Selected Insights from the 2020 NAGAP/CGS Survey of Graduate Enrollment Management Professionals

Tuesday, April 20, 2021
Plan for today

• Two presentations, followed by a moderated discussion.
  
  • Janet Gao of the Council of Graduate Schools will speak for approximately 12 minutes discussing selected results from the 2020 NAGAP/CGS Survey of Graduate Enrollment Management Professionals.
  
  • Christian P.L. West of the Council of Graduate Schools will also speak for approximately 12 minutes discussing Selected findings from the RAPID: Investigating Challenges to Matriculation and Completion for Underrepresented STEM Graduate Students during the COVID-19 Pandemic project (NSF/DGE grant number 2037360).
  
  • Following their presentation Amanda Bryant-Friedrich (Wayne State), Linda Mason (Purdue), Nicole Norfles (Council for Opportunity in Education), and Amanda L. Ostreko (Kansas) will discuss how the pandemic has impacted access and pathways into master's and doctoral education among traditionally underserved students.
Impact of COVID-19 on Graduate Education Access: Selected Results from the 2020 NAGAP/CGS Survey of Graduate Enrollment Professionals

April 2021
Janet Gao

Key Findings:
- Campus Climate & Work-life Balance. Approximately 66.3% of survey respondents agreed that students of color have shown greater concern about campus culture and climate than their majority counterparts. About 63.2% of respondents reported that work-life balance was a very important concern for students overall, with the percentage being somewhat higher for female students (66.7%) and students of color (64.9%), (Figure 2)
- Exacerbated Affordability Concern. Overwhelmingly, 82.2% of respondents agreed that more prospective domestic students had expressed concerns about the affordability of graduate and professional education since the COVID-19 pandemic. The majority (61.1%)

Special thanks to

Research in Brief
About the Survey

- U.S. international and domestic graduate enrollment trends in Fall 2020, outreach efforts, and graduate school pipeline issues, etc.

- 217 GEM professionals
  - 95% work on domestic graduate enrollment
  - 87% interact regularly with prospective students
  - 60% lead GEM professionals;
  - 41% directly report to the graduate dean

Academic Unit Where GEM Professionals Work

Data Source: NAGAP, The Association for Graduate Enrollment Management & Council of Graduate Schools, Survey of Graduate Enrollment Management Professionals, Fall 2020
Data Source: Impact of COVID-19 on Graduate Education Access: Selected Results from the 2020 NAGAP/CGS Survey of Graduate Enrollment Professionals.
Concerns on Campus Climate Culture and Work-life Balance


Data Source: NAGAP, The Association for Graduate Enrollment Management & Council of Graduate Schools, Survey of Graduate Enrollment Management Professionals, Fall 2020, Data Table 2.
Use of National Outreach Resources

<table>
<thead>
<tr>
<th>Program/Alliance</th>
<th>Use Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mellon Mays Undergraduate Fellows</td>
<td>1.9%</td>
</tr>
<tr>
<td>Gates Millennium Scholars Program</td>
<td>9.3%</td>
</tr>
<tr>
<td>Louis Stokes Alliance for Minority</td>
<td>4.6%</td>
</tr>
<tr>
<td>Participation (LS-AMP)</td>
<td></td>
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<tr>
<td>MARC U-Star</td>
<td>0.9%</td>
</tr>
<tr>
<td>Ronald E. McNair Postbaccalaureate</td>
<td>36.1%</td>
</tr>
<tr>
<td>Achievement Program</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td>54.6%</td>
</tr>
</tbody>
</table>

Data Source: NAGAP, The Association for Graduate Enrollment Management & Council of Graduate Schools, Survey of Graduate Enrollment Management Professionals, Fall 2020, Data Table 4.

More Funding, More Career Development Support

Data Source: Impact of COVID-19 on Graduate Education Access: Selected Results from the 2020 NAGAP/CGS Survey of Graduate Enrollment Professionals.
Humanities Graduate Program Suspension

Data Source: NAGAP, The Association for Graduate Enrollment Management & Council of Graduate Schools, Survey of Graduate Enrollment Management Professionals, Fall 2020, Data Table 5.

Maximize funding and career resources

Enforce diverse and inclusive virtual learning environments

Evaluate the effectiveness of approaches and resources

Retain and reboot graduate enrollment post-pandemic
RAPID: Investigating Challenges to Matriculation and Completion for Underrepresented STEM Graduate Students during the COVID-19 Pandemic project (NSF/DGE grant number 2037360)
## About the Surveys

<table>
<thead>
<tr>
<th>Survey Population</th>
<th>Participants</th>
<th>Institutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Directors</td>
<td>48</td>
<td>48</td>
</tr>
<tr>
<td>Prospective Graduate Students</td>
<td>241</td>
<td>45</td>
</tr>
<tr>
<td>Current Graduate Students</td>
<td>3,972</td>
<td>86</td>
</tr>
</tbody>
</table>
Students’ Enrollment in Graduate Education May be Delayed

- More likely to immediately attend graduate school: 17.5% Women, 29.2% Men
- Less likely to immediately attend graduate school: 31.6% Women, 25.0% Men
- Less certain about whether or not I will immediately attend graduate school: 50.9% Women, 45.8% Men

Source: Council of Graduate Schools
Students’ Enrollment in Graduate Education May be Delayed

Have you changed your mind about which graduate degree objective to first pursue after earning a bachelor's degree as a result of COVID-19?

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>19.2%</td>
<td>29.3%</td>
</tr>
<tr>
<td>No</td>
<td>80.8%</td>
<td>70.7%</td>
</tr>
</tbody>
</table>
How very or extremely important are the following factors in deciding which graduate program you will apply?

- Availability of financial support: 88.80%
- Quality of the faculty: 86.72%
- Faculty expertise: 81.74%
- Cost: 74.69%
- Opportunities for career-related experiences: 69.71%
- Diversity of program: 64.73%
- Career outcomes of alumni: 56.85%
- Academic reputation: 56.02%
- Length of program: 44.81%
- Size of program: 26.56%
- Proximity of university to home: 18.67%
- Same school as undergrad.: 6.22%
What are the top factors preventing you from attending graduate school?

- Unwilling to take on more student loan debt: 58.9%
- Performance on standardized tests will not make me competitive: 46.1%
- Graduate/professional schools would be too hard: 28.2%
- Too few jobs in the field pay enough money: 27.4%
- Difficult to move to another community to attend: 24.9%
- Time needed to complete is too long: 24.5%
- Unable to complete the undergraduate research experiences: 14.5%
- Childcare or other family responsibilities: 10.4%
- Family does not think it would be a good choice: 4.1%
- Professors advised me not to go: 3.3%
### Advice from Program Directors

How very important or extremely important would the availability of the following types of resources be in helping program participants maintain their interest and motivation to pursue/complete a graduate degree?

<table>
<thead>
<tr>
<th>Resource Description</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources that would help graduate programs connect with my program alums who have not yet enrolled in a graduate program</td>
<td>56.25%</td>
</tr>
<tr>
<td>Additional undergraduate research opportunities</td>
<td>52.08%</td>
</tr>
<tr>
<td>Opportunities to connect with current graduate students or graduate program alumni for informational interviews</td>
<td>50.00%</td>
</tr>
<tr>
<td>Opportunities to participate in virtual campus tours</td>
<td>50.00%</td>
</tr>
<tr>
<td>More information on career opportunities for graduate degree holders by field or discipline</td>
<td>43.75%</td>
</tr>
</tbody>
</table>
Advice from Program Directors

- Removal of the GRE requirement
- Availability of funding
- Building a community of scholars
- Communication on the ways institutions are responding during COVID, especially around graduate admission
- Communication regarding career outcomes of graduate programs
- Flexibility through virtual graduate school fairs and opportunities to present undergraduate research to graduate school recruiters
- Flexibility on use of program funds (e.g. money earmarked for travel can be repurposed for other developmental opportunities)
Panel Discussion

Amanda Bryant-Friedrich
Dean, Graduate School
Professor of Pharmaceutical Sciences
Wayne State University

Nicole Norfles
Director, Program Practice and Innovation
Council for Opportunity in Education

Moderator
Hironao Okahana
Vice President, Research & Knowledge Development
Council of Graduate Schools

Linda Mason
Dean of the Graduate School
Professor of Entomology
Purdue University

Amanda L. Ostreko
Assistant Vice Provost
Director of Graduate Enrollment Management
University of Kansas
OUTCOMES

INCREASED matriculants by 44%

INCREASED applications by 19%

DECREASED time processing applications by 99%

WITH UNiCAS

WITH GradCAS

WITH BusinessCAS
Supporting Graduate Student Mental Health and Wellbeing Report Release

• April 29, 2021
• Webinar from 2:00-3:00 PM ET

For other upcoming CGS webinars as well as the links to recent webinar recordings visit https://cgsnet.org/cgs-webinars
Upcoming Events

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Thank you for joining us!