



Using Technology to Promote Access and Graduate Student Success

SUMMER WORKSHOP

COUNCIL OF GRADUATE SCHOOLS

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Missouri State
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What Factors Promote Access?

- Experiences when prospective students reach out
 - Website
 - Inquiries
 - Starting an application
 - Responses to
 - Phone calls
 - Emails
 - Texts
 - Chat
- Also when we reach out to them
 - Work with GPDs to determine current and aspirational student composition. That will inform strategies for reaching prospects
- Have to fit within our resources



Features of Effective Websites (EAB, 2021)

- Calls to Action in Prominent Locations
- Costs, Admission Requirements, App Deadlines
- Career Outcomes (potential job titles, salaries)
- Program Differentiators
- FAQ section
- As Us Now- Chat feature



Table Discussions

- How do students hear about your programs? What leads then to inquire?
- How much control do you have over webpages and related sites (CRM, App Content, etc.)?
- How could you do an audit to determine effectiveness/desirability of your outward facing assets?



Responding to Inquiries

- Nice to have a CRM system (Slate, EM, others)
- Set automatized messaging that is individualized for each program, tailored to student interests, highlight special features of campus or area, etc.
- Always have the **CTA: Start or Continue Your Application**



When students start an application

- Ensure the application is straightforward, mobile-friendly, requires only what is necessary
- Set messaging that highlights benefits of program, financial information, etc.
- **Always have the CTA: Submit Your Application**



Table Discussions

- To what extent are you involved in inquiries, RFIs? How can you maximize your influence?
- To what extent are you involved in the content and response to applications, from start to submission? How can you maximize your influence?



Make an Admission Decision

- The ball is in “our court,” but that means that it is in hundreds of courts, so we often have to encourage, nudge folks to make a timely decision and determine funding offers
- In some cases, students accept the first offer they get
- Tech helps... our application back-end allows quick lists of applications that are ready for a decision, and my Dir of GEM sends out bi-weekly emails to GPDs who have apps ready.



Pick Us!

- Messaging campaign to stay in touch, encourage engagement as soon as student is admitted
 - Provide support re local resources, answer logistics questions
 - Social media groups
- Encourage deposit (for relevant programs)
- Ensure advisor meetings are scheduled
- Messaging to formally accept funding offer (of course adhering to April 15 agreement....)
- Messaging to encourage registration when it opens



What factors promote success?

- Success = Persistence, Completion
- Text Campaigns, “nudges”
 - Signal Vine at MSU
- *Degree Completion Plan* filed before end of second semester
- Professional development, support services for mental health, financial needs (food pantry, emergency clothing, etc.)
- Oversight of research experiences, advisor-advisee relationships

Know your data

- Informs allocation of resources
- Headcount?
 - Enrollment target for each program
 - Weekly reports... determine percent of ultimate census to know if you are on track
- Applicant pool?
 - Overall quantity as well as diversity
- Admission rate?
 - Are you getting qualified applicants?
 - Are there any effects of gender, race/ethnicity, etc.?

Know your data

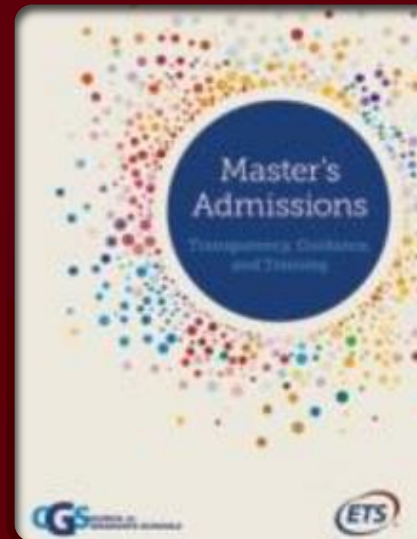
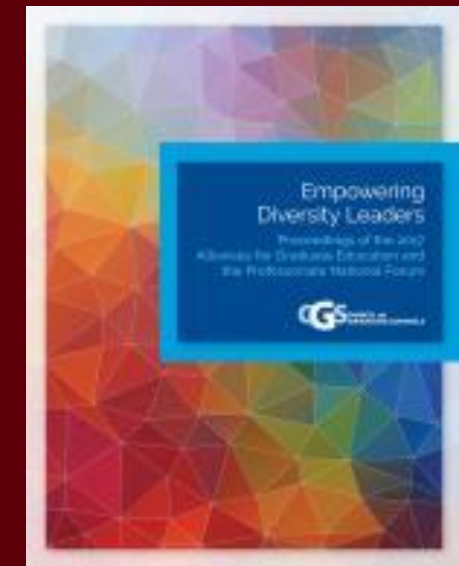
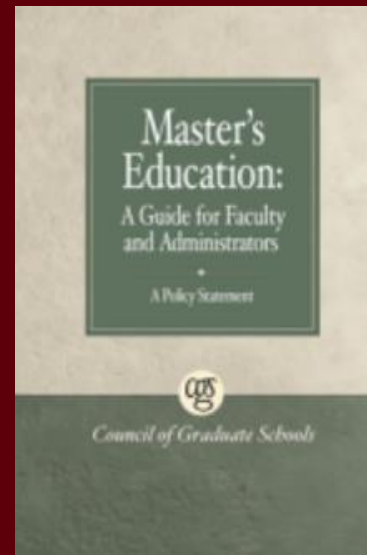
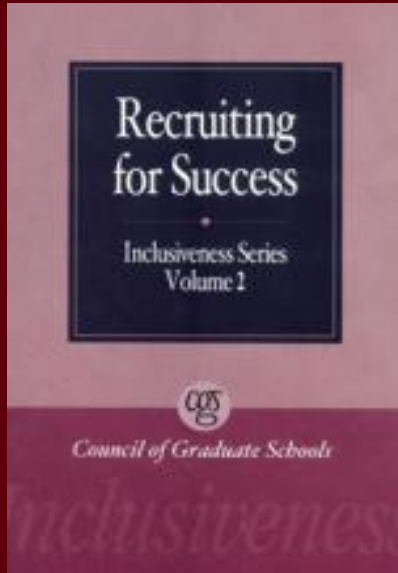
- Yield?
 - Percent of admitted applicants that matriculate and enroll
 - Are there any effects of gender, race/ethnicity, etc.?
- Persistence?
 - Unlike F2F FITNIC metrics... what should you use? We use F2F, but all
- Completion?
 - X-year graduation rates.... Choices are 2, 4, 6. We use 6 because proportion of part-time and presence of a few 3 or 4 year programs.
 - Time to degree



Table Discussions

- Do you track Time to Decision for individual programs? If so, what do you do about it?
- How do/can you encourage engagement of newly admitted students?
- What are your data regarding persistence/completion?
 - Pain points/barriers across programs?
 - Specific programs?
 - Strategies... successful and unsuccessful!

CGS Resources





Summary and Wrap-Up

- Know best practices and make choices strategically, that are feasible with your resources
- Reach out! JulieMasterson@MissouriState.edu, CGS, regionals, state orgs, etc.