Building a Graduate Enrollment Ecosystem: Experienced Leaders Share Best Practices

October 28, 2021

Webinar sponsored by
Webinar Logistics

- Please submit questions at any time through the Q&A feature in your Zoom toolbar. We will only be answering audience questions during the designated Q&A period.
- The recording and presentation slides will be emailed to registrants as well as posted to the CGS website after the live event.
- The chat is available to all attendees. Conversation in the chat between attendees is encouraged.
Julia Kent
Vice President, Best Practices and Strategic Initiatives
CGS
Building a Graduate Enrollment Ecosystem: Experienced Leaders Share Best Practices
• Small, specialized university in Flint, Michigan
• 2,030 total undergraduate and graduate enrollment
• MSE degrees including Mobility Systems, Applied Data Science, TechMBA, and Engineering Management
• Fully leveraging our 100+ year legacy in the automotive industry
• Research 2 institution in Jonesboro, Arkansas

• 12,863 total undergraduate and graduate enrollment

• 4,622 graduate students

• MBA options (Full-Time, Face to Face and Online Professional program)

• Finance, Healthcare Administration, Supply Chain Management specialized master programs
The Many Roles of Graduate Admissions Offices

- Application submitting
- Application accepting or rejecting
- Reporting
- Recruitment marketing
- Applicant scoring
- Lead nurturing
- Application submitting
- Applicant funnel managing
- Messaging
- Fee payment managing
- Registration managing
- Interview facilitating
- Recommendation letter managing
- Form creating
- Interview scheduling
- Messaging
- Applicant scoring
- Registration managing
- Interview facilitating
- Recommendation letter managing
- Form creating
- Interview scheduling
You've Got Options

...and many more
Graduate Admissions Ecosystem

- Prescriptive Analytics
- Application
- Visual Analytics
- CRM
- Marketing Services
What challenges differentiate graduate admissions from undergraduate admissions?
What partners are in your network of graduate enrollment technology?
How do you use them and how do they work together?
What do you look for when assessing software and service providers?
Takeaways: Key Considerations

- What sets graduate admissions apart from undergraduate admissions at your institution?
- What partners do you already have on campus who you can leverage in new ways to meet your graduate enrollment goals?
- What makes a great total enrollment partner? What do you need to avoid?
Thank You

Jillian Baer
Client Delivery Manager
310.745.9374
jbaer@liaisonedu.com

Dr. Cherisse Jones-Branch
Graduate School Dean
870.972.3209
criones@astate.edu

Trisha Lynch
Associate Director, Enrollment Operations and Strategy
810.762.7325
tlynch1@kettering.edu

Scott Travis
Director of Specialty Admissions, International Students
810.762.7482
stravis@kettering.edu
Upcoming Events

• **Mitigating the Caregiving Burden among Graduate Students: Policies, Programs and Practices**
  Wednesday, November 3, 2021 from 2:00-3:00 PM Eastern

• **CGS 61st Annual Meeting**
  *December 1-4, 2021*
  *Sheraton New Orleans Hotel, New Orleans, LA*