

# New Graduate Program Director & Affiliates Training

Marketing and Communications, Recruitment, Graduate Admissions, Funding, and Enrollment Management *July 25, 2022* 

## **Enrollment Management Team**



Johnna Watson



Sam Finley



Maryanne Maree-Sams



Ellie Ivey



Kathy Giddings



Julie Goodliffe

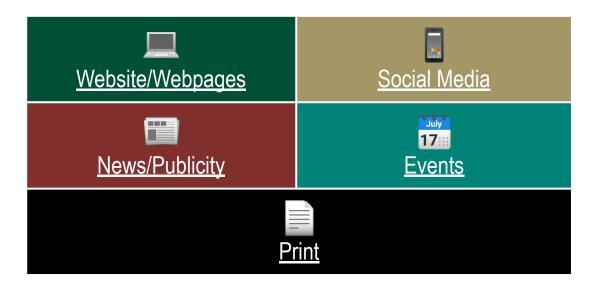


Ash Bowers



## Marketing and Communications

Communications Toolkit Available on GPDNet





## Marketing and Communications

Review and Update Program Information on Graduate School Website





## Marketing and Communications

- University Brand Identity and Resources
- 'New on GPDNet' Email Weekly Send
- Contact Us <u>grad-comm@uncc.edu</u>



## Recruitment - Meet the Team

- Maryanne Maree-Sams
   Director of Graduate Recruitment and Post-Baccalaureate
   Student Advising
- Ellie Ivey
   Graduate Enrollment Coordinator



#### Recruitment

**Maintain an updated website:** Ensure the program website is up-to-date and tailored to prospective students. Address the questions most people want to know, like:

- 1. What are the career outcomes of graduates with this degree/certificate?
- 2. How is the program delivered? (online, on campus, hybrid, off campus)
- 3. Can a student enroll part-time or full-time, and how long will the program take based on full time or part time enrollment?
- 4. Is funding available in the form of graduate assistantships and/or tuition support?
- 5. What are the faculty's <u>areas of expertise</u>? (research, teaching, service)



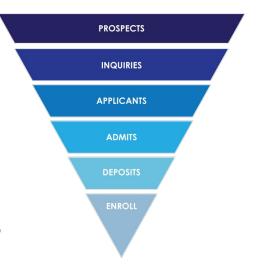
### Recruitment

 Communicate regularly with prospects, inquirers, applicants, admits and continuing students by email or phone.

- a. Access a current list of applicants
- b. Eligible to register list
- c. Your UNC Charlotte undergraduate students

#### 2. Recruit prospective students

- a. Detailed list of recruitment fairs (virtual and in person) is available on <u>GPDNet.charlotte.edu</u> under '*Recruitment Resources*'
- Recruitment team members attend virtual and in person fairs throughout the year including SACNAS, ABRCMS, and McNair Scholars events. For more information, contact Maryanne Maree-Sams.
- c. Submit a Slate ticket to obtain a current list of prospects and inquiries





#### Recruitment

#### 3. Host or Attend an Information Session

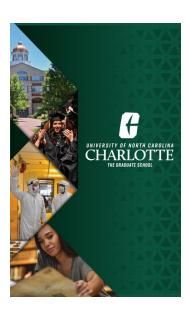
- a. Participate in information sessions offered by Graduate Admissions
- b. Early Entry information sessions
- c. Host an information session for your program

#### 4. Review Recruitment Resources on <u>GPDNet.charlotte.edu</u>

- International student recruitment
- b. Diversity recruitment
- c. Recruiting early entry students

#### 5. Graduate Student Recruitment Materials Available

- a. Graduate School recruitment brochures
- b. Contact Maryanne Maree-Sams to coordinate delivery





### Graduate Admissions - Who We Are

#### **Application Specialists**

- ★ Laura Crossley, Lead
- ★ Miski Homenick
- ★ Linda Plummer
- ★ Lisa Dorfman-Barry (part-time, temp)
- ★ Alex Gomez (part-time, temp)
- ★ Stephanie Prysiazniuk (part-time, temp)

#### **Slate Captains**

- ★ Ash Bowers, IT Analyst
- ★ Kathy Giddings, Director of Graduate Admissions



### **Graduate Admissions**

#### What We Do...

- Process 12,000 applications for 175+ programs
- Review GPD recommendations to admit or deny Applications
- Release decision letters
- Review 600 background checks
- Index and match documents
- Import test scores
- Consolidate records
- Respond to applicant inquiries
- Export applicant data to banner and back to Slate
- Export PDFs to Perceptive Content
- Slate set-up & maintenance:
   470 Users and roles, Queries, reports, Communications, Portals

#### Systems We Utilize...

- Slate
- Banner
- Perceptive Content (PC7)
- Slate Undergraduate instance
- National Student Clearinghouse
- UNC System databases
- College Foundation of NC, Inc
- GMAC, ETS, Duolingo, IELTS
- Certiphi
- World Education Services, AACRAO EDGE, ECE, World High Education Database
- Curriculog



### Graduate Admissions - Slate

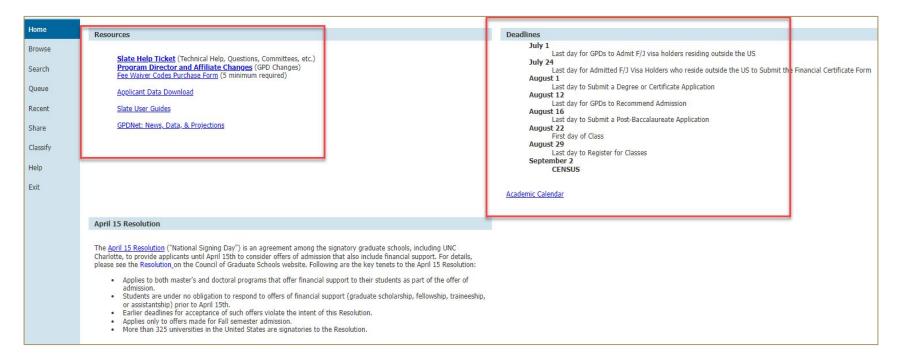


https://gradapp.charlotte.edu/manage/reader/

- Review Applications
- Download Applicant Data
- Waive Standardized Admissions Test (GRE, GMAT, MAT)
- Purchase App Fee Waiver Codes
- View Important Deadlines
- Submit Slate Help Ticket

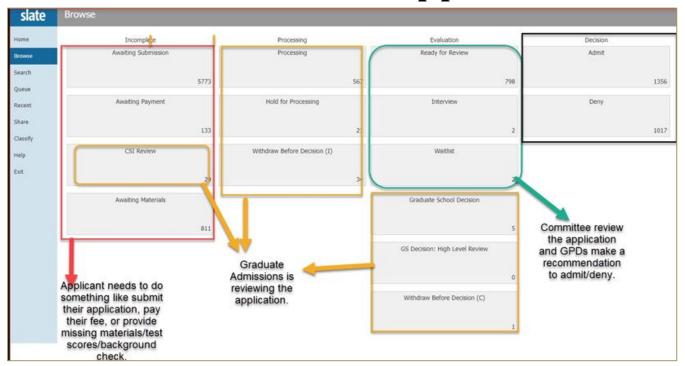


## Graduate Admissions - Slate Reader Home





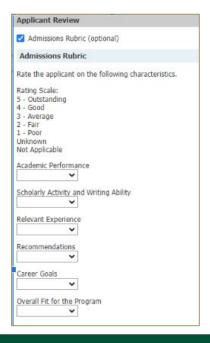
## Graduate Admissions-Application Flow

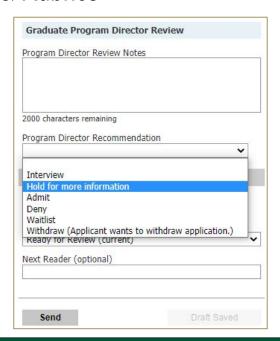




#### **Graduate Admission**

Holistic Admissions & Rubrics







## Funding

Students need to know the full (and accurate) cost of attendance





## **Funding - Costs**

#### **UNC CHARLOTTE**

Tuition and Fees - Per Semester

#### Fall 2022-Spring 2023 MAIN CAMPUS PROGRAM

Credit Hours	1	2	3	4	5	6	7	8	9+
Tuition NC Resident	240.94	481.88	722.82	963.76	1,204.70	1,445.64	1,686.58	1,927.52	2,168.5
Fuition Non NC Resident	1,026.78	2,053.56	3,080.34	4,107.12	5,133.90	6,160.68	7,187.46	8,214.24	9,241.0
Ed & Tech Fee	129.50	129.50	129.50	129.50	129.50	207.25	207.25	207.25	311.0
Safety and Security Fee	12.50	12.50	12.50	12.50	12.50	20.00	20.00	20.00	30.0
University Fees	457.00	457.00	457.00	457.00	457.00	731.25	731.25	731.25	1,097.0
19er Card Access Misc. Fee	7.50	7.50	7.50	7.50	7.50	7.50	7.50	7.50	7.5
JNC System Assoc Fee	0.15	0.15	0.15	0.15	0.15	0.25	0.25	0.25	0.5
Food Service Facilities Misc. Fee	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.0
Transportation Misc. Fee	77.50	77.50	77.50	77.50	77.50	77.50	77.50	77.50	77.5
Health Services Fee	111.75	111.75	111.75	111.75	111.75	167.50	167.50	167.50	167.5
Total Cost – NC Resident	1,046.84	1,287.78	1,528.72	1,769.66	2,010.60	2,666.89	2,907.83	3,148.77	3,869.5
Total Cost - Non NC Resident	1,832,68	2,859,46	3,886,24	4,913,02	5,939.80	7,381,93	8,408,71	9,435,49	10,942,0

Special Fees (per term):	
Certificate/Masters GRAD 7999 - NC Resident	\$ 240.94
Doctoral GRAD 9999 - NC Resident	\$ 240.94
Certificate/Masters GRAD 7999 - Non NC Resident	\$ 1,026.78
Doctoral GRAD 9999 - Non NC Resident	\$ 1,026.78
College of Education edTAP Fee	\$ 300.00
First Aid: Responding to Emergencies (non-majors)	\$ 20.00
International Student Fee (Visa type F or J)	\$ 100.00
Matriculation Fee* (new students only)	\$ 150.00

\*Charged only in the first term a student is both admitted and registered for classes

#### \*\*\*\*These specific Main Campus graduate programs listed below are assessed additional tuition per credit hour\*\*\*\*

College of Arts + Architecture Student Fee

College of Engineering Student Fee

College of Computing & Inform, Student Fee

 College of Arts & Architecture: \$97.22 per credit hour for tuition Master Programs: Master of Architecture and Master of Urban Design

\* College of Business: \$333.33 per credit hour for tuition

Master Programs: Accountancy, Business Administration, Economics, Management, Mathematical Finance, & Real Estate Certificate Programs: Business Foundations, Business Analytics, Enterpreneurship & Innovation, MBA Plus, Applied Econometrics, and Real Estate & Financial Development

\* College of Business: will be assessed an additional \$1,166.67 per credit hour for tuition Doctoral Program: Business Administration

\* College of Business & College of Computing Informatics: \$388.89 credit hour for tuition Master Program: Data Science & Business Analytics

Certificate Program: Data Science & Business Analytics

\* College of Computing & Informatics: \$150 per credit hour for tuition

Master Program: Professional Science Master's in Bioinformatics
Certificate Programs: Bioinformatics Application and Bioinformatics Technology
\*College of Computing & Informatics: \$222.22 per credit hour for tuttion

Master Programs: Computer Science, Cybersecurity, and Information Technology

Certificate Programs: Advanced Databases & Knowledge Discovery/Applied Artificial Intelligence, Game Design & Development, Human-Computer Interaction, Information Security & Privacy, Management of Information Technology, Network Security, and Secure Software Development College of Health & Human Services: \$33.33 per credit hour for tuition
 Master Program: Public Health

Certificate Programs: Community Health and Public Health Core Concepts
\* College of Health & Human Services: \$55.56 per credit hour for tuition

Master Program: Respiratory Care
\* College of Health & Human Services: \$66.67 per credit hour for tuition

Master Program: Nursing (excludes MSN Nurse Anesthesia track)
Certificate Programs: Advance Practice Registered Nursing Post-Masters and Nursing Post-Master's

Certificate Programs: Advance Practice Registered Nursing Post-Masters and Nursing Post-Master's

\*\*College of Health & Human Services: \$100 per credit hour for tuition

Doctoral Program: Public Health Sciences

52.00 S

46.75 \$

62.50 \$

83.25 \$

75.00 \$

100.00 \$

112.50

150 00

\* College of Health & Human Services: \$150 per credit hour for tuition Master Programs: Health Administration and Health Informatics Certificate Program: Health Informatics

\* College of Health & Human Services. \$266.67 per credit hour for tuition Doctoral Program: Nursing Practice

\* College of Liberal Arts & Sciences: \$133.33 per credit hour for tuition

Master Program: Master of Industrial & Organizational Psychology

 College of Liberal Arts & Sciences: \$150 per credit hour for tuition Certificate Programs: Biomedical Sciences and Biotechnology

\*College of Engineering. \$100 per credit hour for tuition Doctoral Programs: Electrical Engineering, Infrastructure & Environmental Systems, and Mechanical Engineering Master Programs: Appeted Energy & Electromechanical Systems, Engineering, Civil Engineering, Construction & Facilities Management, Electrical Engineering, Engineering Management,

Fire Protection and Administration, & Mechanical Engineering Non NC Residents Only: MS Computer Engineering <u>Print this</u> Table



## Funding - Tuition and Fees 9 hours

- GASP only pays tuition & health insurance for Ph.D. students, and resident tuition for some master's degree students
- Per semester note the long list of fees...

Credit Hours	9+
Tuition NC Resident	2,168.50
Tuition Non NC Resident	9,241.00
Ed & Tech Fee	311.00
Safety and Security Fee	30.00
University Fees	1,097.00
49er Card Access Misc. Fee	7.50
UNC System Assoc Fee	0.50
Food Service Facilities Misc. Fee	10.00
Transportation Misc. Fee	77.50
Health Services Fee	167.50
Total Cost – NC Resident	3,869.50
Total Cost – Non NC Resident	10,942.00



## Funding - Tuition Increments Plus

Per semester: also note any additional charges by college & major below the table.

							-		
Special Fees (per term):				Major Fee	(per teri	<u>n):</u>		1-5 Cre	dit Hour
Certificate/Masters GRAD 7999 - NC Resident	\$	240.94		College of	Arts + Ar	chitecture Student Fee		\$	52.00
Doctoral GRAD 9999 - NC Resident	\$	240.94		College of	Computi	ng & Inform. Student Fee		\$	46.75
Certificate/Masters GRAD 7999 - Non NC Resident	\$	1,026.78		College of	Engineer	ring Student Fee		\$	62.50
Doctoral GRAD 9999 - Non NC Resident	\$	1,026.78							•
College of Education edTAP Fee	\$	300.00							
First Aid: Responding to Emergencies (non-majors)	\$	20.00							
International Student Fee (Visa type F or J)	\$	100.00							
Matriculation Fee* (new students only)	\$	150.00							
*Charged only in the first term a student is bot	h admitted	and registered	d for class	es					
****These spe	cific Main C	ampus graduat	e programs	listed belo	w are ass	essed additional tuition	per cre	dit hou	ır***
<ul> <li>College of Arts &amp; Architecture: \$97.22 per credit hour for fuition Master Programs: Master of Architecture and Master of Urban Design</li> <li>*College of Business: \$333.33 per credit hour for tuition Master Programs: Accountancy, Business Administration, Economics, M Certificate Programs: Business Foundations, Business Analytics, Entrepr Applied Econometrics, and Real Estate &amp; Financial Development</li> <li>*College of Business: will be assessed an additional \$1,166.67 per cred Doctoral Program: Business Administration</li> </ul>	reneurship & Inno	ovation, MBA Plus,	& Real Estate		• •	College of Health & Human Master Program: Public Health Certificate Programs: Commur College of Health & Human Master Program: Respiratory ( College of Health & Human Master Program: Nursing (excl Certificate Programs: Advance College of Health & Human Doctoral Program: Public Heal	nity Health Services Care Services udes MSN Practice F Services	and Publ : \$55.56   : \$66.67 Nurse A Registere : \$100 p	ic Health Co per credit ho per credit h nesthesia tr d Nursing P
<ul> <li>College of Business &amp; College of Computing Informatics: \$388. Master Program: Data Science &amp; Business Analytics Certificate Program: Data Science &amp; Business Analytics</li> <li>*College of Computing &amp; Informatics: \$150 per credit hour for tuition Master Program: Professional Science Master's in Bioinformatics</li> </ul>		r tuition				College of Health & Human Master Programs: Health Adm Certificate Program: Health Inf College of Health & Human Doctoral Program: Nursing Pra	inistration a ormatics Services:	and Heal	th Information
Certificate Programs: Bioinformatics Application and Bioinformatics Tecl	nnology				* (	College of Liberal Arts & So	iences: §	133.33 r	per credit ho
+ College of Committee 9 Information 6000 00									



## Funding - How to Provide It

What	How	When	
Request GASP (tax free scholarship offers)	eGPS	All year	
Offer assistantship (stipend salary)	eGA	All year	
Offer funding to <b>new students</b> for Fall - do not send your own letters to students. eGPS, eGA and the ISSO all send official offer letters to students.	eGPS, eGA - both needed for visa & official funding offers	Jan 1st - <b>April 1st</b> (deadline to meet April 15th Nat'l Signing Day)	
Rescind funding offers for Fall when needed	eGPS, eGA	Must be after April 15th	
Provide funding for continuing students	eGPS, eGA	Last day to apply for summer graduation (June 29th)	
Offer funding to new students for Spring (subject to funding availability)	eGPS, eGA	September, ongoing	
Offer Graduate School funded positions (if your program has these positions)	Google Sheet	May 15th; only revisions possible now	
Find information about the What's, How's and When's	Canvas	Year round	



## Funding Team (that's not us though)

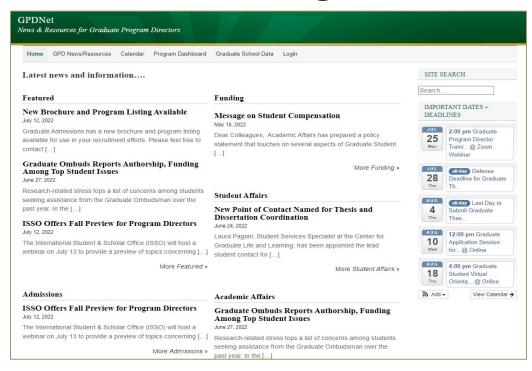
The (currently displaced) Office (of funding and assistantships) in alphabetical order:

- Julie Goodliffe Director and lead scientist
- Amara Grier SEA payment discoverer, GRAD courses pusher to full time, Graduate School eGA approver, and more
- Megan Himes eGA administrator, approver of all eGAs, compliance negotiator, tester of new systems, more
- Jennifer Johnson the ubiquitous <u>gradassist@uncc.edu</u> box, Graduate School eGA approver, payroll deadline knower, more
- Melissa (Missy) Peterson funding expert (guru), SEA payment fixer, Financial Aid backup magician, nomination approver, more





## **Enrollment Management**



gpdnet.charlotte.edu



## **Enrollment Management: Resources**

Home GPD News/Resources	Calendar Program Dashboard Graduate School Data Login
INFORMATION PAGES	All GPD News and Info
Admissions, Recruitment, & Enrollment Management  Admissions Graduate Enrollment Management International Recruitment Slate Info Student Funding & Assistantships	New Brochure and Program Listing Available  Graduate Ombuds Reports Authorship, Funding Among Top Student Issues  New Point of Contact Named for Thesis and Dissertation Coordination  June 28 Seminar Offered on Thesis, Dissertation Formatting and Submission
Graduate Academic Affairs	ISSO Offers Fall Preview for Program Directors
Policies and Appointments Graduate Certificate Renewal DegreeWorks	Duke's Mayo Career Fair will join Aggie Eagle Classic in September
Thesis and Dissertation Committees Mentoring and Advising	Graduate School Relocates to Cone
Assessments	CGLL Offers Certificate in Workplace Competencies
Resources Graduate School Forms	Law Firm Founder to Address Obtaining a Green Card after Graduation
Hire a Grad Student/Post Doc Understanding Academic Credentials	Students Advocate for Graduate Education at State Legislative Event
from India-China-Nigeria Workshops and Training Archives Various GPD Resources	CGLL Seeks Global Niner GA
Communications Toolkit Updating Your Program Dashboard	New Feature in Slate: Waive Admission Test
Coronavirus FAQ	Chring Commongament Coop Dogged Number of Dogtorgto Dogges



## Enrollment Management: Newsworthy

#### Holistic Admissions, aka, Full-File Review

- Ensure access to post-baccalaureate education by understanding, promoting, and adopting <u>holistic</u>
   <u>admissions</u>. Identify applicant qualities that contribute to success in the graduate program by ensuring that *no single factor* leads to inclusion or exclusion from admissions consideration. Doing so may increase program
   diversity and student success.
- The 2016 Council of Graduate Schools <u>report</u> on holistic admissions states, "Diversity is essential to the overall success of graduate programs. All students in a program, regardless of background, benefit from taking part in a learning environment that reflects various kinds of diversity."



## Enrollment Management: Newsworthy

Policy on Graduate Student Compensation





## Enrollment Management: Newsworthy

Graduate Student Achievement Metrics



#### **Graduate Student Achievement Metrics**

Nationally, a universal assessment of graduate student achievement is not uniformly endorsed, so the Graduate School uses its own internal assessment to evaluate graduate student achievement. Key indicators are retention and graduation rates for master's and professional or research doctorate students. These indicators are closely monitored to ensure programs can successfully achieve the productivity requirements of the UNC System. Retention and graduation data are updated annually and available to key stakeholders and the public via Tableau dashboards on the Institutional Research website. Additionally, the information is discussed at meetings of the Graduate Program Directors and University administrators via the Graduate Enrollment Management (GEM) Workgroup, the Graduate Council, and Graduate Program Director meetings.





# Thank you for attending! Questions or feedback?