



# 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



# Speakers



**Trisha J. Lynch**

*Associate Director,  
Enrollment Operations and Strategy*



**Scott Travis**

*Director of Specialty Admissions,  
International Students*



**Dr. Cherisse Jones-Branch**

*Graduate School Dean*



Moderator

**Jillian Baer**

*Client Delivery Manager*





**Trisha Lynch**  
Associate Director, Enrollment



**Scott Travis**  
Director of Specialty Admissions,  
International Students

**Kettering**  
UNIVERSITY

- 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



**Dr. Cherisse Jones-Branch**  
Graduate School Dean



- 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

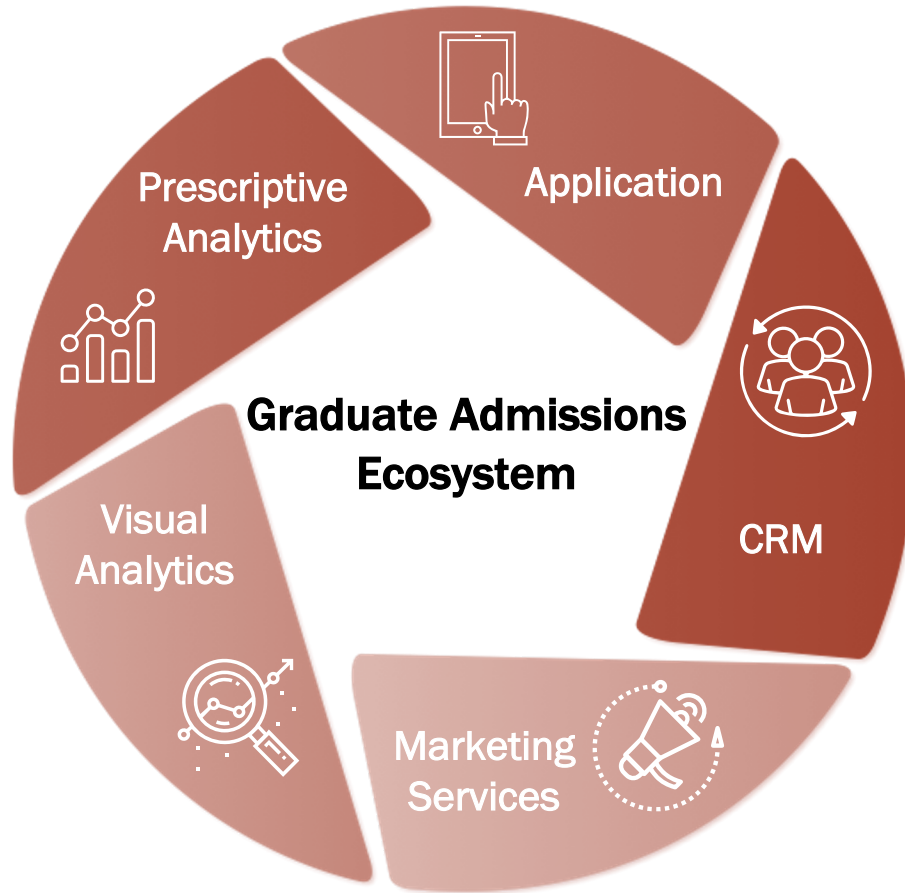
**Reporting** Recommendation letter managing  
**Messaging** Fee payment managing  
Application accepting or rejecting  
**Registration managing**  
Recruitment marketing **Applicant scoring**  
Interview facilitating  
**Lead nurturing** Application submitting  
**Applicant funnel managing**  
Interview scheduling  
**Form creating**



# You've Got Options



...and many more






**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?**

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# 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?



# Q & A





# Thank You



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Client Delivery Manager



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# 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 61<sup>st</sup> Annual Meeting**  
*December 1-4, 2021*  
*Sheraton New Orleans Hotel, New Orleans, LA*

