



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

Since the onset of the COVID-19 pandemic, concerns on graduate education access and success have not gone unnoticed (Flaherty, 2020a, 2020b). To examine how prospective students and enrollment management professionals may be responding to the pandemic, the Council of Graduate Schools (CGS), in partnership with NAGAP, The Association for Graduate Enrollment Management, fielded the 2020 NAGAP/CGS Survey of Graduate Enrollment Management Professionals. The survey, which was sent to active NAGAP members in

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%)

- Research in Brief

<https://cgsnet.org/cgs-research-brief-impact-covid-19-graduate-education-access-selected-results-2020-nagapcgs-survey>

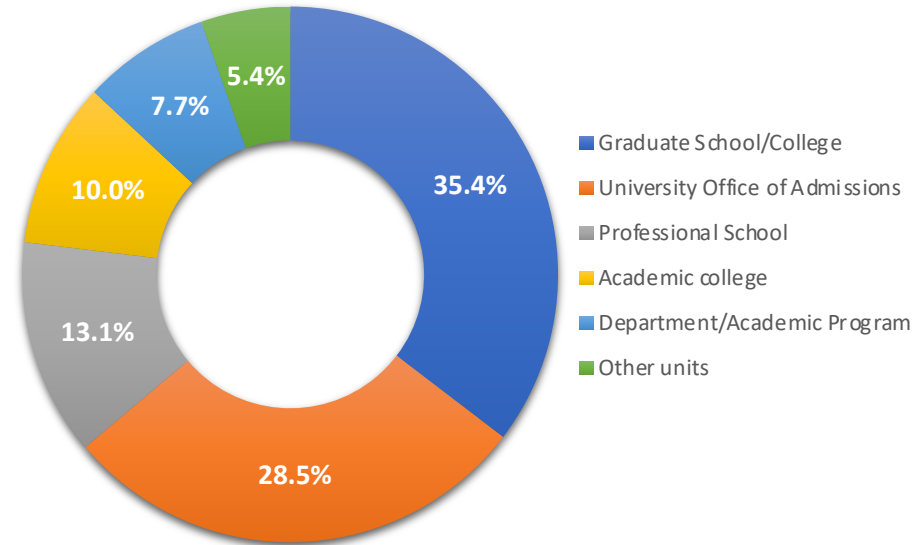
- Special thanks to Suzanne T. Ortega, NAGAP Leadership Team, Harper Garfinkle, Matthew Linton and Liaison International.



About the Survey

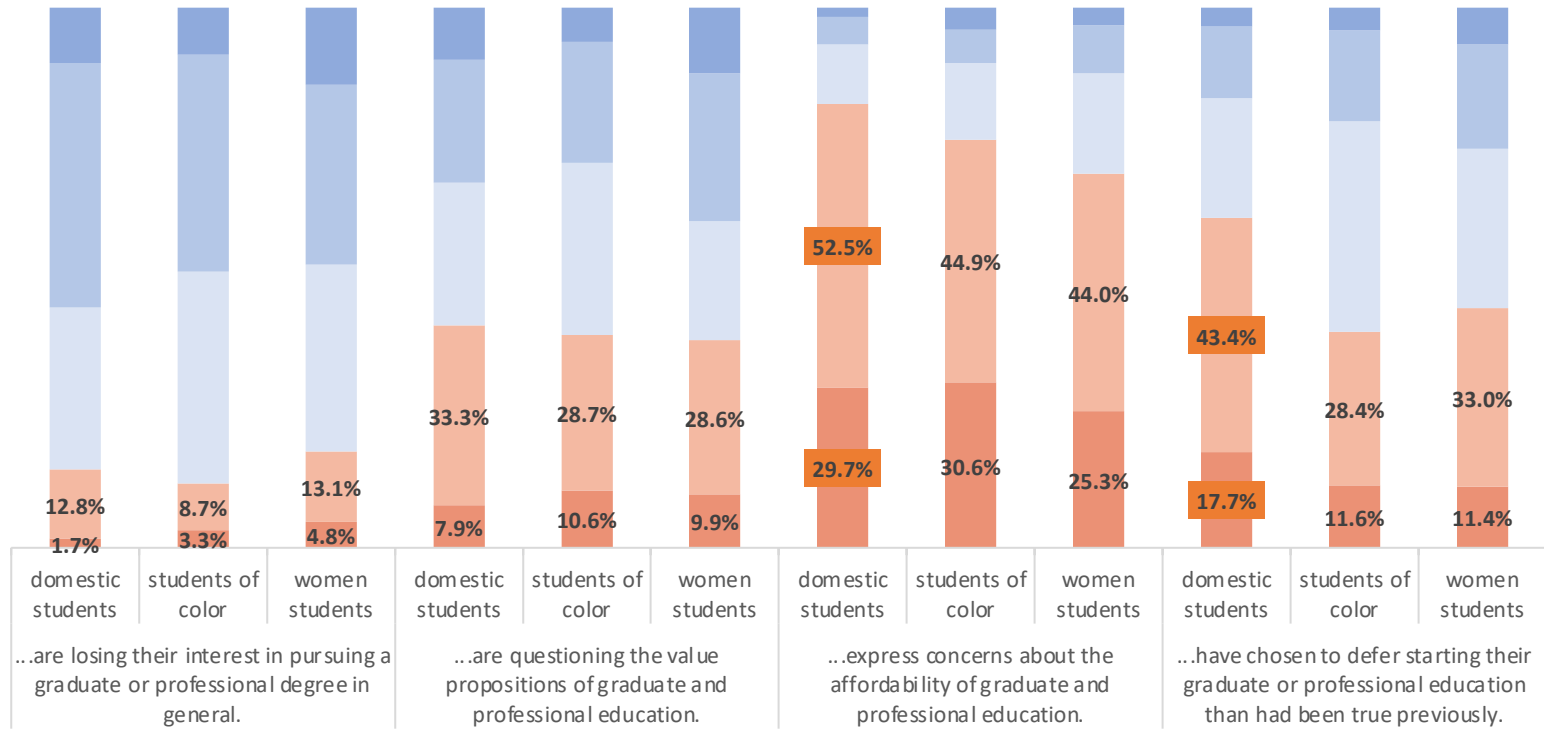
- U.S. international and domestic graduate enrollment trends in Fall 2020, outreach efforts, and graduate school pipeline issues, etc.
- 217 GEM professionals
 - 95% work on domestic graduate enrollment
 - 87% interact regularly with prospective students
 - 60% lead GEM professionals;
41% directly report to the graduate dean

Academic Unit Where GEM Professionals Work

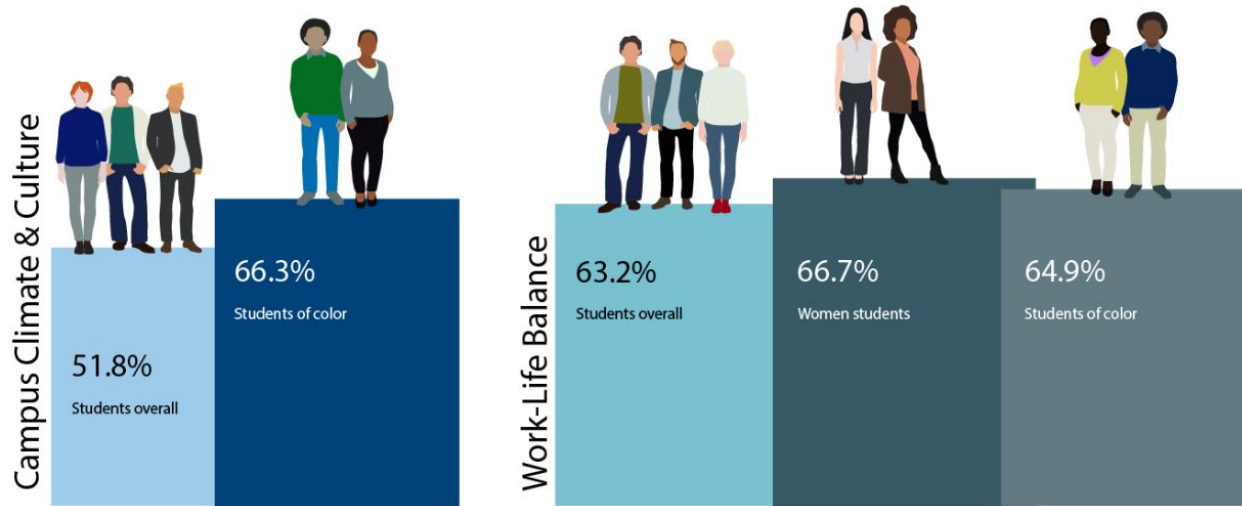


Affordability and Value of Graduate Education

■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Slightly disagree
 ■ Strongly disagree

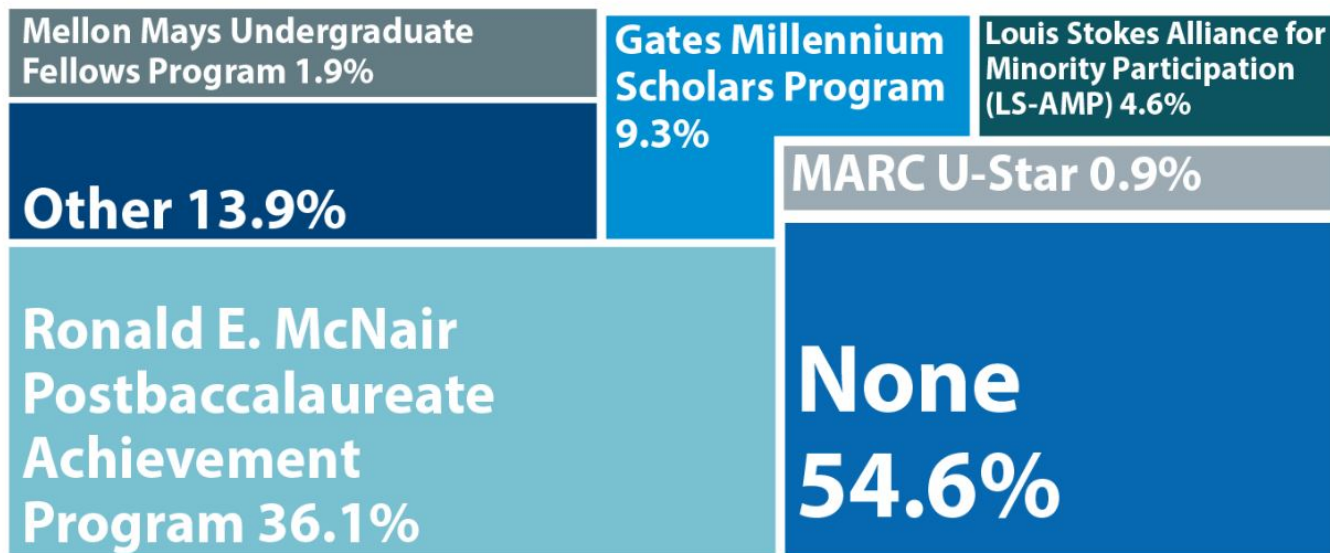


Concerns on Campus Climate Culture and Work-life Balance



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

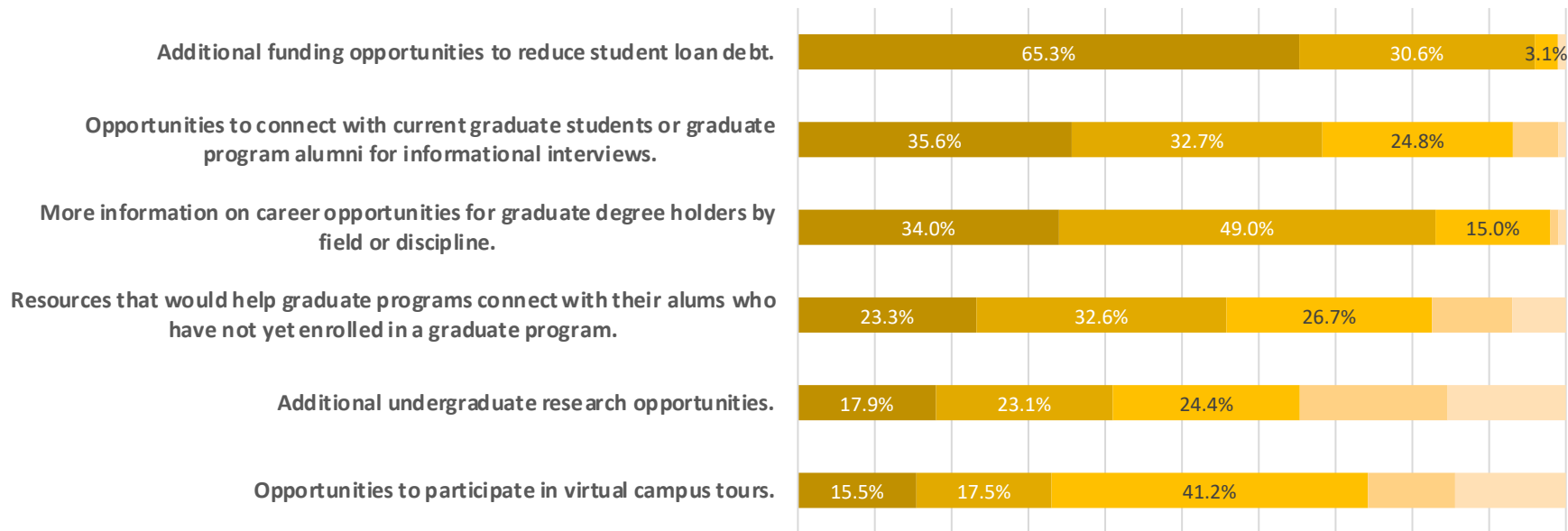
Use of National Outreach Resources



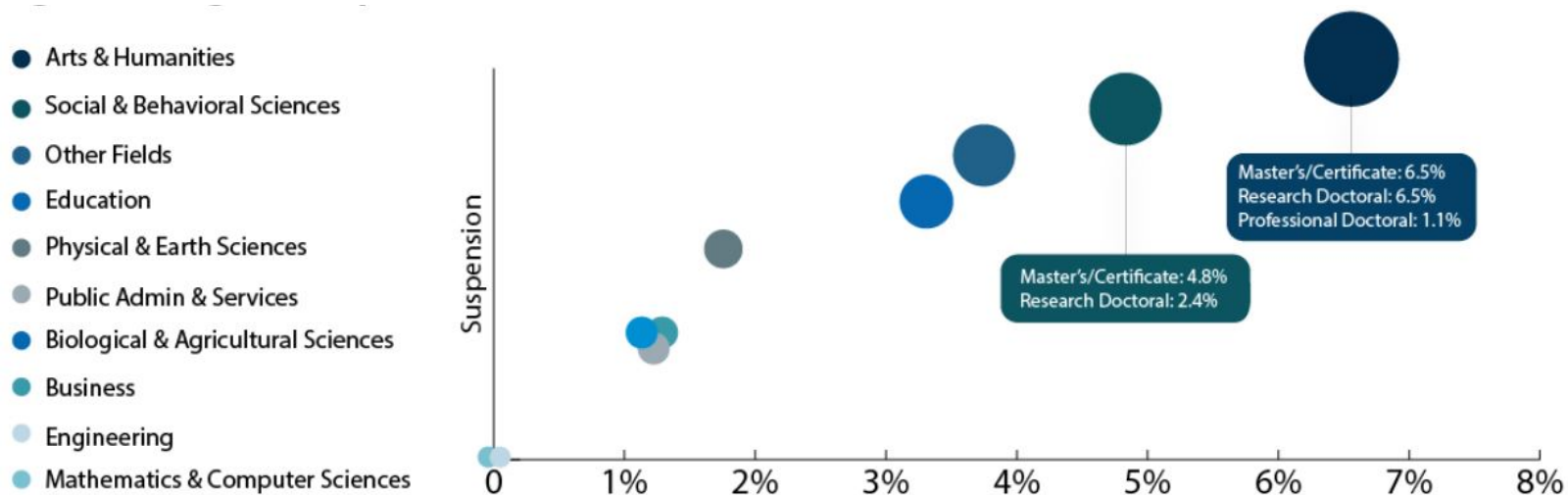
Data Source: NAGAP, The Association for Graduate Enrollment Management & Council of Graduate Schools, Survey of Graduate Enrollment Management Professionals, Fall 2020, Data Table 4.

More Funding , More Career Development Support

■ Extremely important
 ■ Very important
 ■ Moderately important
 ■ Slightly important
 ■ Not important



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.



RAPID: Investigating Challenges to Matriculation and Completion for Underrepresented STEM Graduate Students during the COVID-19 Pandemic project (NSF/DGE grant number 2037360)

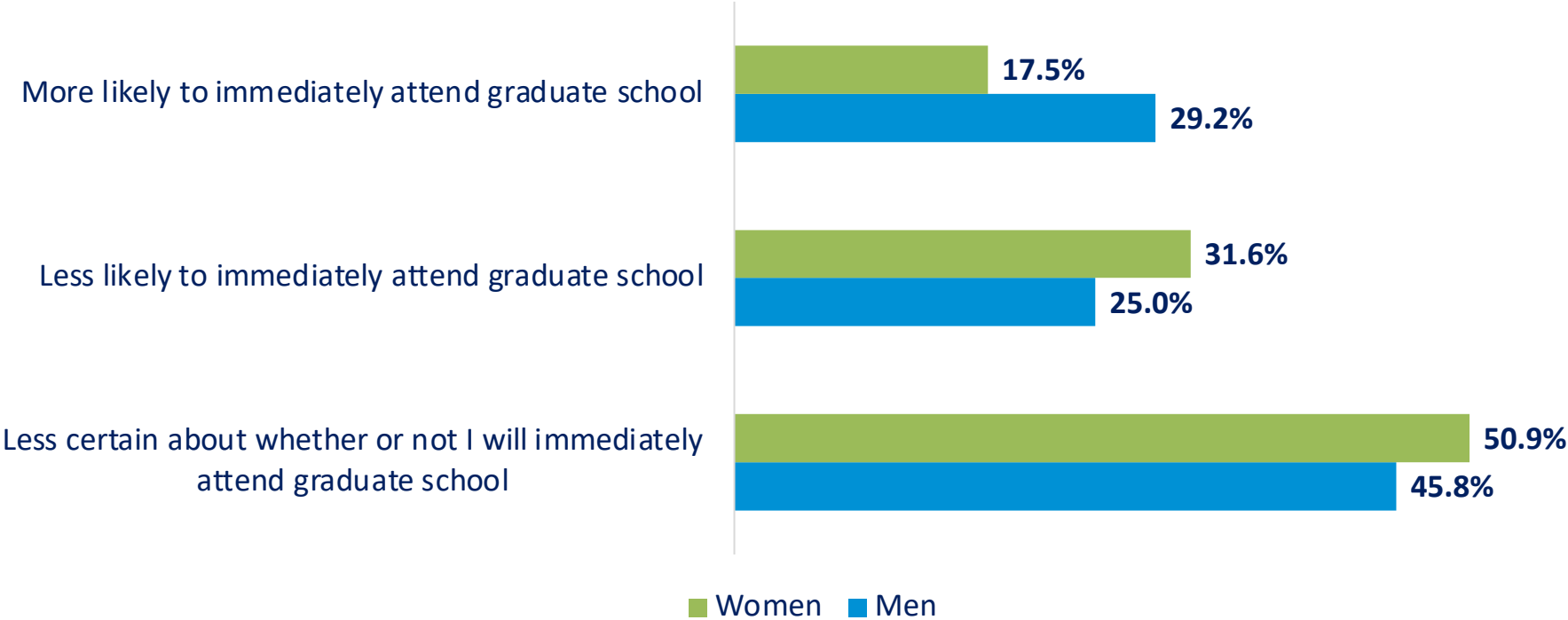


Any opinions, findings, and conclusions or recommendations expressed in this project do not necessarily reflect the views of the funder.

About the Surveys

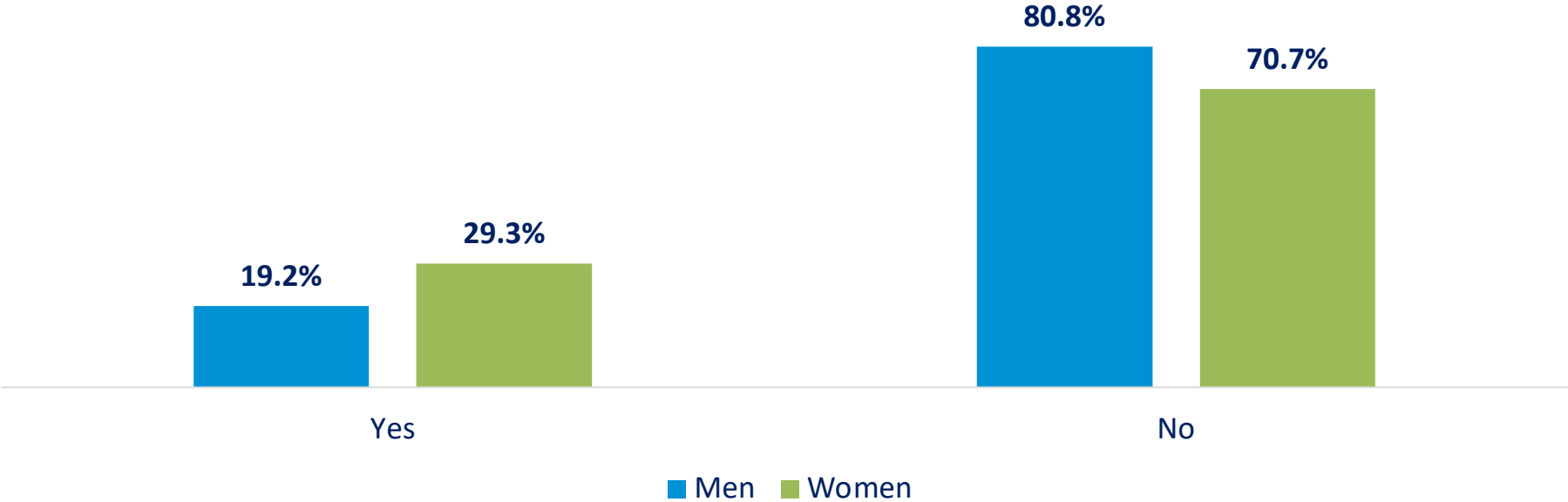
Survey Population	Participants	Institutions
Program Directors	48	48
Prospective Graduate Students	241	45
Current Graduate Students	3,972	86

Students' Enrollment in Graduate Education May be Delayed



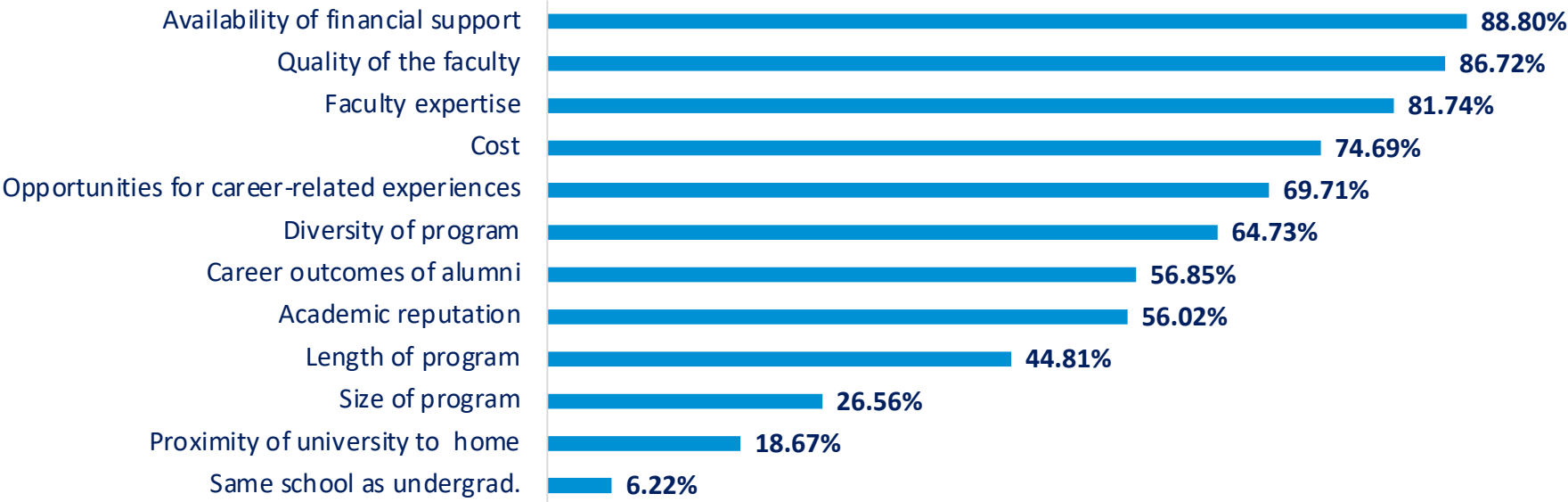
Students' Enrollment in Graduate Education May be Delayed

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?



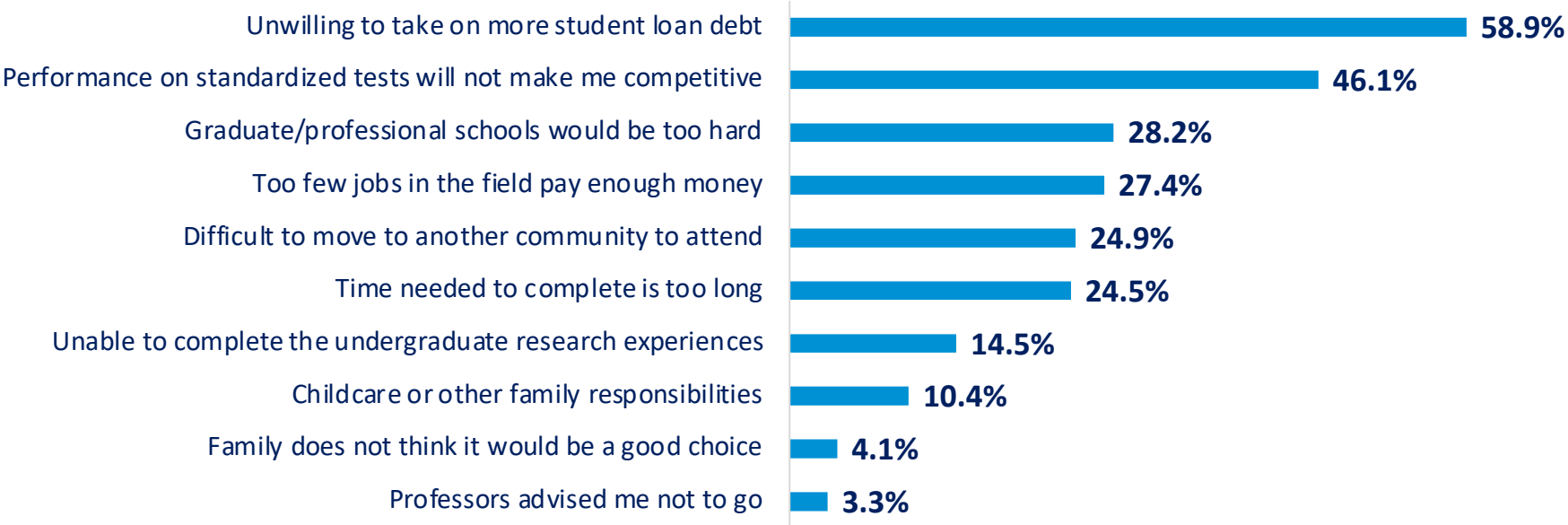
Finances & Standardized Tests as Barriers to Enrollment

How very or extremely important are the following factors in deciding which graduate program you will apply?



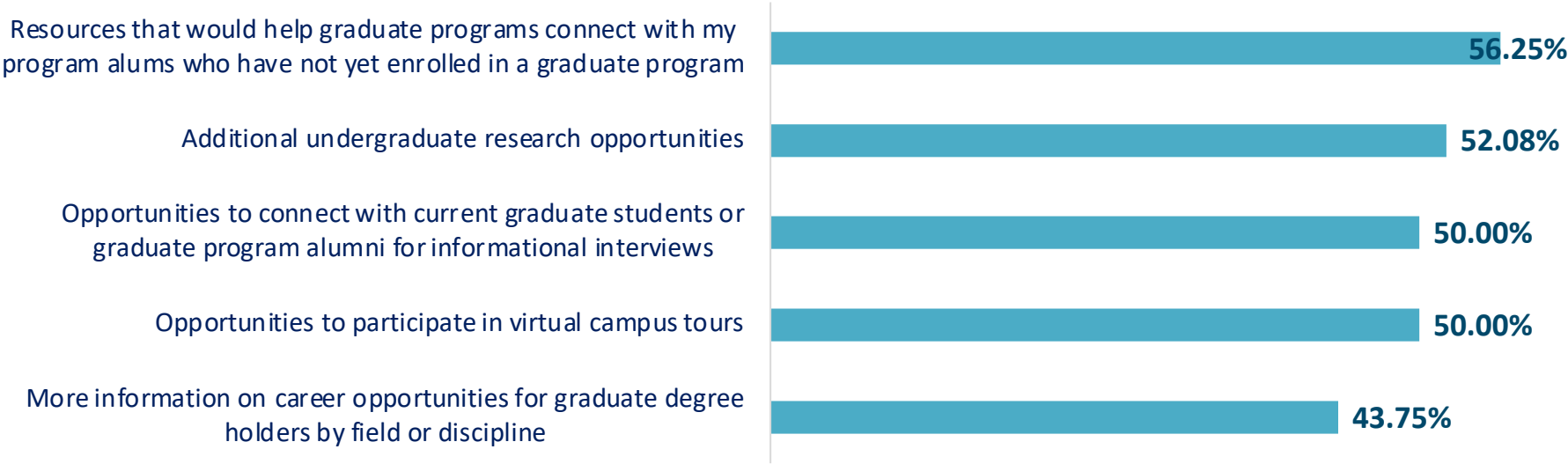
Finances & Standardized Tests as Barriers to Enrollment

What are the top factors preventing you from attending graduate school?



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?



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

Linda Mason

Dean of the Graduate School
Professor of Entomology
Purdue University

Nicole Norfles

Director, Program Practice and Innovation
Council for Opportunity in Education

Amanda L. Ostreko

Assistant Vice Provost
Director of Graduate Enrollment Management
University of Kansas

Moderator

Hironao Okahana

Vice President, Research & Knowledge Development
Council of Graduate Schools

CENTRALIZED
APPLICATION
SERVICE

CAS™ OUTCOMES

by LIAISON



OHSU

DECREASED time processing applications by **99%**

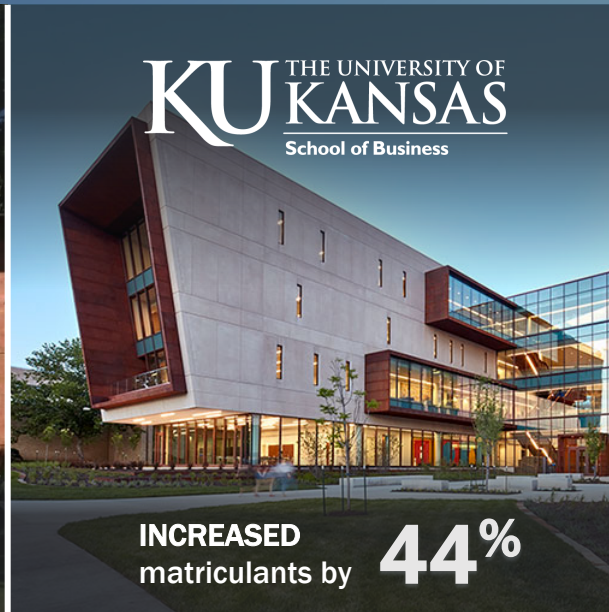
WITH UNICAS™
by LIAISON



ST. CLOUD STATE UNIVERSITY

INCREASED applications by **19%**

WITH GRADCAS™
by LIAISON endorsed by common app



KU THE UNIVERSITY OF KANSAS
School of Business

INCREASED matriculants by **44%**

WITH BUSINESSCAS™
by LIAISON

Upcoming Events

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>

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Thank you for joining us!