Technology and Tools in Graduate Enrollment Management
Speakers

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Overview

• Foundations of Grad Enrollment Management
  – Definitions & Baseline Operations
  – Managing through the Funnel

• Aligning Best Practices and Enrollment Tech: The Grad EM Journey
  – Top-of-the-funnel: Best Practices in Reaching Prospects
  – Lead/Inquiry Management: Aligning Best Practices and Enrollment Tech
  – Qualification & Yield: Reflections on the Admit-to-Student Journey

• Q&A / Discussion
Doesn’t Everyone Just Want to Come to Us?
What is enrollment management?

- Marketing/Recruitment, Admissions, Enrollment, Persistence, Completion

- What can Graduate Deans (and their units) do to maximally support all of these?

- Unique challenge is that you are selling hundreds of different “products,” each with its own target market, pricing issues, and customer satisfaction issues!

- Like a research project... so it should be familiar!
Grad Enrollment Management: The Funnel

**Awareness**
- Word of mouth, alum engagement, social media, traditional media, class visits President’s favorite
- Curated lists, direct referrals, SEO, agents, info sessions, call campaigns
- RCR coaching, test prep support, application advising, comms
- Process communications with applicants, speed of process, info on policy, redirects
- Ambassador calls, I20 delivery, dean outreach, admit weekend, competitor program comparison
- Pandemic trends, ROI concerns, Fairs & Tours
- On-demand flexibility preferences, international pipeline, staffing
- Test optional policies, reducing (perceived) barriers to entry
- “Soft landings,” program redirects, cross-campus program options
- Tech infusion, customized communications, personal relationships, program vs profession
Reaching Prospects

• Be like the surgeon... *We are so awesome; everybody wants to come to us.*
• Always have a **CALL TO ACTION – CTA**
• Driving Interest to Your Programs:
  – Ads
  – Tailored digital marketing
  – **CTA** - Submit a Request for Information (RFI) (or contact us in a different way)
• Initiate Contact with Prospects:
  – **Own alum or undergrads** - CRM
  – **External names** - identify individuals with a propensity for grad work and hopefully your program(s) in particular. Example: Intelligent Names and Othot
  – **CTA** - Submit a Request for Information (RFI) (or contact us in a different way)
Reaching Prospects

- Nice to have a CRM system (Slate, EMP, others)
- Set automatized messaging that is individualized for each program, tailored to student interests, highlight special features of campus or area, etc.
- Respond to RFIs
  - Phone calls and Emails - attitudes/customer service matters
  - CRM (Customer Relation Management) - We use EMP
    - Series of emails and/or texts. Can add tailored print.
  - CTA - Start and Complete an Application
    - CRM campaign on In Progress
    - Studies of Abandoned Applications
  - EMP creates a personalized URL that changes across application stages
Example: Master of Professional Studies
Request for information

- Individual completes form
- Immediate message from Dean
- Next day an email “from” the GPD
- 3 days later, an email from Assoc. Dean
- All have START YOUR APPLICATION NOW! as CTA
- Student enters our system as “Inquiry” and stays until s/he starts an application.
- Complete one yourself and pick your program to see what happens.
P-URL Inquiry
P-URL Applicant
P-URL Accepted
Making Good Admissions Decisions

- Inclusive Practices
  - Welcoming, inclusive marketing/recruitment materials
  - Metrics (pros/cons of each)
  - Evaluation and decision Processes

- Time to Decision
  - Sometimes, students accept the first offer they get
  - Biweekly nudges to GPDs re potentially complete applications
    - Started copying deans
    - Track *Time to Decision* and consider incentive
Turning Admits into Matriculants: Pick Us!!

• CRM 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
• CRM messaging to formally accept funding offer (of course adhering to April 15 agreement....)
• CRM messaging to encourage registration when it opens
Turning Matriculants into Completers

• Success = Persistence, Completion
• Text Campaigns, “nudges”
  − Signal Vine at MSU- Registration, Apply to Graduate, Thesis Submission
  − Special groups (athletes)
• 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
Q&A
Thank You

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