



Improving Marketing and Recruitment Strategies for Master's Programs

Brian Carolan, Dean, Graduate Studies, Sacred Heart University

Andrea Golato, Dean, The Graduate College, Texas State University

Ranjit Koodali, Associate Provost, Research And Graduate Education, Western Kentucky University

Plan for today

- **2:00-2:05** Session introduction
- **2:05-2:20** Recruiting and Marketing Master's Programs: What do we mean? (Andrea Golato)
- **2:20-2:30** Q&A followed by small group introductions
- **2:30-2:45** Going *All In*: Technology in Recruitment and Marketing (Brian Carolan)
- **2:45-3:10** Interactive activity – branding elements, keyword strategies, costs, show-and-tell
- **3:10-3:20** Break
- **3:20-3:35** Recruiting Diverse Students (Ranjit Koodali)
- **3:35-3:50** Q&A followed by interactive activity
- **3:50-4:00** Take aways and conclusions



Part 1: Recruiting and Marketing Master's Programs: What do we mean?

Andrea Golato, Dean
The Graduate College

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MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

University Profile

- Texas State University is a Hispanic-serving, public university, classified as a doctoral university: higher research activity in the Carnegie Foundation classification system.
- Located between Austin and San Antonio; it is the seventh largest university in Texas.

37,849 Students

- 33,230 Undergraduates
- 4,157 Graduate Students
- 462 Post Bacc Students

Degree Programs

- 99 Bachelor's Programs
- 83 Master's Programs
- 14 Doctoral Programs (Ph.D., Ed.D., DPT)

Diversity

- First Gen – 46% of total population, 30% of graduate population
- HSI – 38.67% of total population, 26.6% of graduate population
- International – 1.5% of total population, 9% of graduate population

Marketing and Recruitment – what do we mean?

- Any activity along the following continuum to increase graduate enrollment



Marketing and Recruitment – what do we mean?

- Any activity along the following continuum to increase graduate enrollment



GENERAL AWARENESS RAISING

- Advertising campaigns
- Search engine optimization
- Geo-fencing advertising
- Information sessions and other forms of outreach

GENERATING APPLICATIONS

- Communication with leads
- Campus visits etc.
- Application boot camps

ACTIVITIES TO ENCOURAGE APPLICANTS TO COMPLETE THEIR APPLICATIONS

- Emails
- Text messages
- Phone calls

ACTIVITIES TO ENCOURAGE ADMITTED STUDENTS TO ENROLL

- Transactional info
- Info about what makes the university special
- Campus visits
- Scholarships/Fellowship/Assistantship offers



Who completes these steps?

- University Marketing
- Enrollment Management Companies
- Graduate College Staff
- Graduate Program Faculty / Staff



Andrea Golato @GolatoAndrea · Feb 8
Podcast suggestion for the ride home @TXSTProvost: To the Next Degree hosted by @TXSTGradCollege! bit.ly/3cO79R8



What do you need?

- A flexible and functional CRM System (Customer Relations Management System)
- Adequate staff: recruiter(s), communications specialist(s), marketing/publications specialists
- Advertising budget
- A webpage that is easy to navigate
- Solid admissions and enrollment reports
- Regular meetings / communications with programs

Sessions include:



Graduate School
and You

Standardized Test
Prep Resources

Graduate Application
Process

Funding Your
Graduate Education

Achieving Success in
Graduate School

Graduate Studies
and Your Career

For more information and registration visit:
www.gradcollege.txstate.edu/events/info

San Marcos Campus

Monday, Feb. 3
10 a.m. – 4 p.m.
LBJ Student Center
Room 3-5.1

Tuesday, Mar. 10
Noon – 3 p.m.
LBJ Student Center
Room 3-9.1

Thursday, Apr. 16
4 – 7:30 p.m.
LBJ Student Center
Room 3-9.1

Online Sessions

Tuesday, Feb. 25
11:30 a.m. – 2 p.m.
Webinar

Friday, Mar. 27
11:30 a.m. – 2 p.m.
Webinar

Monday, Apr. 27
11:30 a.m. – 2 p.m.
Webinar

Register today to attend the sessions that are right for you!

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Texas State is a tobacco free campus. If you require accommodations due to a disability in order to participate, please contact 512.245.2581 at least 72 hours in advance of the event.

Additional Information

- Additional tips and strategies at various levels of expense and effort can be found on the recruiting handout
- Additional idea: Hold a recruitment session with your graduate advisors and ask each to bring their three most successful recruitment strategies and have them share them in groups (and compile the information for all to share back)

Let's chat...

- Introductions
- Questions, recruitment successes, recruitment challenges
- For off-line questions/comments:

Andrea Golato

agolato@txstate.edu

GOING *ALL IN*: TECHNOLOGY IN RECRUITMENT AND MARKETING

OBSERVATIONS ON CREATING
AND IMPLEMENTING A *DIGITAL
FIRST* STRATEGY



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OVERVIEW

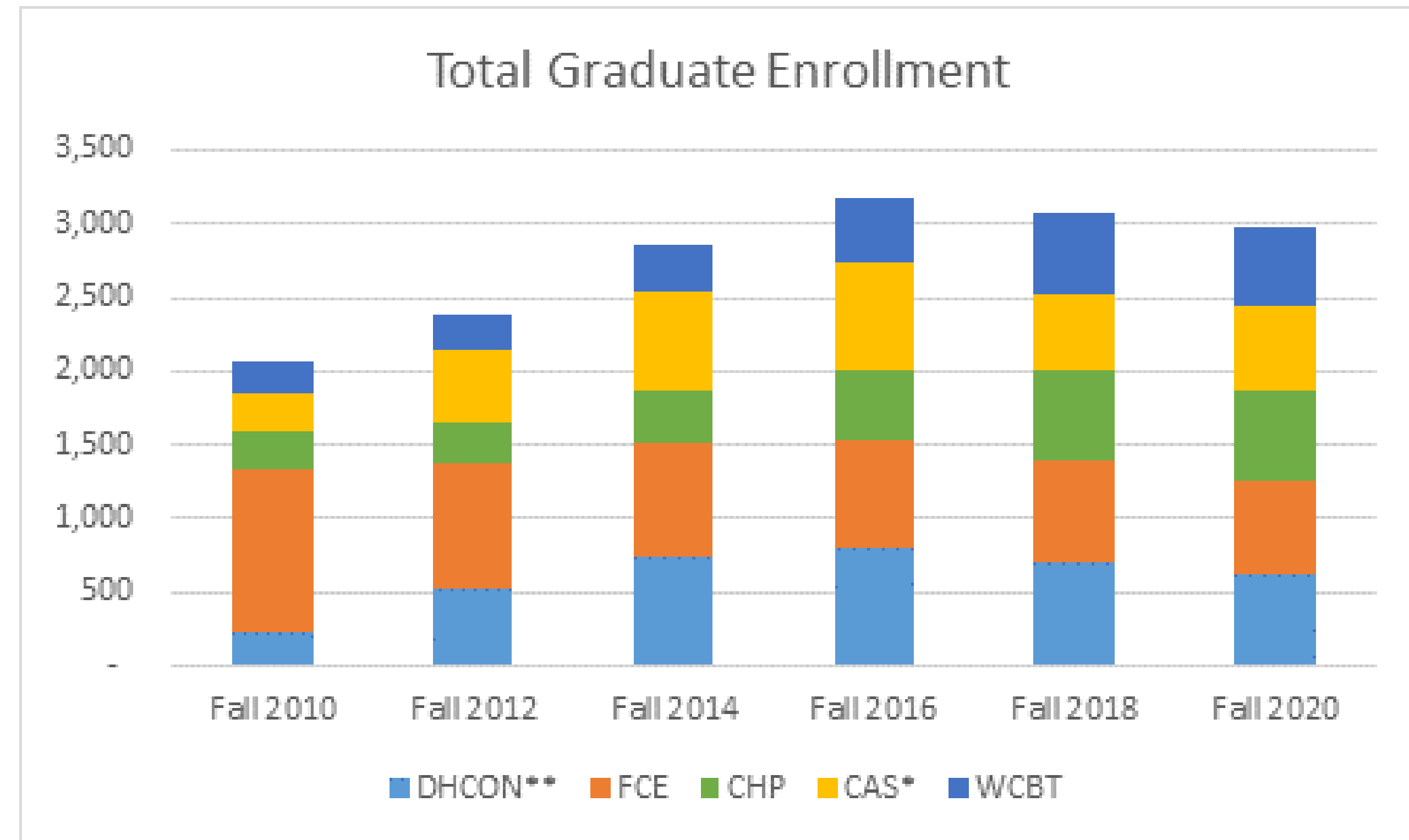
1. Institutional context
2. Understanding the “new” admissions funnel
3. Blurring the line between marketing and recruiting
 - Series of research projects prepared by an external partner
4. Creating and implementing *digital first* strategy
 - New tools and tactics
5. Web page optimization
 - Exercise to assess UX of your programs’ web pages



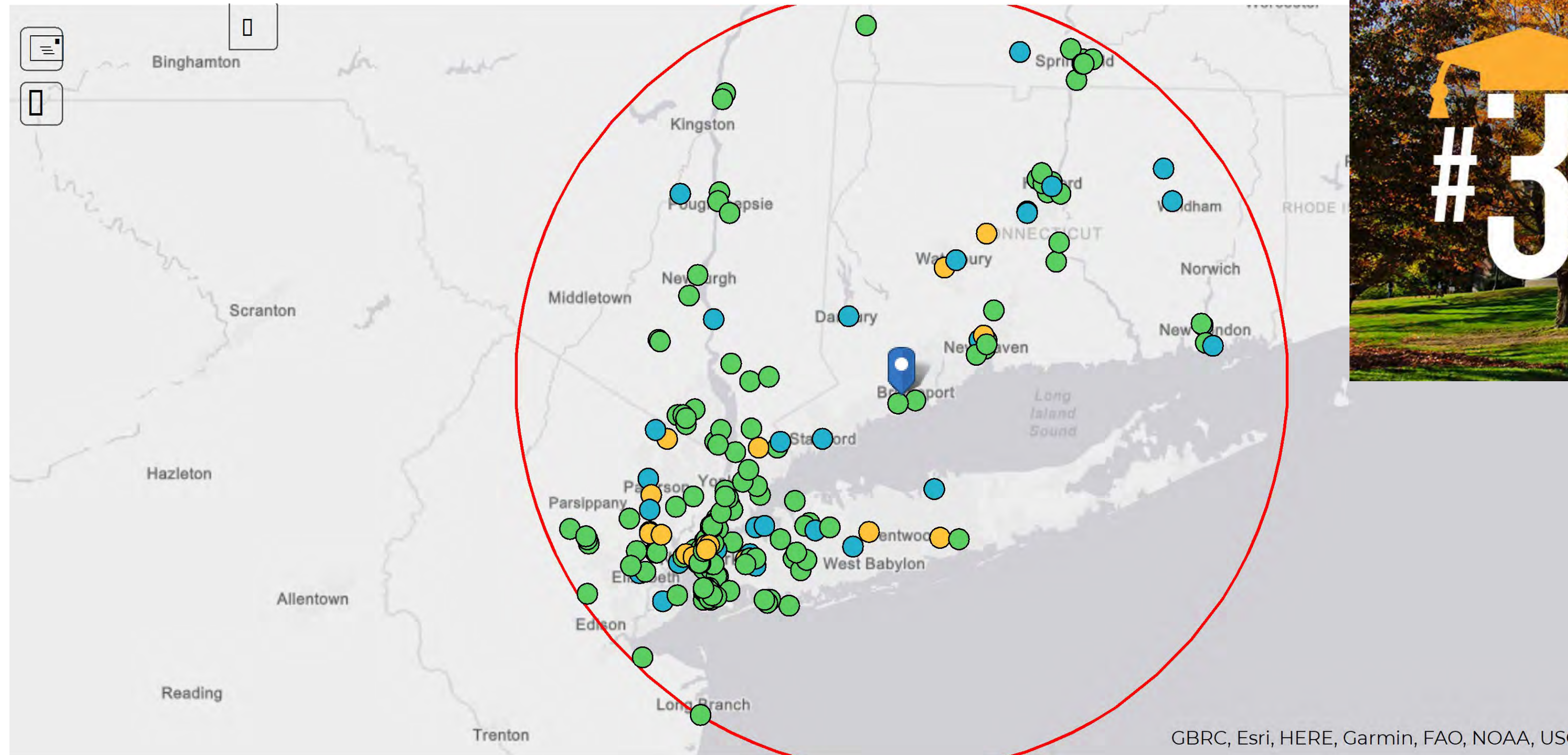
Sacred Heart
UNIVERSITY

SACRED HEART UNIVERSITY: INSTITUTIONAL CONTEXT

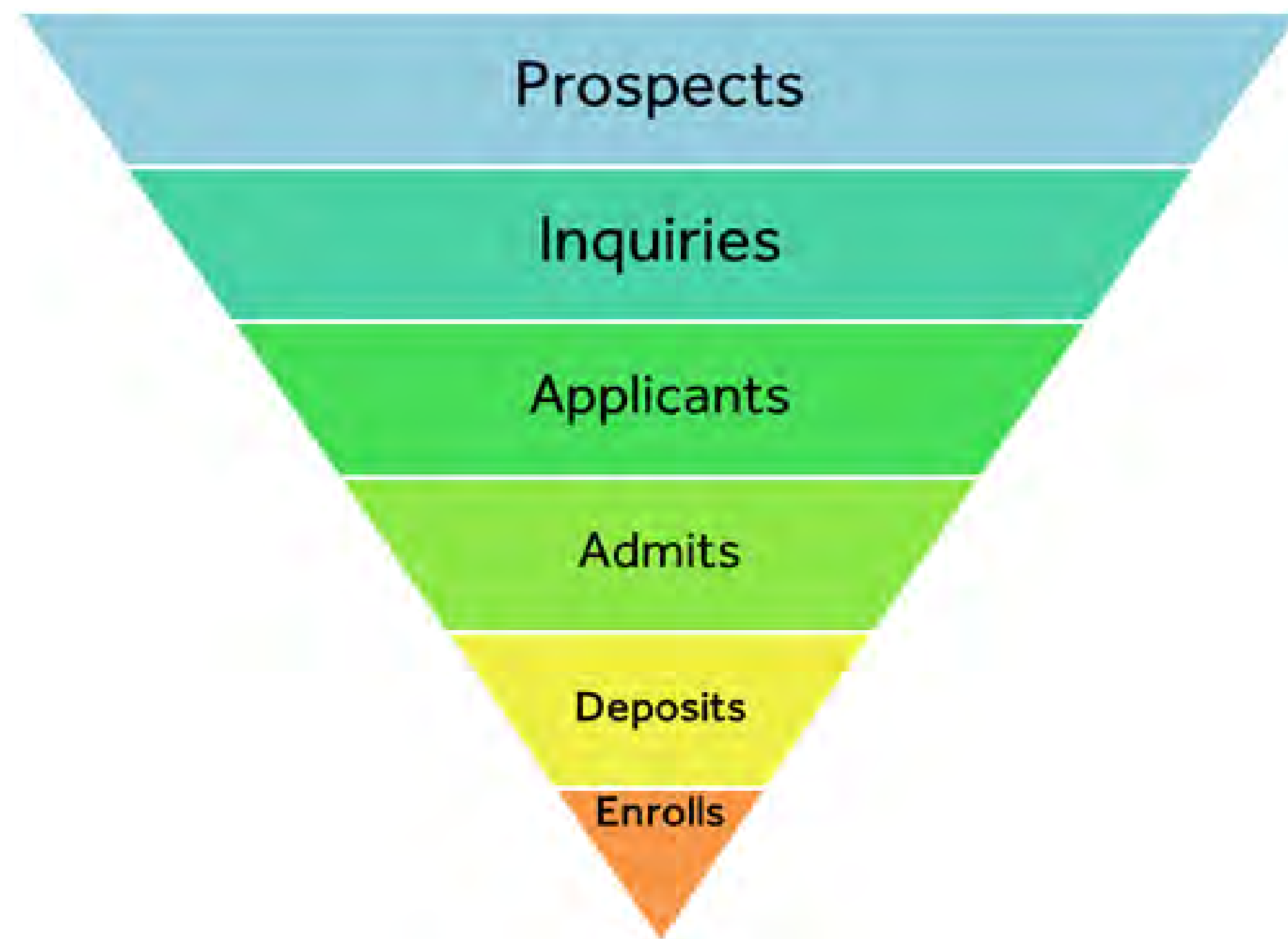
1. Founded in 1963 as an independent, Catholic University.
2. First Catholic University in the United States to be founded by lay people.
3. 9,156 total students: 5,348 full-time undergraduates, 810 part-time undergraduates, 2,998 full- and part-time graduate students (fall 2019)
4. Over 44,000 living Sacred Heart University alumni. Approximately 50% have graduated in the last 10 years.
5. Carnegie Classification: Doctoral/Professional University



PLACE: COMPETITION AND EMPLOYMENT OPPORTUNITIES



THE “OLD” AND “NEW” ADMISSIONS FUNNELS



BLURRING THE LINE BETWEEN MARKETING AND RECRUITING

- MARKETING TO INDIVIDUALS THROUGHOUT THE ENTIRE FUNNEL
- INCREASING THE PERSONALIZATION OF THOSE EFFORTS AS THEY MOVE CLOSER TOWARDS ENROLLMENT
- HOW DOES THIS FORCE US TO RETHINK THE RELATIONSHIP BETWEEN MARKETING AND RECRUITING AND THE BUDGETING TO SUPPORT THIS RELATIONSHIP?



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KEY INSIGHTS FROM THREE DATA SOURCES

- RESPONSIVENESS MATTERS!
- LOW BRAND AWARENESS
- NEWLY ENROLLED STUDENTS APPLY TO ABOUT TWO SCHOOLS
- PREFER NOT TO HAVE TO ASK BASIC QUESTIONS ABOUT A PROGRAM
- TOP OF THE FUNNEL ENGAGEMENT IS DONE ON A MOBILE DEVICE, INCLUDING APPLICATION



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DIGITAL FIRST STRATEGY: NEW TOOLS AND TACTICS



Significant investment in leveraging the CRM



Personas



Sourcing newly enrolled students



Mobile first



Webpage optimization and tracking UX

MOBILE FIRST AND WEBPAGE OPTIMIZATION

Growth in data consumption via cellular networks and fixed networks

Global, data consumption by content category, 2016-25



Source: Global Entertainment and Media Outlook 2021–2025. PwC. Omdia

THE VALUE OF OPTIMIZING A PROGRAM'S MOBILE WEBPAGE

1. SEO AND WEB ANALYTICS MUST BE REGULARLY EVALUATED
2. INTERACTIVE ELEMENTS, INCLUDING CHAT OPPORTUNITIES, PROGRAM COMPARISON TOOLS, TOURS, ETC. TOO MUCH TEXT IS NOT HELPFUL
3. CALLS TO ACTION (CTA), INCLUDING REQUEST FOR INFORMATION (RFI) SHOULD BE PROMINENT AND SIMPLE—THIS IS WHAT LINKS AN INQUIRY TO THE CRM
4. BASIC INFORMATION ABOUT A PROGRAM SHOULD BE HIGHLIGHTED, INCLUDING START DATE, APPLICATION DATE, MODALITY, COST, AND LENGTH
5. USERS' ENGAGEMENT PREFERENCES

MS in Accounting

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EXERCISE: ASSESSING THE UX OF A PROGRAM'S WEB PAGE

1. Using your mobile phone, search for a graduate program at your school.
2. Scroll and locate the following information:
Start date, application date, program cost, program length, and career outcomes
3. Click on the calls to action. Are they prominent and simple? Submit one or more and see what happens.
4. Do Step #s 2 & 3 for two of your competitor programs.

QUESTIONS FOR FOLLOW-UP AND DISCUSSION

1. IF YOU WERE A PROSPECTIVE STUDENT, WHAT WOULD YOU THINK OF YOUR SCHOOL'S PROGRAM? WOULD YOU CLICK A CTA?
2. WHAT NEEDS TO BE IMPROVED IN ORDER TO INCREASE ENGAGEMENT?
3. WHAT DID YOUR COMPETITORS DO BETTER?
4. WHAT IS THE FIRST THING YOU WILL DISCUSS WITH YOUR WEB TEAM?
5. DOES YOUR PROGRAM'S PAGE ENGAGE DIVERSE AUDIENCES?



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THANK YOU

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Improving Marketing and Recruitment Strategies for Master's Programs: Recruiting Diverse Students

Ranjit T. Koodali
Associate Provost for Research and Graduate Education,
Western Kentucky University

Pre-Meeting Workshop
CGS Annual Meeting
New Orleans, LA

Build Awareness/Visibility

Search Engine Optimization

79% use search engine
66% search for
programs

Website

About 90% visit
website to explore
more details



Other “Forums”

24% visit blogs,
online forums
13% visit social media



Wiley Education Services Survey, 2018

How to Showcase Diversity?



Showcase
accomplishments,
publications, honors of
faculty and students



About 90% visit
website to explore
more details



24% visit blogs, online
forums
13% visit social media



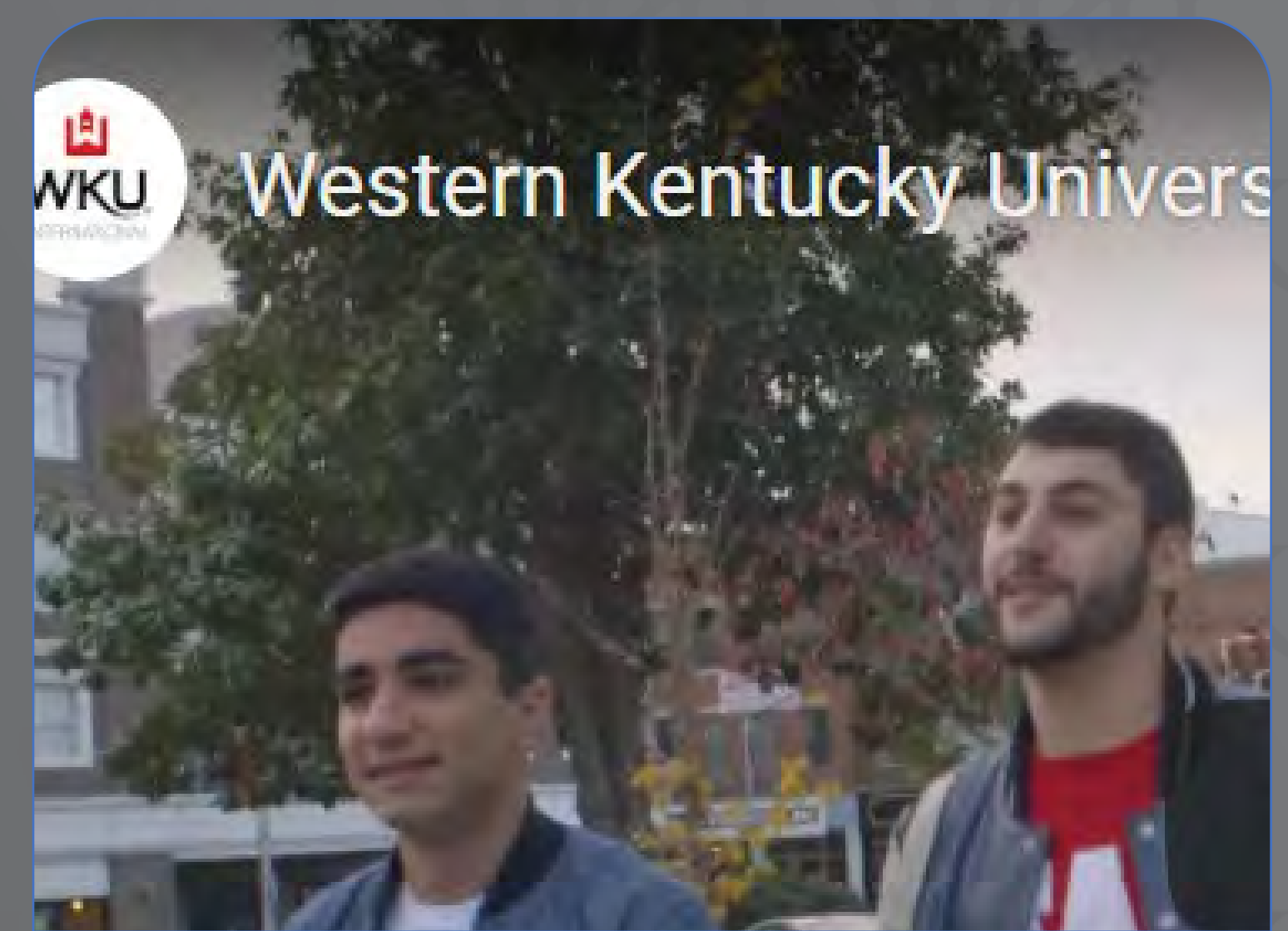
Partner with Allies



Partner with the
Diversity Office



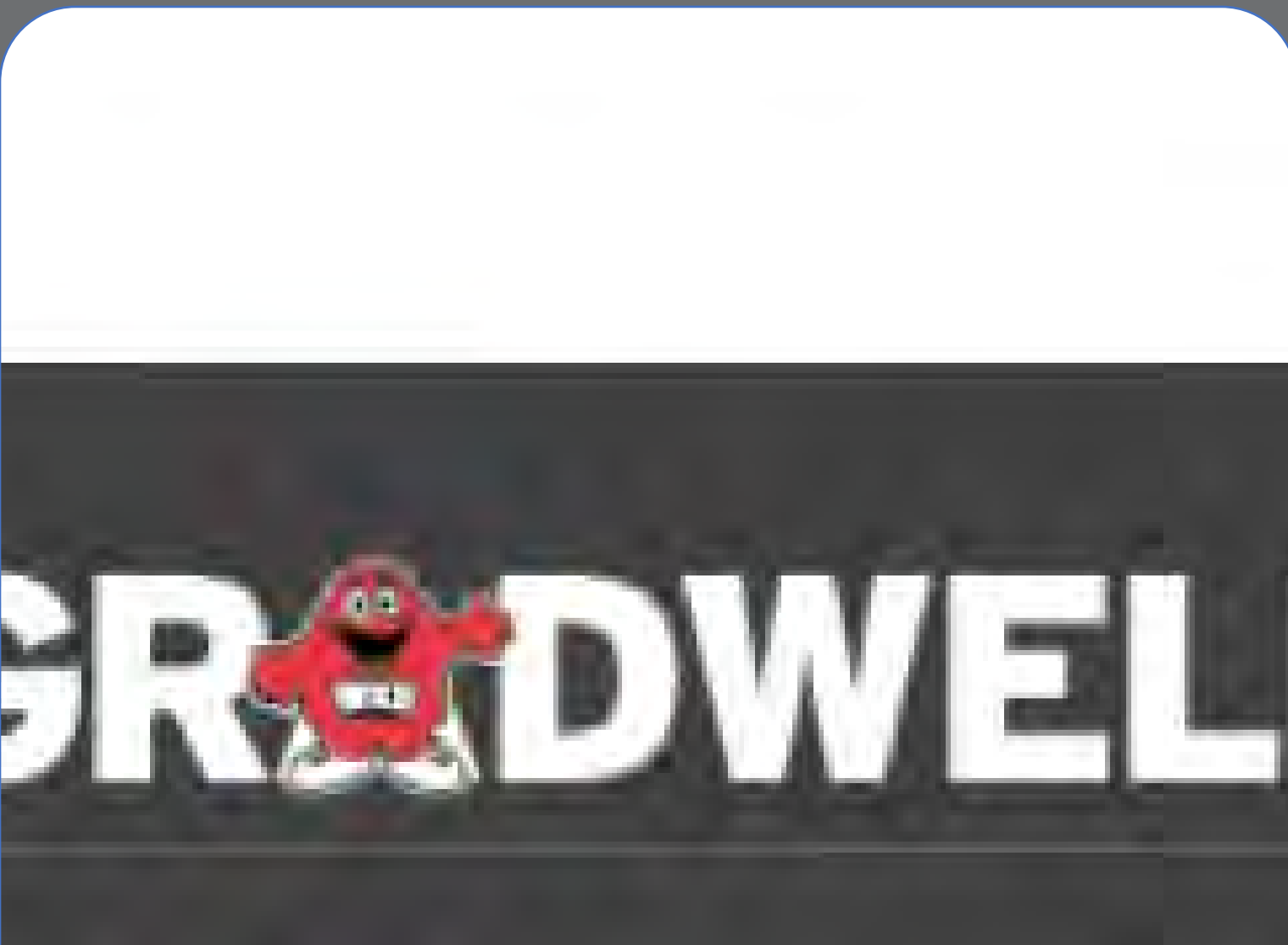
Partner with Academic
Affairs



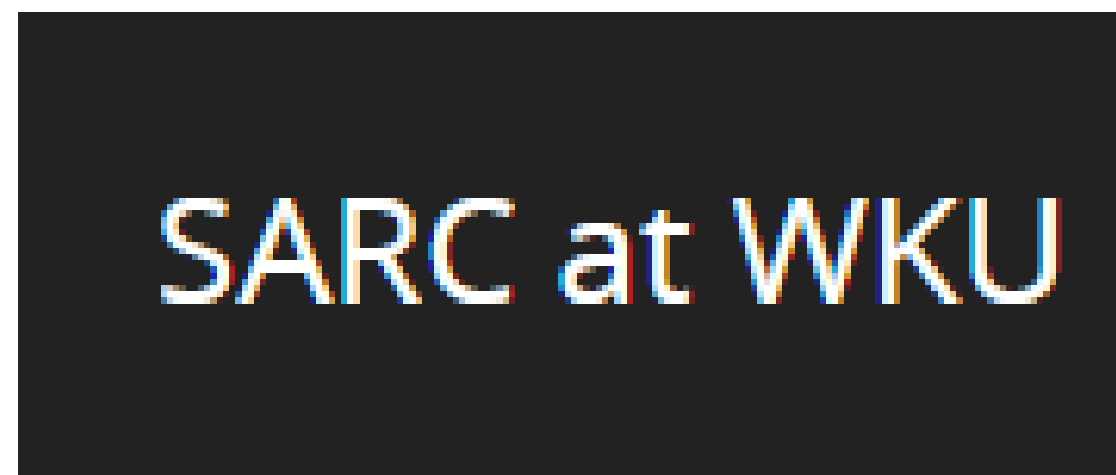
Partner with
International Office



Partner with Allies



GRADWELL –
Partnership with
Counseling Center



Partner with
Student
Accessibility Center



Partner with
Career Center



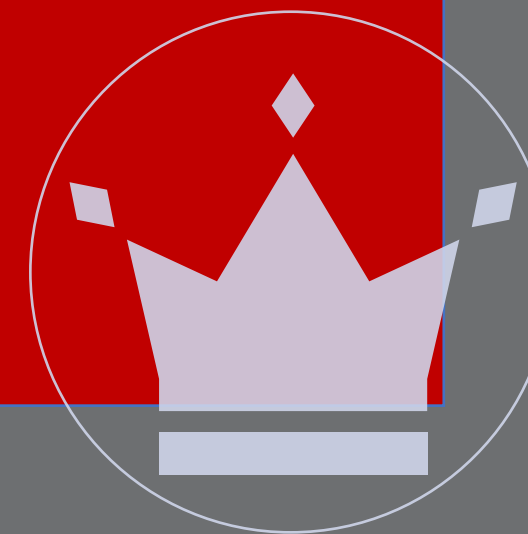
Establish Programs & Activities



Distinguished Minority Fellowship (DMF) Program



Hire Diversity Ambassadors



Thanksgiving Meal for International Students



Establish Programs & Activities



Volunteer at a Conference



WKU THE GRADUATE SCHOOL

DIVERSITY in Graduate Education

Conference

Host a Conference



DIVERSITY in Graduate Education

GRAD INFO FAIR

Wednesday, February 24
3:00 p.m. – 4:30 p.m. (CST)

Learn more about the Distinguished Minority Fellows program and additional resources and opportunities for students choosing graduate school.

Register at wku.edu/graduate/grad

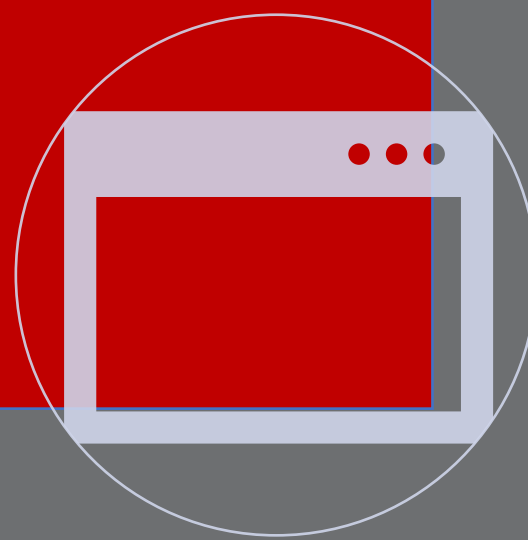
Recruitment Fair



Examine Policies

Graduate Catalog in its entirety represents the Graduate Catalog. The Associate Provost for Research and Graduate Education is advised that candidates have fulfilled the right to make changes as necessary for knowing and fulfilling a Graduate Catalog. Associate Provost for Research and Graduate Education

Graduate Catalog



Application Fee
Waiver



Policies

Institutional
Policies



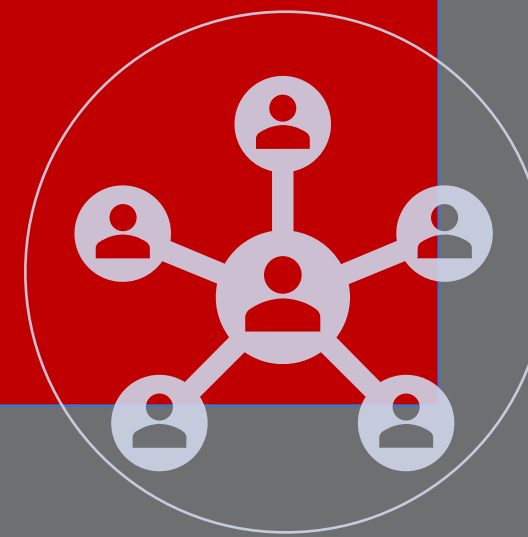
Build a Pipeline - Partnerships

TRiO

Partner with TRiO



Engage with
student groups



A Conversation with Faculty
Women of Color in Academia

Engage with
Faculty



Build a Pipeline - Partnerships



Partner with
[HBCU's](#)



Partner with HSI's



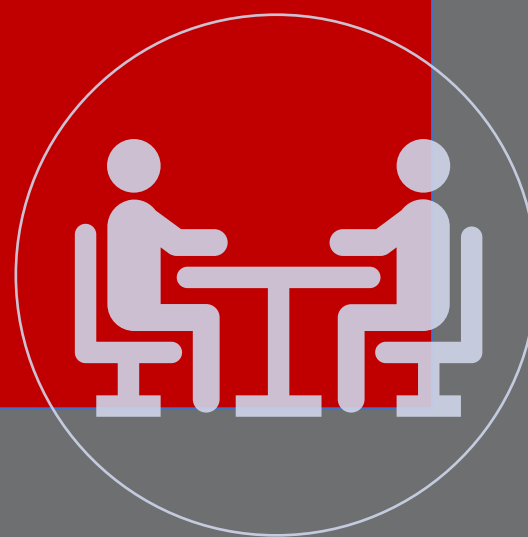
Partner with TCU's



Build a Pipeline - Conferences



Society for
Advancement of
Chicanos and Native
Americans ([SACNAS](#))



Annual Biomedical
Research Conference
for Minority Students
([ABRCMS](#))



AMERICAN INDIAN SCIENCE
AND ENGINEERING SOCIETY

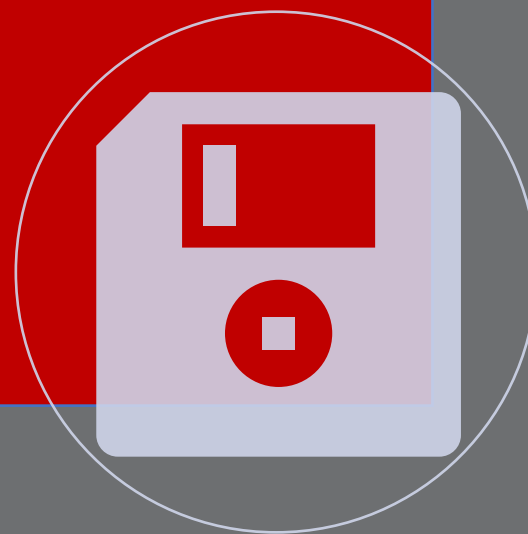
American Indian
Science and
Engineering Society
([AISES](#)) meetings



Build a Pipeline - Campaigns



[McNair](#) Scholars
database



The GEM

Graduate Degrees for
Minorities in
Engineering & Science
([GEM](#)) consortium



[National Name
Exchange](#)



References

1. [Broadening Participation in Graduate Education](#)
2. [Hispanic Serving Institutions: A Critical Pipeline to Graduate School for Latinx Students](#)
3. [Extending the Pipeline: Model Programs for Enhancing Diversity and Inclusiveness in Graduate School at the University of Memphis](#)
4. [Meyerhoff Graduate Fellows Program at UMBC](#)
5. [Investigating Challenges to Matriculation and Completion for Underrepresented STEM Graduate Students during the COVID-19 Pandemic](#)
6. [Minority Attrition and Completion in STEM Doctoral Programs](#)
7. [Ph.D. Completion Project](#)
8. [NAGAP-The Association for Graduate Enrollment Management](#)
9. [Ruffalo Noel Levitz](#)
10. [Education Advisory Board \(EAB\)](#)
11. [Hanover Research](#)
12. [Carnegie-Dartlet](#) (digital marketing expertise)
13. [Council for Opportunity in Education \(COE\)](#) (non-profit for low-income students)
14. [American Council on Education](#)



Thank You!

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Hall

Interactive Activity

1. Websites

a) Have you done an audit of graduate school website?

YES _____

NO _____

b) Do graduate school & graduate program showcase diversity of faculty?

YES _____

NO _____

If yes, list 3 examples

1. _____

2. _____

3. _____

c) Do graduate school & graduate program showcase diversity of students

YES _____

NO _____

If yes, list 3 examples

1. _____

2. _____

3. _____

2. Recruitment and Marketing Materials (Brochures/Flyers)

a) Is diversity captured in printed and digital marketing items?

YES _____

NO _____

b) If yes, is it inclusive (capturing gender, age, experience etc.)?

YES _____

NO _____

c) If No, what strategies would you explore as a first step?

3. Recruitment Activities

a) Have you participated in recruitment activities focused on DEI. List three examples below

1. _____

2. _____

3. _____

4. Recruitment Pipeline

a) Have your explored or established relationships with four-year Colleges and Universities in the region? How many are BHCU's, HIS,'s and TCU's in the region.

1. _____

2. _____

3. _____

5. Programming Activities

a) What activities are organized/co-organized by the Graduate School/College to foster Diversity, Equity, & Inclusion (DEI). List three below.

1. _____

2. _____

3. _____

Take Aways and Conclusion