




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

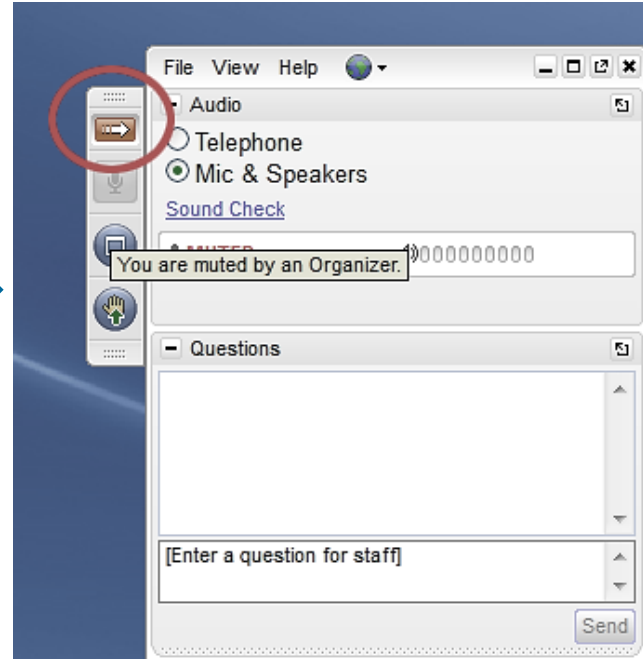
October 27, 2020

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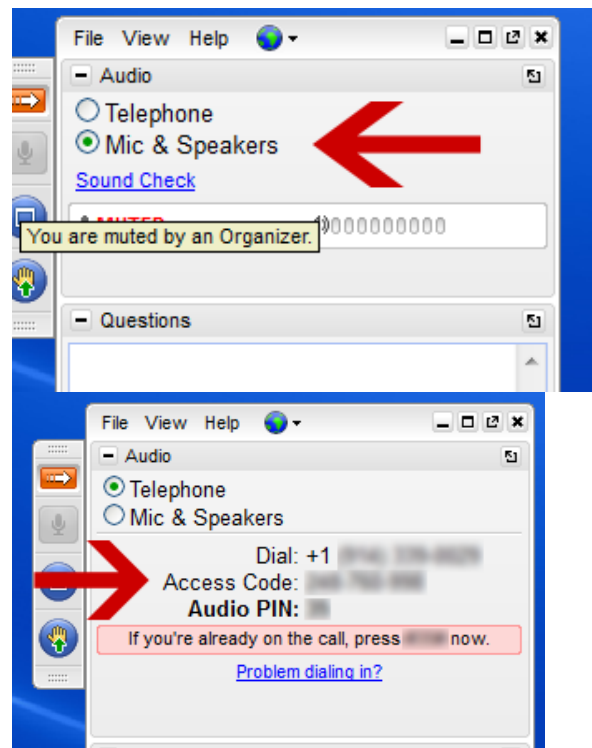
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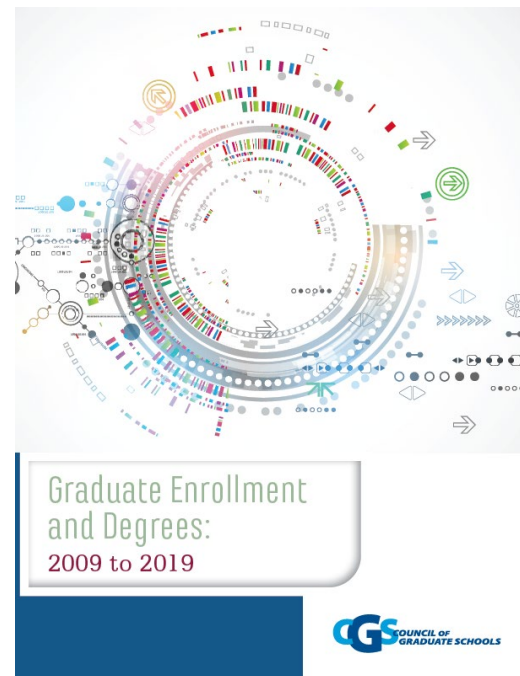
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Suzanne T. Ortega
President, Council of Graduate Schools





Remapping Graduate Recruitment for 2021



Strategies to Identify and Engage New Applicant Pools

Panelists



Julie Masterson
*Associate Provost and
Dean of the Graduate College*



Missouri State
UNIVERSITY



Vincent James
Director of Admissions



HARVARD T.H. CHAN
SCHOOL OF PUBLIC HEALTH



Suzanne Sharp
*Executive Director, Enrollment
Management Consulting*

LIAISON



MODERATOR
Judy Chappellear,
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

NEWS

Another pandemic-related threat to universities: falling numbers of graduate students

Even before the new threats, some schools' graduate enrollment — and revenue — was dropping

by MATT KRUPNICK
May 13, 2020

EDUCATION

Fewer Students Are Going To College. Here's Why That Matters

December 16, 2019 · 5:00 AM ET
Heard on [Morning Edition](#)

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

OCTOBER 15, 2020

NEWS

Universities increasingly turn to graduate programs to balance their books

The survival strategy is raising prices and increasing debt for graduate students

by JON MARCUS
April 23, 2019



College students predicted to fall by more than 15% after the year 2025

But high demand likely to persist for top 100 elite institutions

by JILL BARSHAY
September 10, 2018



#Admissions Insider #Coronavirus

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



Missouri State
UNIVERSITY

- 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



HARVARD **T.H. CHAN** **SCHOOL OF PUBLIC HEALTH**

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



Associations



BUSINESSCASTM
by LIAISON 

GRADCASTM
by LIAISON  endorsed by common
app 

ENGINEERINGCASTM
by LIAISON 

POSTBACCASTM
by LIAISON 

BioMEDCASTM
by LIAISON 

25 Years of Improving Outcomes



Community



Program Awareness



Marketing



Data Analytics



Business Continuity

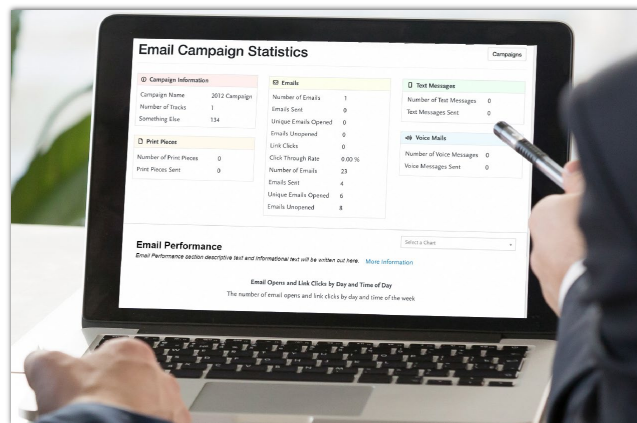
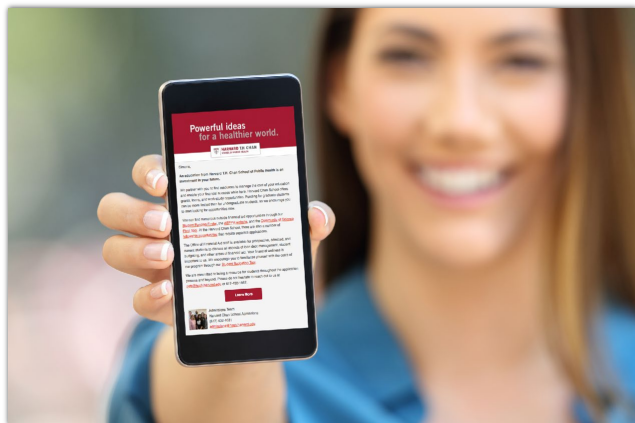


Enrollment Marketing



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

**ENROLLMENT
MARKETING**
by LIAISON

Name Sources

Auto
Upload



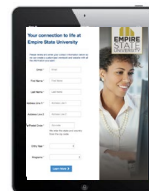
Targeted Variable
Print



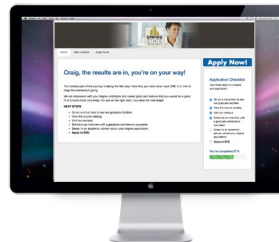
Targeted Variable
Emails



Targeted
Digital Ads



Inquiry
Response
Form



Personalized
Thank You Page



Auto- Import Data
into SIS or CRM



EMP Access



Targeted
Variable Print



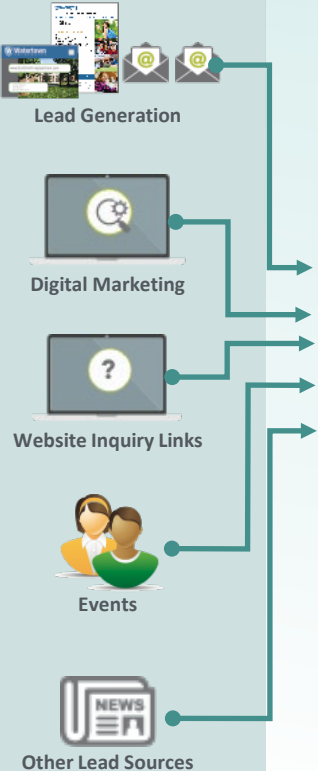
Auto Responder
Email



Text Response

Missouri State University - Use of Marketing Platform

Lead Sources

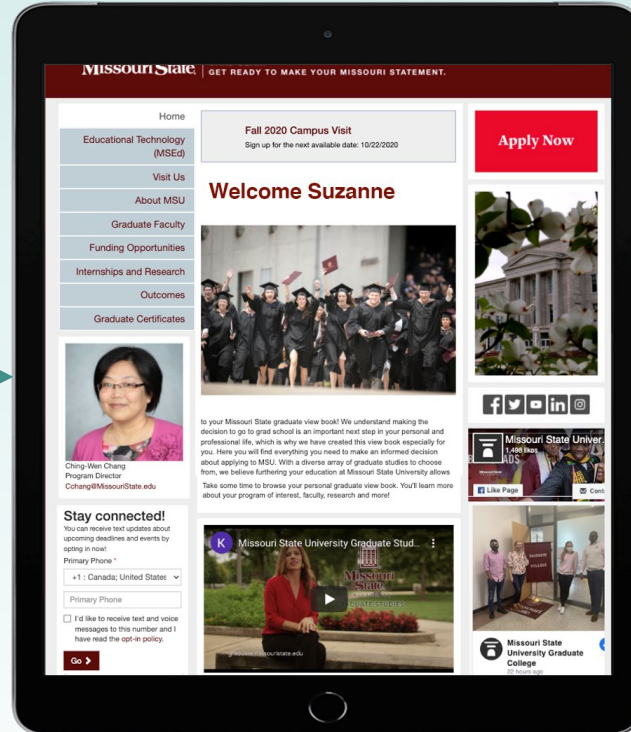


The tablet shows a 'Request Information' form with the following fields:

- Email *
- First Name *
- Last Name *
- Address Line 1 *
- Address Line 2 *
- Zip/Postal Code *
- Primary Phone *
- Graduate Student Type *
- Entry Year *
- Programs *

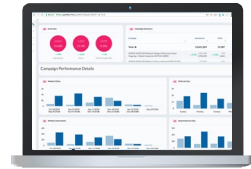
 A 'Learn More >' button is at the bottom. The background features the Missouri State University logo and the text 'MAKE YOUR MISSOURI STATEMENT'.

Dynamic Form-fill

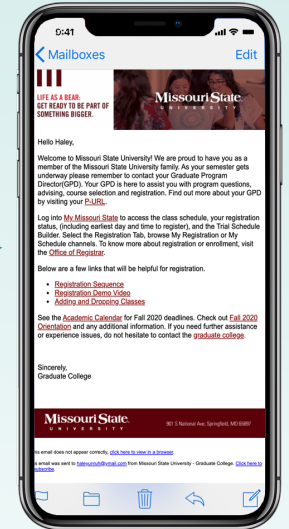


Personalized Microsite

Campaign Management & Analytics

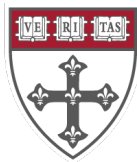


EMP



155 Targeted Nurture Tracks

●●●● Harvard T.H. Chan - Complete Campaign Management Example



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Inquiry Generation Campaign

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



Campaign Results



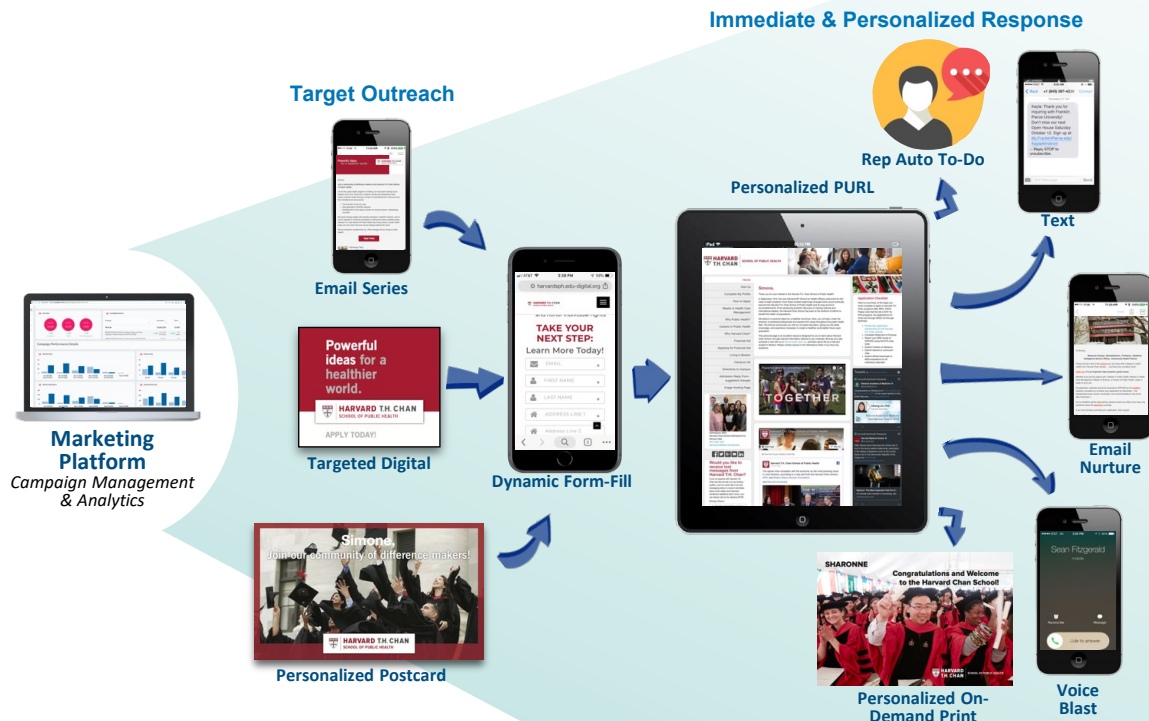
**HARVARD
T.H. CHAN**
SCHOOL OF PUBLIC HEALTH

SUCCESS IS IN THE NUMBERS:

21.7%

Applied
To
Enrolled

*All these enrolled students are from
under-represented groups!*



●●●●● 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

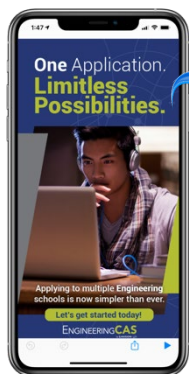




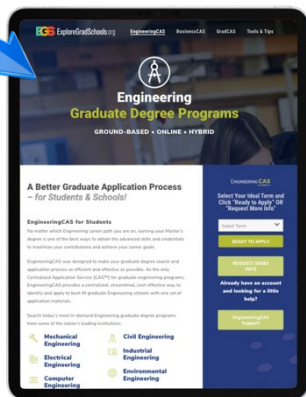
Helping You Increase Completed Applications



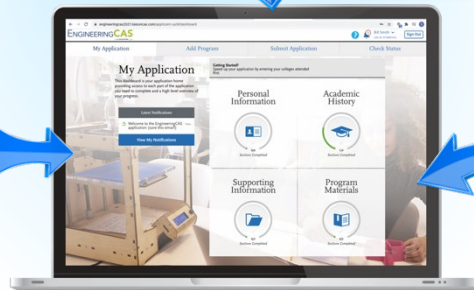
INITIATIVES INCLUDED WITH
YOUR CAS PARTICIPATION



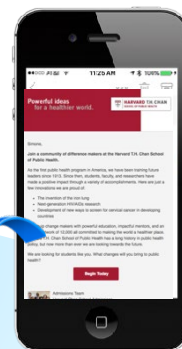
Digital outreach across all channels



Optimized Landing Pages



No cost to you, included with your
CAS participation!



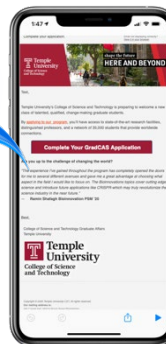
School Inquiries
or prospects
(purchased names)



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.



Application Data

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.

3

Have More Applications Completed

APPLICATION NURTURE

Integrated and Automated campaign targeting your in-progress applicants driving them to complete their application.



Q&A



- **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](https://liaisonedu.com)



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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*