GRADUATE EDUCATION
TRENDS AND FORECASTS

December 7, 2016

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Michael and Katherine Birck Professor
of Electrical and Computer Engineering
www.purdue.edu/grad

THE GRADUATE SCHOOL

AT A GLANCE

Purdue’s main campus in West Lafayette
40,451 students and 2,602 acres (+15,325 research acres).
Four campuses have combined enrollment of 68,818 students,
10,919 are graduate students.

Main Campus Graduate Admissions

Applicants: ~20,000
Fall 2016 Admitted: 5,222
Fall Total Enrolled: 9,461
Fall New Students: 2,496
Continuing Students: 6,965
THE GRADUATE SCHOOL
AT A GLANCE

Faculty & Students
Master’s: 4,357
Doctoral: 4,649
Graduate Faculty: 2,161

Demographics
Average Age: 29
States/Territories: 53
Countries Represented: 123

Funding Overall Full-Time Students Receiving Funding: 75%
Students on Assistantships: 59.4%
TOPICS

- Using a Comprehensive CRM System (Slate) for Best Practice and Supporting a Multi-Campus Institution
- CRM Effects on Graduate Student Recruitment
- Online Education
- Using Research and Advisory Firms to Identify New Markets and Optimize Enrollment Growth
Comprehensive CRM

Manage:
communications
applications
test scores
relationships
materials
Comprehensive CRM

Emailing and Text Messaging

750+ million email messages through Slate each year.
Conditional logic.
Responsive email templates.
SMS texts to target mobile users.
Comprehensive CRM

Forms

Build forms using the drag-and-drop form builder, and add user-configurable conditional logic, automated communications, embedded forms, and direct integration with the student record.
Everything Online

View applications.

Secure env.

All platforms

Students see checklist

Security alert feature
Comprehensive CRM

*Slate Reader*

PDF interface allows faculty to review application materials electronically. transcripts, statement of purpose, diversity essay, writing samples, recommendation letters, other supporting documents
Comprehensive CRM

Dynamic Reporting
Examine applicant pool

Applicant status
Appl by research area
Appl by citizenship status
Appl by URM status
Comprehensive CRM

Provides students with secure portals. Review requirements, submit additional documents and review decisions of admission. Personalized content. 25% using mobile.
Comprehensive CRM

Support of a Multi-Campus Environment
Integrates well with Banner-auto transfers

Can load GMAT, GRE, IELTS, TOEFL—all campuses

Security profiles by Program Area
e.g. ECE only sees ECE

Conditional admissions functionality for customized admission letters

Easy import and export functions—e.g. can export to banner extender.

Single Sign-on (use PUID)
RECRUITMENT AND ADMISSIONS

Forecast: 18,500
5,900,
2,800

Apps down
Quality up

Purdue University Graduate School
5-year Graduate Program Review

Application, Admission, and Matriculation Chart
RECRUITMENT AND ADMISSIONS
RECRUITMENT AND ADMISSIONS

Strategies to improve recruiting and admissions

Weekly application and admission scorecard

Drip Marketing – automated email campaigns and segmented marketing

Heat map for geographic recruitment

Competition analysis

New admit survey analysis
**Purdue University Graduate School**

**Office of Graduate Admissions**

**Graduate Admissions Dashboard**

<table>
<thead>
<tr>
<th>Continent (&quot;Strategic&quot;)</th>
<th>Domestic</th>
<th>International</th>
<th>Grand Total</th>
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<tbody>
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<td>37</td>
<td>690</td>
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<td>Asia and Pacifica</td>
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</tr>
<tr>
<td>South America</td>
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<td>78</td>
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**Spring 2017**

Week #16

As of Nov 21, 2016

**Weekly application and admission scorecard**

- e.g. admit status comparison with last yr same time.
## Purdue Graduate School Email Campaign Calendar

<table>
<thead>
<tr>
<th>Unsolicited</th>
<th>Inquirer</th>
<th>Applicant</th>
<th>Submitted</th>
<th>Admitted</th>
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<td>5</td>
<td>Welcome Message</td>
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<tr>
<td>15</td>
<td>What is Grad School</td>
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<td>25</td>
<td>Why Grad School</td>
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<tr>
<td>50</td>
<td>Meet your Profs</td>
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<tr>
<td>65</td>
<td>Find Research Area</td>
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<td>75</td>
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<td>100</td>
<td>Grad Glossary</td>
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<td>Stay Organized</td>
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<td>6</td>
<td>Statement Tips</td>
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<td>LOR Tips</td>
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<td>Final Reminder</td>
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<td>80</td>
<td>Fund Website</td>
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<tr>
<td>1</td>
<td>Upload Success</td>
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<tr>
<td>2</td>
<td>Community Info</td>
<td></td>
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<tr>
<td>10</td>
<td>Campus Facilities</td>
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<tr>
<td>25</td>
<td>Development</td>
<td></td>
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<tr>
<td>36</td>
<td>Housing Info</td>
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<td>46</td>
<td>Career</td>
<td></td>
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</table>
RECRUITMENT AND ADMISSIONS

Heat map

College map = Where BS was earned vs Residence Map

Applicants
Admits
Enrollees
RECRUITMENT AND ADMISSIONS

Competition Analysis

Uses student clearinghouse

Can facilitate targeted marketing
Factors influencing student decisions:
Location
Funding
Cost of living
Ranking
Interactions w stud.
4.5k were sent survey.
39% responded
ONLINE MASTER’S PROGRAMS

Growing in popularity, both nationally and at Purdue.

72.7% of undergrad online distance education students are at public institutions, 38.7% for grad students.
ONLINE GRADUATE STUDIES NATIONALLY

ONLINE GRADUATE STUDIES NATIONALLY

25% of grad enrollment was exclusively Distance Ed in 2014**

*WCET Distance Education Enrollment Report, 2016, Using U.S. Department of Education Data
Adult learners are different from traditional college students. Many adult learners have responsibilities (e.g., families and jobs) and situations (e.g., transportation, childcare, domestic violence and the need to earn an income) that can interfere with the learning process. Most adults enter educational programs voluntarily and manage their classes around work and family responsibilities. Additionally, most adult learners are highly motivated and task-oriented (Merriam & Caffarella, 1999).
ONLINE GRADUATE STUDENTS HAVE DIFFERENT NEEDS

- **Digital immigrants** (aged 30-34) are those who grew up before technology saturated the world, and learned to use technology as a tool. They remember Windows 95, eBay and dial-up Internet.

- **Digital explorers** followed and are aged 25-29. They began to see the true power of technology as part of everyday life. Controversially, as the Internet was the Wild West for them, they illegally downloaded music through Napster while watching adults use the only true smartphone at the time, the Blackberry.

- **Digital natives** (aged 18-24), are those who have grown up with technology as a crucial part of their lives and with less digital uncertainty. They connect with their friends on Facebook, check Twitter often and network professionally on LinkedIn, all from their iPhones.
EDUCATING ONLINE STUDENTS

Students Who Know Only Digital

“They’ve grown up researching and buying products online, browsing social media and have evolved to innately filter information and advertising that [doesn’t]… interest them…They’ve been brand managers their entire lives, putting their own brand on social media for everyone to see.

UPCEA, Benchmark This! - The Segmentation of Millennials http://www.upcea.edu/benchmarkthis
ONLINE GRADUATE STUDENTS MAKE DECISIONS DIFFERENTLY

Be Ready for Digital Natives – Brand May Not Be Enough

Importance of Course Factors by Millennial Segment (% Very Important)

- **Digital Natives (18-24)**
  - Academic credentials of the instructor: 45%
  - Being taught by a tenured professor: 30%
  - Practical or workplace credential of the instructor: 33%
  - Reputation of the educational institution: 48%

- **Digital Explorers (25-29)**
  - Academic credentials of the instructor: 28%
  - Being taught by a tenured professor: 20%
  - Practical or workplace credential of the instructor: 27%
  - Reputation of the educational institution: 43%

- **Digital Immigrants (30-34)**
  - Academic credentials of the instructor: 30%
  - Being taught by a tenured professor: 16%
  - Practical or workplace credential of the instructor: 22%
  - Reputation of the educational institution: 35%

UPCEA Center for Research and Marketing Strategy Survey, October 2015
PURDUE ONLINE MASTER’S DEGREE & CERTIFICATE PROGRAMS

Distance Education Programs

Fall 2012*  Fall 2013  Fall 2014  Fall 2015  Fall 2016
ONLINE MASTER’S DEGREE PROGRAMS

Provider of Online Programs

- **Vended Partner**
- **Colleges**

AY 2016-2017
ONLINE PROGRAM PARTNERSHIP WITH WILEY

Wiley (Deltak)

Deltak is an Online Program Management (OPM) firm owned by John Wiley and Sons, Inc.

In 2010, Purdue explored using a vendor.

Procurement negotiated a seven-year exclusive contract with Deltak, and the Purdue/Deltak relationship has been managed through Purdue Digital Education.
ONLINE PROGRAM PARTNERSHIP WITH WILEY

Wiley (Deltak)
  16 week -> 8 week course conversion
  Focus on learning outcomes (often project based)
  Mostly asynchronous
  
Work with professor.
Technologist designs the course
Mix of text, audio, video, interactions (blog and chat).
ONLINE PROGRAM PARTNERSHIP WITH WILEY

- Services include market analysis, online course development (in cooperation with faculty) marketing, recruitment, and retention activities.
- Provides hosting services, 24/7 web support, and learning analytics
- Launched three successful online masters degrees
- Since 2011, has generated $6 million in tuition
# ONLINE MASTER’S DEGREE PROGRAMS

<table>
<thead>
<tr>
<th>Major</th>
<th>Area of Interest</th>
<th>Degree Objective</th>
<th>Administering Office</th>
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</thead>
<tbody>
<tr>
<td>Aeronautics &amp; Astronautics</td>
<td>Food &amp; Agribusiness Management</td>
<td>MS in Aeronautics &amp; Astronautics</td>
<td>ProEd</td>
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<td>Agricultural Economics</td>
<td>Aviation Management (Distance Only)</td>
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<tr>
<td>Aviation Technology</td>
<td>Building Construction Management</td>
<td>MS in Aviation &amp; Aerospace Management</td>
<td>ProSTAR</td>
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<td>Sustainability (Online)</td>
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<td>Communications</td>
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<td>Wiley</td>
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<td>Management (Executive MBA)</td>
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PURDUE ONLINE MASTER'S DEGREE & CERTIFICATE PROGRAMS

Distance Education Enrollment

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<th>Year</th>
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<td>Fall 2012*</td>
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<tr>
<td>Fall 2013</td>
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<tr>
<td>Fall 2014</td>
<td>1119</td>
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<td>Fall 2015</td>
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<tr>
<td>Fall 2016</td>
<td>1753</td>
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## ONLINE MASTER’S DEGREE PROGRAMS

### Total Fall 2016 Enrollment: 9,461

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>% of Total</th>
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<tr>
<td>Distance</td>
<td>1,755</td>
<td>18.5%</td>
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<tr>
<td>Campus</td>
<td>7,706</td>
<td>81.5%</td>
</tr>
<tr>
<td><strong>Total Enrolled</strong></td>
<td><strong>9,461</strong></td>
<td><strong>100.0%</strong></td>
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PURDUE ONLINE MASTER’S DEGREE & CERTIFICATE PROGRAMS

3 Programs Partnered with Wiley
ONLINE MASTER’S DEGREE & CERTIFICATE PROGRAMS

Why Online Students in Partnered Programs Stopped

- Special Schedule 27%
- Personal 33%
- Program Issue 6%
- Work Related 11%
- Academic 5%
- Dismissed 4%
- Financial 9%
- Health 5%
ONLINE MASTER’S DEGREE & CERTIFICATE PROGRAMS

Purdue Online Partnered Program Persistence Rates Closely Match Purdue Overall Cohort Grad Rates

Average Across Cohorts of % of Students Graduating

<table>
<thead>
<tr>
<th>Time Period</th>
<th>LDT</th>
<th>MS Communication</th>
<th>MS Ed SPED</th>
<th>Purdue By Cohort</th>
<th>Purdue By Cohort Over Time</th>
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</thead>
<tbody>
<tr>
<td>Within 2 years</td>
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<td></td>
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<td>Within 3 years</td>
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<td>Within 4 years</td>
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<td>Within 5 years</td>
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RESEARCH AND ADVISORY FIRMS

Eduventures provides primary research, analysis, and advisory services to support decision-making throughout the student lifecycle. Higher education leaders engage with Eduventures to make informed decisions about setting strategy, ensuring the financial sustainability of their institutions, boosting student success, and selecting and implementing technology.
HOW PURDUE IS USING EDUVENTURES

Market Analysis for New Professional Masters Programs

- Campus or Online Programs
- Demand for degree
- Pricing
SUCCESS STORY AT PURDUE

The Outcome: Guidelines adopted by the Board of Trustees

The Results: All units proposing a professional masters program will have access to market analysis service of Eduventures and Education Advisory Board
RESEARCH AND ADVISORY FIRMS – ANOTHER PARTNER

Education Advisory Board – Providing research answering education’s most pressing issues.

Purdue is using EAB in similar ways as Eduventures to Perform Market Analysis for New Professional Masters Programs

- Campus or Online Programs
- Demand and Forecasts
- Pricing
THANK YOU!

Questions and Comments