

Technology and Tools in Graduate Enrollment Management



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Speakers



Stephen Taylor

Research Director



Julie Masterson, Ph.D.

*Associate Provost and Dean of
the Graduate College*



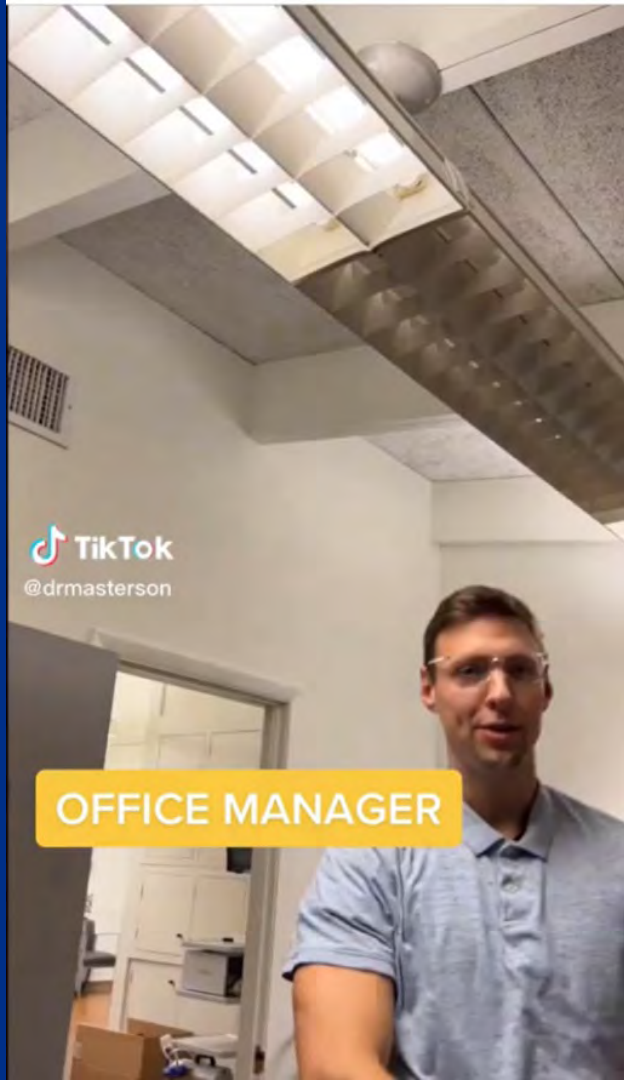
Overview



- **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**

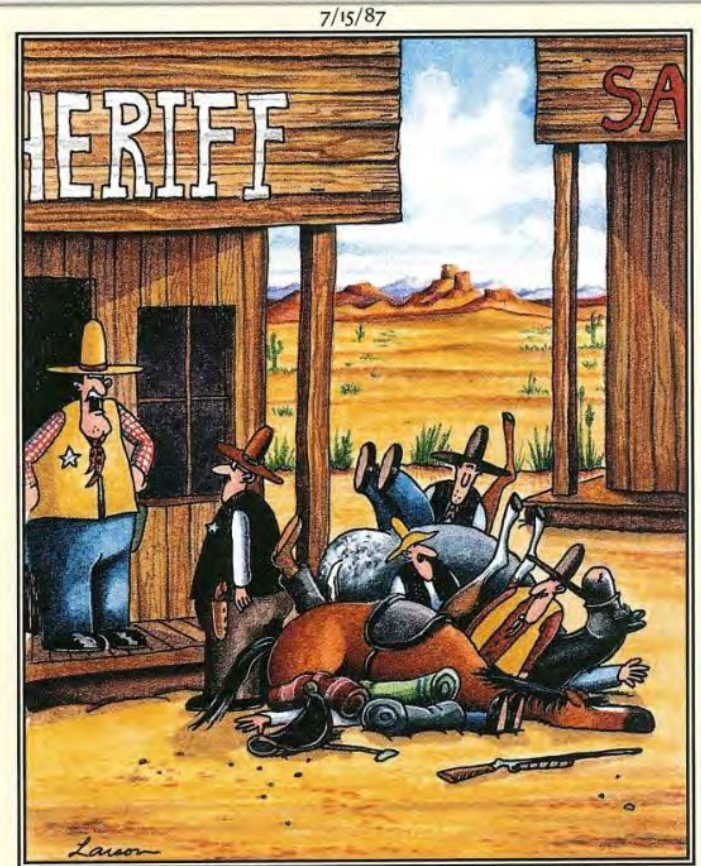


Doesn't Everyone Just Want to Come to Us?



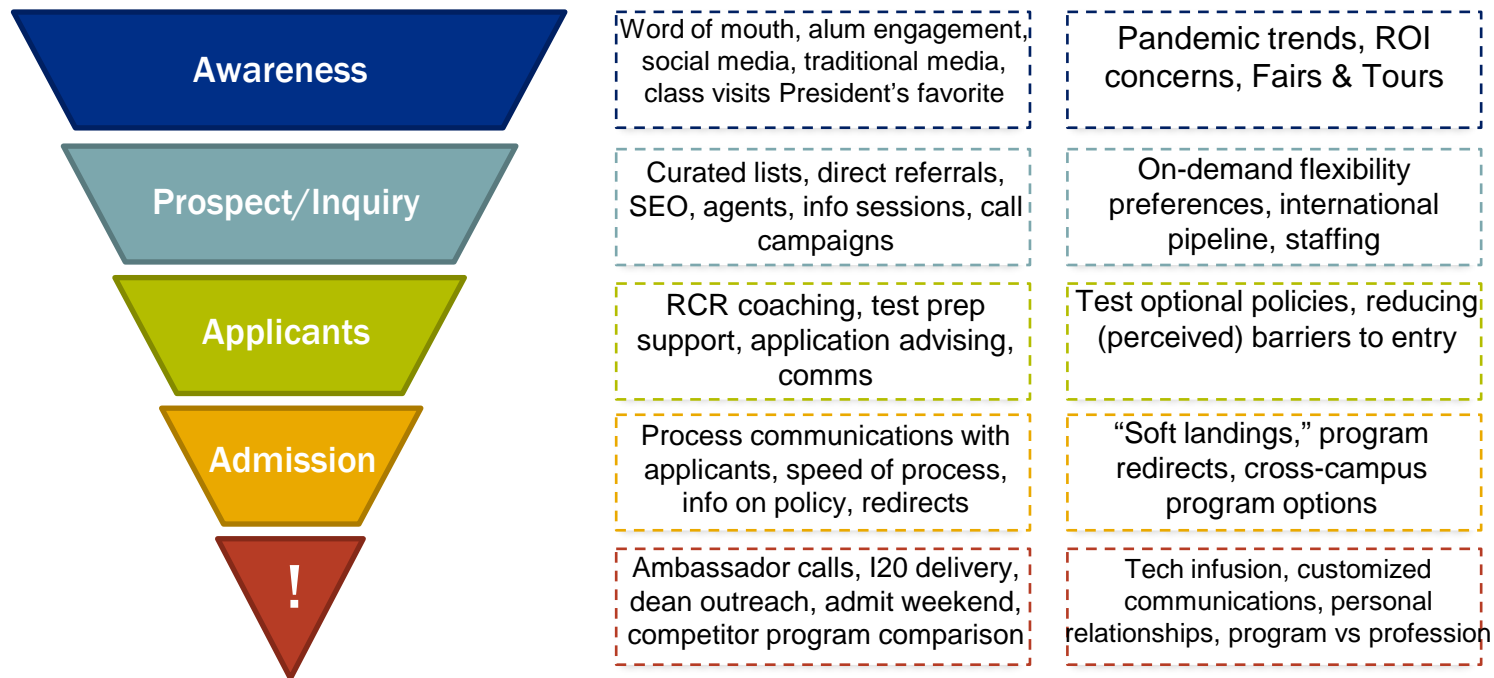
What is enrollment management?

- 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!



“And so you just threw everything together?
Matthews, a posse is something
you have to *organize*.”

Grad Enrollment Management: The Funnel



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

MISSOURI STATE
GRAD BEAR:
GET READY TO MAKE YOUR MISSOURI STATEMENT

[Home](#)
[Professional Studies \(MPS\)](#)
[About Us](#)
[Financial Services and Funding Opportunities](#)

Jerry Braderson
Program Director
jerrybraderson@missouri-state.edu

Have a question you would like to ask your program director?

Submit

Professional Studies (MPS)
Apply Learn More Contact Us

Discover a different kind of master's degree. Receive hands-on skills and knowledge specific to your field. Tailor your graduate education to your needs.

The Master of Professional Studies (MPS) is a cross-disciplinary program which promotes the enhancement of practical skills in a variety of disciplines. The program is designed to meet the needs of individuals who are seeking professional growth and advancement within their vocations. The 33-hour program allows participants to expand their knowledge base and refine skills necessary to keep up with the ever-changing marketplace.

An accelerated master's degree option is available to eligible juniors.

FOCUS AREAS

Applied Communication: Build the traits of an effective communicator and leader. Available 100% online.

Environmental Monitoring and Sampling: Take the lead in safeguarding the environment. Available 100% online.

Hospitality Administration: Enhance your management style and advance your career in hospitality. Available 100% online.

Individualized Studies: Need something more tailored? Customize your degree to fit your needs.

Project Management: Lead the way for your team or company. Available 100% online.

Screenwriting for Television and Film: Shine brighter and advance your standing in the film or entertainment industry.

Sports Management: Turn your passion for sports into a career. Available 100% online.

Quick Facts:

- Duration of Program: 21 months
- Estimated costs: \$11,112 for in-state students; \$15,483 for out-of-state students; \$5,645 online; \$14,083 international partner
- Start dates:
 - Summer 2022: June 18
 - Fall 2022: August 21
 - Spring 2023: January 21

[Admission Requirements](#) [Contact Us](#)

My Application

Add Program

33 Sections Completed

Master of Professional Studies, MPS

Home Questions Documents

PROGRAM DESCRIPTION

The Master of Professional Studies offers an interdisciplinary suite of courses designed to develop graduates to reach their capacity to lead in their chosen professional area and build strong, growing careers. Core courses focus on leadership, organizational structure, project selection, and development, and other basic leadership principles. Students select a graduate certificate area. Questions regarding a selection, and the associated process, come to the focus area for the MPS degree. This program can be completed primarily online, if student courses are completed, arrangements can be made in consultation with your academic advisor.

Students may pursue a set of courses tailored to their individual interests as an option step of the Master of Professional Studies (MPS) degree. The option also consists of four courses, and completion of these courses allows the student also to earn a graduate certificate in individualized business from their questions regarding admission to the certificate.

ADMISSION REQUIREMENTS

- A bachelor's degree from a college or university accredited by agencies recognized by Missouri State University.
- A GPA of 3.00 on a 4.00 scale for the last 60 hours of undergraduate course work OR a GPA of 2.75 to 2.99 on a 4.00 scale for the last 60 hours of undergraduate course work and a minimum score of 290 on the GRE or 450 on the GMAT. OR completion of 9 credit hours of graduate course work with a minimum GPA of 3.00. (MSU GRE GradCAS code 6665)
- A Personal Statement of goals and interest in the MPS degree. This Personal Statement will be reviewed to assess the applicant's motivation and commitment to complete the graduate degree and as evidence of the writing skills necessary to succeed in the program.
- CV/Resume (if applicable)
- Unofficial transcripts

APPLICATION DEADLINE

- Summer 2022: May 15
- Fall 2022: September 15
- Spring 2023: January 15

If your application is on hold, contact information: Dr. [Name]

Website: <https://gradcas.missouri-state.edu>

WHAT
MAKES
THE MPS
UNIQUE?

Compare the MPS to traditional master's programs

| The MPS | Traditional master's programs |
|--|--|
| Multiple course options. | Less course flexibility. |
| Career-focused instructors. | Research-focused instructors. |
| For working professionals. | For full-time students. |
| Concludes with practical project, such as an internship. | Concludes with a thesis or research project. |

Careers and Outcomes



The next step in your professional path

If you are currently coordinating people and projects, the MPS program with an emphasis in applied is you've learned on the job. And if you're working toward a supervisory role, the skills you need to achieve your goal.

less in the following areas:

Human resources management
Mediation
Nonprofit administration
Communication leadership

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.

Request Information

Want to learn more about Missouri State University's graduate programs? Please complete this form to receive additional information.

Email *

First Name *

Last Name *

Address Line 1 *

Address Line 2

Zip/Postal Code *

We infer city, state and country from your zip code.

Primary Phone *

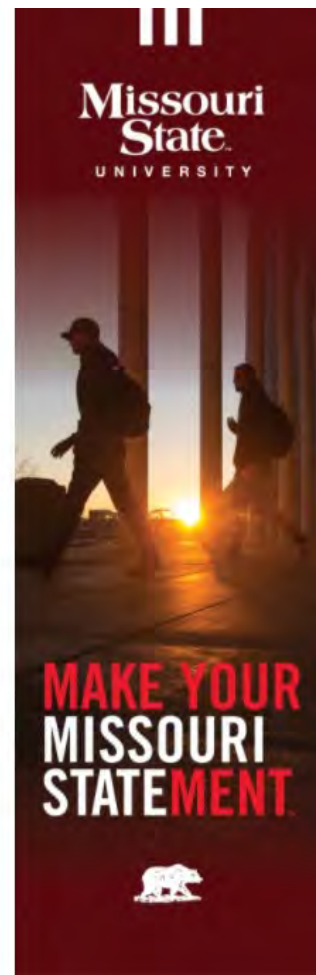
+1 : Canada; United State: ▼

☐ I'd like to receive text and voice messages to this number and I have read the opt-in policy.

Entry Year *


Programs *

[Learn More](#) ➔



P-URL Inquiry

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[Professional Studies \(MPS\)](#)
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[Graduate Faculty](#)
[Funding Opportunities](#)
[Internships and Research](#)
[Graduate Certificates](#)



Jerry Matherson
Program Director
Jerry.Matherson@MissouriState.edu

Ask a question!

Have something you're unsure of or curious about? Ask us through this form.

Submit

Stay connected!

You can receive text updates about upcoming deadlines and events by opting in now!

Primary Phone *

+1 Canada, United States of Am

4174967379


☐ I'd like to receive text and voice messages to this number and I have read the opt-in policy.

Go

Spring 2021 Campus Visit

Sign up for the next available date: 2/18/2021

Welcome, Julie...



to your Missouri State graduate Personalized URL (PURL). We understand making the decision to go to grad school is an important next step in your personal and professional life, which is why we have created this viewbook especially for you. Here you will find everything you need to make an informed decision about applying to MSU. With a diverse array of graduate studies to choose from, we believe furthering your education at Missouri State University allows you to lead academically, learn culturally and engage communally. The opportunities we offer will help you meet your career and life goals, which is how you will **Make Your Missouri Statement!**

Our accreditation backs up our claim of superior academics

Missouri State is accredited by The Higher Learning Commission, one of the most recognized accrediting bodies in the United States. Additionally, many of our individual graduate programs are accredited by one or more professional organizations.


We help put the cost within reach.

Missouri State offers quality education for graduate students at an affordable price. Through your graduate viewbook, you will see the estimated cost of your program of interest, and explore ways to fund your education through our various sources of financial aid including:

- Graduate assistantships
- Scholarships
- Loans
- Work study


Discover the opportunities and possibilities MSU has to offer

Take some time to browse your PURL. You'll learn more about your program of interest, faculty research and more! You also will see your viewbook change as you continue your journey to an MSU graduate student, so visit it often.





EQAA/MF/Veterans/Disability/Sexual Orientation/Gender Identity

Apply Now




[f](#)
[t](#)
[v](#)
[in](#)
[@](#)



P-URL In Progress


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Warren French
Assistant Director, Graduate Interdisciplinary Programs
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Spring 2021 Campus Visit
Sign up for the next available date: 2/18/2021

Julie, we are so glad that you have started your application to an MSU graduate program.




Our application system eliminates any guesswork about what to include. GradCAS is designed to step you through the application process and ensure that you provide all of the information needed to construct a competitive application. The *Program Materials* page for each program describes the admission criteria, and then the active tabs across the top indicate whether you should upload additional documents, answer questions, or provide names of individuals to serve as recommenders. Each program is unique, so each application is unique.


All programs require unofficial transcripts (uploaded in the Academic History section) and a vita (uploaded in the Supporting Information section). Because admission decisions cannot be made for applications without transcripts, we recommend that you upload your transcripts prior to submitting your application so that you don't have to remember to add them later.


Contact information for your program of interest is provided in the left panel. Reach out to the program or Graduate Admissions if you have any questions.

We look forward to getting your completed application!

K Missouri State University Graduate Studies

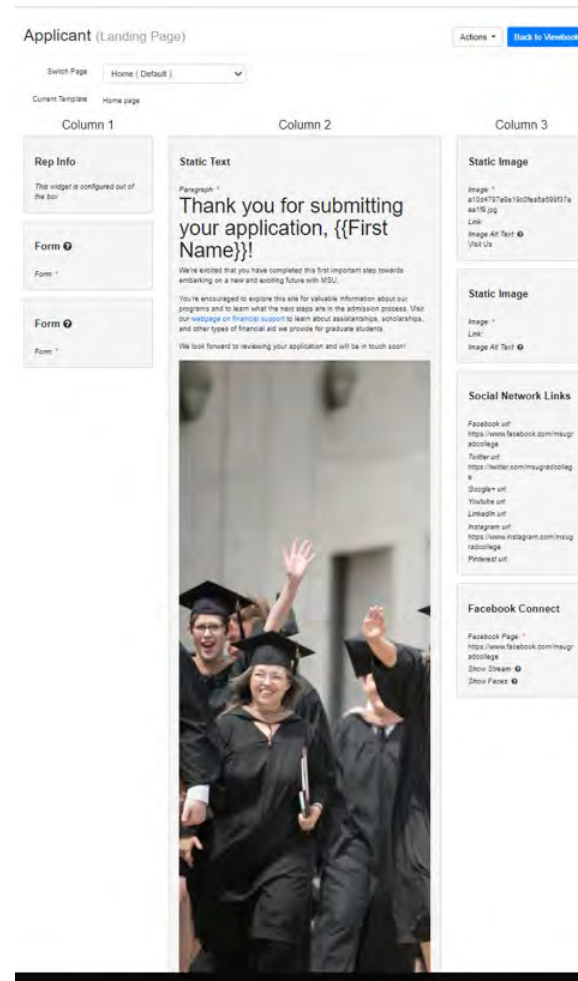


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P-URL Applicant



P-URL Accepted

Accepted (Landing Page)

Actions [Back to Viewbox](#)

Switch Page: Home (Default)

Page Options: Show Social Network Login: No

Current Template: Home page

Column 1

Rep Info

This widget is configured out of the box

Form

Form *

Form

Form *

Column 2


Static Text

Paragraph: *

Congratulations on your acceptance, {{First Name}}!

Admission to an MSU graduate program is competitive, and you are to be commended on developing and submitting an impressive application. You are now ready to take the next step. Your Program Director will help you design a degree completion schedule that consists of the courses you will take each semester. You also will be receiving information about when to register for classes.

We look forward to having you as an MSU graduate student! If you have any questions, please reach out to your Program Director or the [Graduate College](#).




Column 3

Static Image


Image: *

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Link: image Alt Text  Missouri State Mascot

Static Image

Image: *


Link: image Alt Text 


Social Network Links

Facebook url:
Twitter url:
Google+ url:
YouTube url:
LinkedIn url:
Instagram url:
Pinterest url:


Facebook Connect


Facebook Page: *

Show Stream 

Show Pages 

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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



Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MSUGradCollege

MSU Graduate ... @MSU... Nov 14

Dear @ShawnKermon and Dr. Heisterich had a great time talking with Graduate Student Senate cabinet members over lunch last week!


If you're interested in getting involved with GSS, check out their Slack channel at: <https://bit.ly/2wvz9m9>

MSU Graduate College Reunited @GSS... Nov 9


Reuniting for @MSUGrad

And thanks to all our judges including state rep. Black, Davidson and Daley.

Welcome, Julie...



Apply Now



Tell us about yourself!

Visit to learn more about the web and templated here to offer. Call below and your personal information will be kept confidential.

What are Missouri State opportunities?

For your Missouri State graduate Personalized URL (PURL) the understand making the decision to go to grad school is an important part of your personal and professional life, which is why we have created this resource especially for you. Here you will find everything you need to make an informed decision about applying to MSU. With a choice of graduate studies to choose from, we believe furthering your education at Missouri State University allows you to lead actively, learn culturally and engage communally. The opportunities we offer will help you meet your career and life goals, which is how you'll make Your Missouri Statement!

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MSUMagersHealth

Bill & Lucille M... @MSU... Nov 21


Magers Health and Wellness Center & Pharmacy will be closed on November 23, 24, and 25.

Bill & Lucille M... @MSU... Nov 17

Monday at 10:00 AM

The Magers Health and Wellness Center

Keeping you healthy is important. One way we do that is by offering a comprehensive health care center for the Missouri State community right on campus.



Provided above: Magers Health and Wellness Center

*Resources below are based on their proximity to the MSU Campus. To see additional ones, please visit the web.

Healthcare

Hospitals and Healthcare Systems

Find a Physician

Mental Health and Wellness

Other Campus Clinics

Magers Health and Wellness Center


Who we are and what we do

The Magers Health and Wellness Center is conveniently located on the Missouri State University campus next to the University bookstore. The medical and professional staff at the Magers Health and Wellness Center are dedicated to providing quality health and preventive care at minimum cost to the university community. The Magers Health and Wellness Center provides medical services to all members of the university community, ages 6 years and older. Those with younger children should seek the services of a pediatrician or family practitioner who specializes in caring for younger children.

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Resources for Children

The Springfield area provides a variety of resources for children of all ages. With seven public school districts in Greene County, and over forty public school districts in the Springfield area, your child is guaranteed to receive a quality education.



Provided above: Parents and students at the MSU Child Development Center

*Resources below are based on their proximity to the MSU Campus. To see additional ones, please visit the web.

Educational Resources

Support Services

Community Resources

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MSU_FinAid

Missouri State Financial Aid Reunited @FinAid... Nov 1

#TuesdayTip Apply for a MSU Foundation Annual Scholarship! The application for donor-funded scholarships opened today & will be open until 3/1/2023. Don't wait to complete it! Find out more here: <https://missouristate.edu/financial-aid>. Apply! @FoundationMSU @MSU_FinAid

MSU FOUNDATION ANNUAL SCHOLARSHIPS

Missouri State Financial Aid Reunited @FinAid... Nov 1


U.S. Depart... @FinAid... Oct 13

If you work as a Teacher, First responder, Government employee, You may be able to have your federal student loans forgiven through Public Service Loan Forgiveness. Apply by October 31, 2022: studentaid.gov/PSLF

NEW UPDATES to Public Service Loan Forgiveness

Financial Services and Funding Opportunities

Missouri State is dedicated to offering an affordable, quality education, which is why we offer a variety of funding opportunities specific to graduate students.



Provided above: Graduate students at the MSU Campus. To see additional ones, please visit the web.

Banking

Campus Financial Resources

Financial Education

Funding Opportunities

Graduate Assistantships

A graduate assistantship allows you to gain valuable work experience, network with faculty and staff, and receive a tuition fee waiver and stipend. Assistantships are available in administrative, teaching, and research positions. Typically you offer over 500 graduate assistantships across campus each year.

Scholarships


We encourage you to review and apply to our many university-funded and donor-funded scholarships tailored specifically for graduate students. Depending on the scholarship's criteria, you could qualify for one.

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MoStateDining

MoState Dining @MSU... Nov 10

Go big or GO!RD! home! Sending @HankKubler this holiday season! @MissouriDining




MoState Dining @MSU... Nov 21

@NatalieVingerMann, got us live! Life on the VEG @MissouriDining

Food and Nutrition

A nutritious diet is essential for any successful student. Springfield has numerous resources for food, including dining and locally sourced grocery stores, over 10 food pantries within 3 miles of campus, and a variety of nutritional food shelves on campus. Be sure to check out the dining halls, as well as the Bear Food Pantry located in the University Hall Basement.



Provided above: MSU Bear Pantry

*Resources below are based on their proximity to the MSU Campus. To see additional ones, please visit the web.

On Campus Dining

Grocery Stores

Food Pantries

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tuition & Fees

Actual expenses vary by student, on credit hours, academic progress, lifestyle and other factors.



Current Assistantship Openings

Missouri State

GRAD BEAR: GET READY TO MAKE YOUR MISSOURI STATEMENT.

Resources for Pets

The Springfield area provides many different resources for current and future pet owners. Whether you are looking to adopt a furry friend, seeking veterinary advice, or looking for new ways to provide for your pet, Springfield has what you need.

Provided above: Campus takes a walk on campus during the 2022 BOWE Conferences

Veterinary Clinics

Adoption Centers



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



A diverse group of young adults are seated in a lecture hall, looking towards the front. One woman in the center, with braided hair, has her hand raised. The image has a blue tint and a bright light source in the upper right corner.

Q&A



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Thank You



Stephen Taylor
Research Director

BUSINESSCAS
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Julie Masterson
Associate Provost and Dean of the Graduate College

Missouri State
U N I V E R S I T Y

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