



## **GEM Summit, 15 September 2016**

### **Breakout Sessions on Marketing and Outreach**

### **Summary Notes**

#### **Nature of Graduate Study**

- In some disciplines, the master's degree is the new bachelor's degree; it is required for entry-level jobs. In others, such as computing-related fields, the bachelor's degree is the entrée to lucrative jobs, so there is diminishing domestic student interest in graduate study but increased international student interest.

#### **Outreach Focus Areas**

- Some programs need to concentrate on in-state population.
- Focus on students who completed a BS or BA a year or two ago.
- Working hard to recruit our own undergrads.
- Need more students with computational backgrounds in some fields.
- Consider blending Honors programs with Early-entry programs.
- Need to grow domestic student enrollment.

#### **Challenges**

- People don't know what we do; they don't understand why we matter.
- MPH is a professional program requiring practical experience, but too many students are recent grads lacking that experience.
- Challenge for some programs is distinguishing among the focus of bachelor's, master's and doctoral degrees/programs.
- There may be a perception that the shift to need-based tuition assistance is negatively affecting enrollment for some programs. However, record enrollment may actually reflect the success of this approach.
- CoEd has lost teachers' incentive to complete master's degree (no more pay raise)
- Low teaching salaries has diminished demand for Grad Certificate in Teaching.
- Applicants don't know soon enough about funding support, so they accept other offers; the issue is we simply didn't have much merit funding for master's students, though needs-based funding did help students commit to enroll in many cases.



- No longer have Academic Common Market to address out-of-state tuition (this has been the case for a number of years).
- Saturated market in some disciplines, including on-line programs, all competing for same cohort.
- Health Psych track seeking more “mature” student who understands career path.
- Public Health attract students who don’t understand what they’re getting into.
- Belk CoB faces stiff competition in marketplace; cost-effectiveness of their programs is a challenge.

### **Promising Approaches**

- Tell personal stories.
- Promote and grow early-entry programs.
- Visit undergraduate classes on campus to talk about our program.
- Reach out to alumni.
- Recruit in Latin America for Spanish MA.
- Offer full-time, part-time options, plus Saturday classes.
- Recruitment fairs.
- Information sessions, open houses.
- MS Physics is working with other CLAS GPD’s to increase enrollment.
- Incorporate internships into programs.
- MBA program does little or no “generic” recruiting; outreach is primarily personal.
- Two new Graduate Professional Program Managers for ten select master’s programs in CLAS have promising ideas that blend career focus, funding and personalization of each CLAS program.

### **Positives**

- Accounting has unlimited supply of students thanks to strong business connections; there is high demand for the program.
- Language studies benefitting from growth in companies needing bi-lingual employees and cross-cultural communication skills.
- Strong demand for MSW.
- Nanoscale PhD and Chemistry MS: Students are trained for both industry and academe.



- Chemistry master's is effective stepping stone to Ph.D.
- The brick-&-mortar experience can be a positive for the MBA (and other programs).

### **Concerns**

- How to get more funding.
- How to attract more applicants.
- How to get a full-time recruiter (“like some programs”).
- How to recruit more diverse students (varies by program).
- Educational Research, Measurement and Evaluation doctoral program is new; expect 40% of applicants to be international, especially from China.