions Decisions

- Upon application, ASR (Admissions Status Recommendation) goes to Graduate Program. Decision is made by the Program, ASR returned to the Graduate College that records decision in Banner. The decision is put automatically into their student record in Talisma.
- When we admit a student, an admit letter is automatically generated. Copy sent to student and recorded in Talisma.
- Any graduate program requirements are electronically generated and inserted in letter. Letter is sent by email through Talisma
  - saves mail costs
  - student gets decision letter much faster
  - Can be printed and verified at any time
- The Graduate Programs that do use Talisma can see these documents as well
Using the CRM for Events

- Graduate & Professional Fair
  - link to a registration form
- A different form for the faculty working the fair
  - Both are filtered- GradInfo@indstate.edu
  - Goes to one giant inbox and our staff assigns to staff (inquiry, graduation, etc.)
Other considerations

• The staff – Director of Graduate Recruitment
• Recruitment team
• The priorities of the upper administration
• Responding to individual inquiries
• Holding evening chats
• Using undergraduate Admissions resources
Online Graduation Application & Check out (completion)

• Talisma, Banner, Argos, & Workflow interaction
• Previous application was hard copy
• Grad Check Moved to programs two years ago in hard copy
• Provost Priority
• Collaboration between IT, Registrar’s Office, and Graduate College – 2,500 hours
• Input from Programs
• Went live this semester
Online grad application & check out

Student applies for graduation in portal

Student receives notification of review by program

Program Precheck for graduation

Student receives notification of remaining requirements

Student reappears next semester

Program does post check out end of semester

Associate Dean of Graduate School check

Registrar Check

Student graduates

NO

YES

NO

YES

NO

YES
Dear [Name],

Thank you. Your application for graduation has been received. You will receive an email shortly to your Sycamores email account that includes more information.

College of Graduate and Professional Studies

9917613111/1

RELEASE: 8.7.1

15. Students will receive this email to their sycamores email as verification of their application.

Thu 7/7/2016 11:23 AM
ISU-Gradinfo@indstate.edu

[CLM1] - Your application to graduate has been received
To: [Name]
Cc: College of Graduate & Professional Studies

Student Name: [Name]
ID: [ID]
Graduation Term: Summer 1 2016

Thank you again for submitting your application for graduation. Your application is currently under review by your graduate program. At this pre-certification stage, your graduate program is reviewing your academic record to verify that you will fulfill requirements for the expected graduation term. You will be receiving an email after the pre-certification review that indicates any remaining requirements. After final grades are posted, your graduate program will then conduct a final check, verifying if all degree requirements have been met.

Indiana State University
15. Students will receive this email to their sycamores email as verification of their application.

Thu 7/7/2016 11:35 AM
ISU-GradInfo@indstate.edu
To:  [CLNT] - Your application to graduate has been received

Student Name: Praneetha Shetti
ID: 991761311
Graduation Term: Summer I 2016

Thank you again for submitting your application for graduation. Your application is currently under review by your graduate program. At this pre-certification stage, your graduate program is reviewing your academic record to verify that you will fulfill requirements for the expected graduation term. You will be receiving an email after the pre-certification review that indicates any remaining requirements. After final grades are posted, your graduate program will then conduct a final check, verifying if all degree requirements have been met.

Sincerely,

College of Graduate and Professional Studies
Dear Program Director,

The following student has applied to graduate for Fall 2016.

Student Name: [Redacted]
Student ID: 991
Degree: Master of Science
Major: Computer Science

Please click the link below to open Workflow to complete the pre-checkout certification form. If you choose not to complete this activity at this time, it will appear on your Workflow Worklist and can be completed at a later date.

Deadlines for completion of the Pre-Checkout are:

Spring: March 21 (or next business day)
Summer: June 15 (or next business day)
Fall: October 21 (or next business day)
Screenshots – PD, Student List

[Image of a screenshot showing a worklist with an entry for 201605 MS Computer Science - Performing]
Screenshots – PD, Checkout Form Screen 1

* Student First Name:
* Student Last Name:
* Student ID: 991
* Student Email:
* Degree: Master of Science
* Major: Computer Science
* Graduation Term: Fall 2016

* Has the student met the minimum GPA requirement for the program?
  - Yes
  - No

* Are there any courses that are more than 7 years old (8 years for EDS)?
  - Yes
  - No

If yes, please list course(s):
Screenshots – PD, Checkout Form Screen 2

* If the culminating experience is a thesis, has the student submitted a signed thesis defense form?
  - Yes
  - No
  - Not Applicable

If no, date for the planned thesis defense:

* If the culminating experience is NOT a thesis, has the student submitted a signed Non-Thesis or Non-Dissertation Experience form?
  - Yes
  - No
  - Not Applicable

If no, date for the completion of the signed form:

* Has the student completed all course requirements for this program?
  - Yes
  - No

If no, courses remaining (including in-progress courses) are:
* Has the student completed a minimum of 600 level credits (50% or more)?
   ○ Yes
   ○ No

If no, number of remaining 600-level credits required:

* When required, has the student completed 6 credits of 699 hours?
   ○ Yes
   ○ No
   ○ Not Applicable

If no, number of remaining 699-level credits required:

* Are there any IN/IP grades?
   ○ Yes
   ○ No

If yes, courses with IN/IP grades:
**Screenshots – PD, Checkout Form Screen 1**

- Has the student completed a second Masters degree?
  - Yes
  - No

- If yes, is more than 30% of the coursework shared between degrees?
  - Yes
  - No

Comments (Any issues identified above should be noted here):

- IS THE STUDENT EXPECTED TO COMPLETE DEGREE REQUIREMENTS BY THE GRADUATION TERM?
  - Yes
  - No

**Attachments**

- Attach File
Your pre-certification check for graduation has been completed, and the results are listed below. In order to graduate, you must complete the requirements as indicated.

Minimum GPA requirement for the program? Yes

Courses more than 7 years old (Masters) or 8 years old (EDS)? No
  If yes, they are:

Culminating experience completed? No

If the culminating experience is a thesis, a signed thesis defense form has been submitted? Not Applicable
  If no, date for the planned thesis defense:

If the culminating experience is NOT a thesis, has the student submitted a signed Non-Thesis or Non-Dissertation Culminating Experience form? Not Applicable
  If no, date for the completion of the signed form:

All course requirements completed? No
  If no, courses remaining (including in-progress courses) are: In progress - CS 540, 557, 695

Completed a minimum (50%) of 600-level credits? Yes
  If no, number of remaining 600-level credits required:

When required, completed 6 credits of 699 hours? Not Applicable
  If no, number of remaining 699 credits:
Any IN/IP grades? No
  If yes, courses with IN/IP grades:

Completed a second Masters degree? No
  If yes, is more than 30% of the coursework shared between degrees?

General comments from the Program Director/Chair:

Your graduate program confirms that you are on track to graduate this semester, pending completion of the requirements listed above. A final check-out will be completed after final grades are submitted. Please contact your Graduate Program Director if you have any questions.
Online grad application & check out

1. **Student applies for graduation in portal**
2. **Student receives notification of review by program**
3. **Program Precheck for graduation**
   - **Program does post check out end of semester**
     - YES: **Associate Dean of Graduate School check**
       - YES: **Registrar Check**
         - YES: **Student graduates**
         - NO: **Student reapplies next semester**
   - NO: **Student receives notification of remaining requirements**
     - YES: **Program Precheck for graduation**
     - NO: **Student reapplies next semester**
CRM Summary

• Inquiries to Enrolled – to improve yield
• Admissions Decisions
• Enrollment & campus activities
• Registration for events: fair, orientation
• Online Graduation Application & Checkout