Remapping Graduate Recruitment for 2021: Strategies to Identify and Engage New Applicant Pools

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Suzanne T. Ortega
President, Council of Graduate Schools
Remapping Graduate Recruitment for 2021

Strategies to Identify and Engage New Applicant Pools
Panelists

Julie Masterson
Associate Provost and Dean of the Graduate College

Vincent James
Director of Admissions
HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH

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Executive Director, Enrollment Management Consulting
LIAISON

MODERATOR
Judy Chappelear,
Managing Director, GradCAS
LIAISON
Today’s Conversation

• Challenges of Graduate Recruitment

• Overview of Centralized Application Services

• Benefits of Enrollment Marketing Services
Challenges Facing Graduate Recruitment Today

Another pandemic-related threat to universities: falling numbers of graduate students
Even before the new threat, some schools’ graduate enrollment — and revenue — was dropping.

Universities increasingly turn to graduate programs to balance their books
The survival strategy is raising prices and increasing debt for graduate students.

College students predicted to fall by more than 15% after the year 2025
But high demand likely to persist for top 100 elite institutions.

Minority Graduate Students Remain Substantially Underrepresented in Graduate Education, Particularly in STEM Fields

How the Coronavirus Is Affecting Admissions
Sessions for admitted students are going online, and graduate programs are worried, as are undergraduate programs that are well-known enough to have applicants from far away. And then there’s next year.

By Scott Jaschik // March 9, 2020
• Public University Located in Springfield, Missouri
• Founded in 1905
• Total Enrollment: Undergraduate: 20,178 Postgraduate: 3,985
• 155 Graduate Programs (65 degree, 90 certificate programs)
• 85 Countries Represented in the Current Student Body
The Basics:
• Location: Boston, MA
• Enrollment: 1090
• Degrees Offered: MPH (full-time or hybrid), MHCM, SM, DrPH, PhD
• Deadlines: December 1 for most programs
• Diversity: 33% int'l; 18% Diversity of US/PR

Unique Features:
• Founded in 1913 as part of the Harvard-MIT School for Health Officers
• State of the Art Leadership Studio
• Harvard Innovation Lab (Harvard iLab)
• Cross-registration within Harvard, MIT, Tufts (Fletcher and Friedman Schools)
• Winter Session (J-term) trips/courses to Latin America, Middle East, Asia
• Students Enrolled Represent 69 Countries
• Numerous Student Organizations and Strong Graduate Outcomes
Audience Poll

What is the biggest challenge for graduate recruitment on your campus?

• Generating leads for “best fit” applicants
• Recruiting international applicants
• Overcoming objections for advocacy and costs
• Recruiting in-person vs. virtual
• Managing the budget for recruitment
Centralized Application Services (CAS) Communities
CAS Communities

**BUSINESS CAS**
by LIAISON

**GRAD CAS**
by LIAISON  endorsed by common app

**ENGINEERING CAS**
by LIAISON

**POSTBAC CAS**
by LIAISON

**BIO MED CAS**
by LIAISON
25 Years of Improving Outcomes

- Community
- Program Awareness
- Marketing
- Data Analytics
- Business Continuity
Enrollment Marketing
Four Keys to Successfully Engaging Students

- Immediate
- Relevant
- Automated
- Trackable
Software and Service Options

- All campaigns are powered by EMP
- Outreach is targeted & personalized
- Email 2.0 technology
- Immediate & personalized response to all inquiries
- All engagement is tracked and reported
- Automated solution

Talent Behind the Tech

- All campaigns developed by the EMP Team
- Strategic consultation
- Award-winning design and copywriting team
- Marketing services for over 120 schools
- Serving both graduate and undergraduate markets
Sample Lead Generation and Response

Name Sources

Auto Upload

Targeted Variable Print

Targeted Variable Emails

Targeted Digital Ads

Inquiry Response Form

Personalized Thank You Page

Auto-Import Data into SIS or CRM

Auto Responder Email

Text Response
Missouri State University - Use of Marketing Platform

Lead Sources

- Lead Generation
- Digital Marketing
- Website Inquiry Links
- Events
- Other Lead Sources

Dynamic Form-fill

Personalized Microsite

Campaign Management & Analytics

155 Targeted Nurture Tracks
Harvard T.H. Chan - Complete Campaign Management Example

Goals of Campaign:

1. Increase under-represented minorities

2. Increase male population

3. To reach people who don’t think Harvard is accessible to them
Case Study: Anatomy of the Campaign
HARVARD
T.H. CHAN
SCHOOL OF PUBLIC HEALTH

SUCCESS IS IN THE NUMBERS:

21.7%
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To
Enrolled

All these enrolled students are from
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Campaign Results

Marketing Platform
Campaign Management & Analytics

Target Outreach

Email Series

Dynamic Form-Fill

Targeted Digital

Personalized Postcard

Immediate & Personalized Response

Rep Auto To-Do

Personalized PURL

Text

Email Nurture

Personalized On-Demand Print

Voice Blast

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Going Beyond The Applications

Powerful, integrated Marketing solutions to drive more Completed applications for You.

- **No cost to you**, included with your CAS participation
- Fully integrated with CAS application for truly seamless automation
- Takes advantage of award-winning creative team and innovative campaign strategy
- Scalable to meet your changing needs
Helping You Increase Completed Applications

INITIATIVES INCLUDED WITH YOUR CAS PARTICIPATION

1. Recruit More New Applicants
   - CAS STUDENT RECRUITMENT
     Drive more students into the CAS using a comprehensive digital marketing campaign strategy on multiple platforms including social media, pay-per-click and re-targeting.

2. Drive Your Prospects and Inquiries to Apply
   - CAS CAMPAIGN
     Driving more of your prospect and inquiries to apply by creating an automated campaign for both your prospects and inquiries.

3. Have More Applications Completed
   - APPLICATION NURTURE
     Integrated and Automated campaign targeting your in-progress applicants driving them to complete their application.
Q&A
Take-Aways

• Benefits of Joining a CAS Community

• Combining Enrollment Marketing and CAS to Drive Recruitment

• Customizing Enrollment Marketing to the Needs of Your Institution

Learn More at Liaisonedu.com
Thank You!

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Upcoming Events

• Sponsored Webinar: Best Practices & Success Stories in Graduate Level Online Learning
  • *November 12, 2020*

• Virtual CGS 60th Annual Meeting
  • *December 2-4, 2020*