



CHARLOTTE

THE GRADUATE SCHOOL

*GRADUATE
EDUCATION*

SUMMIT

February 14, 2025

Agenda

- 8:45 - 9:15 | Networking Breakfast and Table Talk
- 9:15 | Dean's Welcome
- 9:25 | Guest Presentations
- 10:15 | Graduate Academic and Student Affairs
- 10:35 | Graduate Enrollment Management
- 11:00 | Q & A - Table Talk

Welcome & Updates

Dr. William J. Tolone
Professor and Dean of the Graduate School





UNIVERSITY ACHIEVES
TOP-TIER
RESEARCH STATUS

Coming this Spring:
Commemorative R1 Lapel Pin

Legal Affairs: Legal Implications of the Presidential Administration

Erica Solosky

Associate General Counsel and Director of Ethics, Policy, and Compliance

Adrienne Merriott

Assistant Legal Counsel

Admissions Practices: *Students for Fair Admissions* cases

- On June 29, 2023, the U.S. Supreme Court held that the admissions processes of both Harvard and UNC were unconstitutional and/or violated Title VI, thereby rejecting the use of race in a holistic review of an applicant for university admission
- Main *SFFA* takeaways:
 - Race cannot be used as a factor in admissions decisions
 - Information should be masked in Slate
 - An applicant's statement of purpose, resume, recommendations, or other information, even if it happens to reveal the applicant's race/ethnicity, can still be considered
 - Consideration must be individualized based on that particular student's experience and resulting qualities/characteristics (no assumptions/stereotypes based on race)

Admissions Practices: Current Post-*SFFA* Landscape

- [Ending Illegal Immigration and Restoring Merit-Based Opportunity](#) (January 21, 2025)
 - Mandates the Attorney General and Secretary of Education to provide joint guidance within 120 days (May 21, 2025) to schools/universities “regarding the measures and practices required to comply with” the *SFFA* decision
- In addition, recent memo from UNC System reiterated prior System guidance, which directed institutions in part:
 - To consider *SFFA* to cover both race and ethnicity
 - Not to use the *SFFA* essay question scenario as an exception that swallows the general rule
 - Ensure new admissions approaches are not proxies for consideration of race

Funding Changes: Overview

I. The Funding Freeze: What Was It, and How Did It Happen?

II. America First: Anticipating the Research Priorities of the Trump Administration

III. Practical Guidance: Considerations for Researchers When Navigating the Ever-Evolving Legal Landscape

Prequel to the Funding Freeze: Timeline of Trump's Executive Orders

- *Protecting the American People Against Invasion (1/20/25)*
- *Reevaluating and Realigning United States Foreign Aid (1/20/25)*
- *Putting America First in International Environmental Agreements (1/20/25)*
- *Unleashing American Energy (1/20/25)*
- *Ending Radical and Wasteful Government DEI Programs and Preferencing (1/20/25)*
- *Defending Women from Gender Ideology Extremism and Restoring Biological Truth to the Federal Government (1/20/25)*
- *Enforcing the Hyde Amendment (1/24/25)*

The Funding Freeze: What Was It, and What Happened?

- Jan. 27, 2025: [Memo M-25-13](#) is issued by the White House. The Memo states, “Federal agencies must temporarily pause all...Federal financial assistance ... for *foreign aid, nongovernmental organizations, DEI, woke gender ideology, and the green new deal.*”
- Jan. 28, 2025: Federal judge halts enforcement of memo.
- Jan. 29, 2025: The funding freeze memo is rescinded - ***but the executive orders remain in effect.***
- Jan. 31, 2025: Judge issues a ***Temporary*** Restraining Order.
- Feb. 7, 2025: NIH issues guidance effective 2/10/25 in an effort to cap *indirect cost* funding at 15% ([NOT-OD-25-068](#)).
- Feb. 11, 2025: Judge issues a ***Temporary*** Restraining Order.

America First: Research Priorities of the New Administration

- Research Security
- America First Trade Policy and the Directive to the Secretary of State (1/20/25)
- Energy
- Unleashing American Energy (1/20/2025)
- Declaring a National Energy Emergency (1/24/25)
- Temporary Withdrawal...from Offshore Wind Leasing and Review of the Federal Government's Leasing and Permitting Practices for Wind Projects (1/20/25)

America First: Research Priorities of the New Administration

- Artificial Intelligence, Quantum Computing, and Advanced Biotechnology
- Removing Barriers to American Leadership in Artificial Intelligence (1/23/2025)
- President's Council of Advisors on Science and Technology (1/25/25)

Practical Guidance: Considerations for Navigating The Ever-Evolving Legal Landscape

- The past is prologue – expect more change.
- Be mindful of the new administration’s priorities in light of the recently issued executive orders.
- Immediately communicate any changes to your award to the Division of Research.
- Ensure that agreements are explicitly contingent upon receipt of funding.

Practical Guidance: Considerations for Navigating The Ever-Evolving Legal Landscape

- Review your contracts, and make sure you understand the University's obligations.
- Always seek to build flexibility for the institution into the agreement for termination, and terms of renewal.
- For additional guidance, utilize UNC Charlotte's [Contract Checklist](#).
- Lastly, reach out to the Division of Research or the Office of Legal Affairs if you have questions.

Immigration Updates

- **10 immigration and border-related actions, including impacts to higher-education-related topics:**
 - U.S. Refugee Admissions Program (USRAP)
 - Enhanced vetting and visa screening across agencies
 - Familiarizing institutions with inadmissibility grounds under INA 212(a)(3) - *Security and Related Grounds*
- **“Protected Area” enforcement guidelines**
 - Rescission of 2021 guidelines for Immigration and Customs Enforcement (ICE) and Customs and Border Protection (CBP) enforcement actions in or near a “protected area” (designated by the memo; includes universities).
 - The University’s procedures for interacting with law enforcement existed before this enforcement discretion was rescinded; this reminds employees of steps to take when interacting with a law enforcement officer who requests information/records/people.
 - Information to the campus most recently released on January 29, 2025.
- **H-1B Status**
 - This nonimmigrant classification applies to people who wish to perform services in a specialty occupation
 - H-1B Modernization Rule
 - On December 17, 2024, U.S. Citizenship and Immigration Services (USCIS) released updates to the H-1B visa program
 - Effective January 17, 2025



CHARLOTTE

THE GRADUATE SCHOOL

Thank you!

Erica Solosky: erica.solosky@charlotte.edu

Adrienne Merriott: amerriot@charlotte.edu

Contact the Office of Legal Affairs: legal.charlotte.edu/contact

Microcredentials: A Proposal

Shanna Coles

Director of Strategy Development & Learner Solutions

School of Professional Studies

Microcredentials at Charlotte

What is a microcredential?

A microcredential refers to a small, specialized recognition that demonstrates a person's skills, knowledge, or accomplishments in a specific area. These credentials reflect narrow, well-defined competencies and are designed to be more flexible, accessible, and shorter than traditional degree programs.

Digital badges are validated indicators of an accomplishment, skill, quality, or interest.

June 2024 - Setting the stage for this work in the non-credit/co-curricular space:

- 10+ different offices at UNC Charlotte were issuing microcredentials with a digital badge.
- The School of Professional Studies offering 85+ microcredentials and funding the Credly account.
- 102 registered badges within the Credly system. In FY24 alone, 2,029 badges were issued.

But...

- No shared taxonomy or framework
- No formal microcredential request/proposal and approval process
- No validation/verification/quality assurance process
- No financial model

Microcredentials Working Group

Process:

- The Working Group brought together representatives from a wide range of campus units already exploring or offering microcredentials
- A group of 14 cross-disciplinary faculty and staff met six times between August 2024 and January 2025
- Leveraged EAB's framework and 1EdTech's planning worksheet to guide discussion

Major Findings/Outcomes:

Types:

- Professional development (School of Professional Studies)
- Faculty/Staff (CTL and Learning and Organizational Development)
- Co-Curricular (UGE - including University Career Center and Student Affairs)
- Microcredential within credit-bearing course (UCC/UGE/Graduate School)
(this option will intersect with future policy from Academic Affairs)

- Comprehensive set of recommendations to advance the university's strategy for implementing microcredentials effectively and sustainably

Microcredentials Recommendations

- Recommendation 1:** Adopt a university-wide common definition that can be used for all microcredentials, whether curricular or co-curricular.
- Recommendation 2:** Structure microcredentials as multilevel and stackable with a digital badge issued upon completion.
- Recommendation 3:** Establish a workflow for approval and dissemination of microcredentials.
- Recommendation 4:** Implement one standard badging platform for all microcredentials for common reporting and data collection.
- Recommendation 5:** Create a centralized accessible repository of microcredentials and student-friendly messaging to promote career pathways.

Microcredentials (Proposed) Next Steps

1. Spring 2025 Finalizing the “pitch” to Provost Troyer and Vice Chancellor for Student Affairs Bailey -
 - a. Request is to approve/endorse the plan for steering committee and recommendations
 - b. Fund Credly subscription for unlimited use at 30K FTE

2. Summer 2025 Steering Committee to finalize the work needed for faculty and staff to propose, review, and implement microcredentials at scale

3. Fall 2025 Publish microcredentials.charlotte.edu - recruit proposals campus-wide

4. Spring 2026 + Discover ways microcredentials will intersect with credit for prior learning (work to commence soon from Associate Dean’s Council)

Study how students and employers are using microcredentials

Ongoing improvements to process and inventory

Artificial Intelligence in Teaching and Learning Task Force (AY 2024-2025)

Kiran Budhrani, Ed.D.

Director of Teaching and Learning Innovation, School of Professional Studies

AI Task Force Co-Chair

Justin Cary

Senior Lecturer, CHESS

AI Task Force Member, CTL AI Fellow

Moving Towards an AI-EMPOWERED Campus!

AI ACROSS THE CURRICULUM

***SHAPING NEXT-GENERATION LEARNING EXPERIENCES
WITH GENERATIVE AI TOOLS THROUGH
INNOVATION IN AI LITERACY, DESIGN, AND ETHICS***

2023 - 2025 - Beyond

AI Positioning



*With AI's growing presence, it is important for faculty, staff and students — now and moving forward — **to adopt a university-wide understanding and acknowledgement of its acceptable, ethical, and responsible use.***

As we prepare our students to enter a workforce that will require proficient use of AI tools, regardless of their field, students will be looking to faculty and staff to model the appropriate use of those tools.

- Chancellor Gaber & Provost Troyer (Aug 21, 2024, email memo to faculty and staff)

Staying Informed: All CTL AI Initiatives

AI ACROSS THE CURRICULUM

SHAPING NEXT-GENERATION LEARNING EXPERIENCES
WITH GENERATIVE AI TOOLS THROUGH
INNOVATION IN AI LITERACY, DESIGN, AND ETHICS

TOWARDS AN AI-READY CAMPUS!

The Center for Teaching and Learning (CTL) has launched a stream of programs and resources for faculty and instructional staff to support the increasing role that Generative Artificial Intelligence (AI) is playing in shaping teaching, learning, and classroom learning experiences.



Taking Teaching and Learning to the Next Level with AI

Discover how the Center for Teaching and Learning at UNC
Charlotte is preparing faculty on understanding the role AI will play
in designing impactful learning experiences for students.

[READ THE FULL ARTICLE](#)

A VISION FOR DIGITAL TRANSFORMATION WITH AI



teaching.charlotte.edu/ai

AI in Teaching and Learning Task Force

**Philosophical
Approach to AI in
Teaching and
Learning**

Policy Review

**Capacity Building
for Faculty**

University Wide Charge

Task Force Synergy



Mona Azarbayjani
COA+A



Beth Caruso
Atkins Library



Justin Cary
CHESS



Mohsen Dorodchi
CCI



Daniel Maxwell
COED



Sam Suptela
KCOS



Lufel Young
CHHS



Lina Zhou
BCOB



Qiang Zhu
COE

Decided Coordinated Process

- **35 task force benchmarks; we narrowed to 2:**
 - Yale Report (2024, Jun)
 - AI Manifesto (2024, Nov)
- **Coordinated methods to collect data across colleges**
 - Survey Questions
 - Common Themes
 - Interviews
 - Focus Groups

Data Collection Commenced

- **Ongoing engagement with college leadership and faculty**
- **309 faculty**
49 students
3 academic staff

Unit	Method	Participants
CCI	Focus Group (6) Survey (1) Focus Group (1)	31 faculty 15 faculty 2 staff
COB	Focus Group (2) Survey (1) Faculty Survey (1) Student	31 faculty 29 students
CHHS	Interview (36)	36 faculty
COAA	Survey (1)	20 faculty
COED	Focus Group (1)	19 faculty
COE	Focus Group (1) Interview (7)	3 faculty 7 faculty
CHESS	Focus Group (5) Survey (1) Faculty Survey (1) Student	9 faculty 76 faculty 20 students
COS	Focus Group (1) Survey (1)	6 faculty 32 faculty
LIBRARY	Focus Group (1) Interview (2) Typed Response (1)	1 faculty, 1 staff 2 faculty 1 faculty
TOTAL* *as of 1/31/25	Focus groups (18) Interviews (45) Surveys (7) Typed Response (1)	309 faculty 49 students 3 acad staff

Next Steps

- **Jan-April:** Analysis and report writing
- **Initial Observations: “Hub and Spoke” Strategy**
 - Hub: AA “core” strategy
 - Spoke: Colleges nuanced “branching” strategy
- **May:** Report Completion
- **August:** Update the campus for broader feedback



3rd Annual

CHARLOTTE
**AI SUMMIT FOR
SMARTER LEARNING**

**SHAPING NEXT-GENERATION LEARNING EXPERIENCES
WITH GENERATIVE ARTIFICIAL INTELLIGENCE (AI) TOOLS**

MAY 14, 2025 | 8:00 AM - 5:00 PM | DUBOIS CENTER



**CENTER FOR
TEACHING AND
LEARNING**



AI Summit for Smarter Learning

May 14, 2025 (Wednesday)

Dubois Center

Full day of learning about AI

Call for Proposals is Open

Encourage your faculty to submit and attend the summit

<https://teaching.charlotte.edu/2025-ai-summit-for-smarter-learning/>

Thank you!

Division of Research: Impact of Presidential Actions

Response and Mitigation Strategies

Dr. John Daniels, Vice Chancellor

Dr. Deb Thomas, Associate Vice Chancellor

UNC Charlotte Best Graduate School Program Ranking

Dr. Jennifer Ames Stuart

*Associate Vice Chancellor & Chief Communications Officer
University Communications, Division of University Advancement*

**US News & World Report
Best Graduate School Rankings
February 2024**

UNC CHARLOTTE STRATEGIC PLAN METRICS



2031

OVERALL: 175

CURRENT: 152

PUBLIC: 87

CURRENT: 81



2031

PROGRAMS IN TOP 50: 32

CURRENT: 9

Graduate Programs in Top 100 in the 2024-25 USNWR Rankings



Target:

32 programs/specialties
ranked in top 50

- Healthcare Management* (#41) (2023-24)⁺⁺
- Part-time MBA (#45)
- Nursing – Anesthesia* (#51)
- Public Affairs* (#57)
 - Local Government Management* (#21)
 - Public Finance* (#23)
 - Nonprofit Management (#24)
- Social Work* (#67)
- Public Health* (#68)
- Statistics* (#70) (2022-23)⁺⁺
- Education (#71)
- Civil Engineering* (#77)
- Mechanical Engineering* (#86)

- Clinical Psychology (#88) (2020)⁺⁺
- Electrical Engineering* (#92)
- Computer Science* (#96)

Online Graduate Program Rankings

- Master's in Education programs: #1 in North Carolina and #9
 - Special Education* programs: #13
 - Curriculum & Instruction*: #15
- Master's in Nursing programs: #21
 - Includes three programs: MSN in Community/Public Health Nursing, MSN in Nurse Educator and MSN in Nurse Administrator
- Master's in Engineering programs: #63

* Based solely on peer assessments

⁺⁺ Rankings not updated with this release

Updated: 1/21/25

USN&WR Best Graduate School Rankings

USNWR FAQs

When are the survey dates? Varies year to year, typically late Fall - Feb (varies by program)

When is the release date? Typically late April

Who is surveyed? Varies, but includes: Deans, program directors, employers (MBA), and educational professionals (education)

What is the methodology? Varies but peer assessments are strong factor for each

Overall categories include these below with specialities & programs under each:

- Best Business Schools
- Best Nursing Schools
- Best Engineering Schools
- Best Education Schools
- Public Affairs
- Science/Social Sciences and Humanities



U.S. NEWS RANKINGS – KEY DATES (2024-25)

Late September	2025 Best College Rankings (released) (Embargo: 10 days prior)
October-November	Best Online Colleges rankings (surveys)
December-February	Best Graduate Schools rankings (surveys)
January 2025	2025 Best Online Colleges rankings (released)
April 2025	Best Graduate Schools rankings (released)
May-June	Best College Rankings surveys

A Few Things to Note

Several programs previously were close to meeting the minimum 7 nominations for specialty rankings:

1. MBA - Real Estate (4 nominations)
 2. MBA - Management (3)
 3. Special Education (5)
 4. Education- Special Counseling and Personnel Services (3)
 5. Education - Curriculum Instruction (3)
- We don't have easy access to email lists of program directors but have purchased lists of deans (deans are not surveyed for most grad rankings but are influencers)
 - A small number of peer reviews can make a big difference
 - The University does not have current access to data sets for Graduate School rankings (Academic Insights)

All Rankings

Rankings by College

Suggested Tactics

- Complete the survey!!
- Build and leverage networks
 - conferences, external service, social media (Linked In), and other networks
- Consider less formatted program director or dean email with key “consider our program” message. (University of Miami example)
- UComm can support smaller email/ mailing lists focused on:
 - American Athletic Conference
 - Coalition of Urban-serving Institution members
 - Other partner institutions
 - New or aspiring R1 public universities
- Physical mailings (examples: Hot sauce, moon soil)

New Initiatives for Student Success

Dr. Katherine Hall-Hertel
Associate Dean
Graduate Academic and Student Affairs

Grad Academic and Student Affairs Team



Dr. Katherine Hall-Hertel
Associate Dean



Lauren Coffey, JD, Director
Grad Academic Services



Julie Green
College Liaison



Michelle Hypki
Assistant Director



Clarissa Ramos
College Liaison



Cherie Carpenter
Admin. Associate



Dr. Jill Huerta
Assistant Dean and
Director, CGLL



Laura Pagani
Student Services



Dr. Aura Young
Associate Director



Dr. Lisa Russell-Pinson
Assoc. Teaching Professor



Josh Peterson, Project Manager
Strategic Data Initiatives

Not Pictured:
Ben Schwartz
Dawn Kolnos
Judy Krause
Daryl Kerr

Grad Student Success and Wellness

- **Academic Success** - *Graduate Academic Services*
 - Best Practices in Advising
 - Identifying and removing barriers to success (i.e. policy and processes)
- **Holistic Personal Wellness** - *Graduate Student Affairs*
 - CAPS collaboration - Group support for graduate students
 - Resiliency workshops/trainings
 - Community building and belonging
 - Professional career development

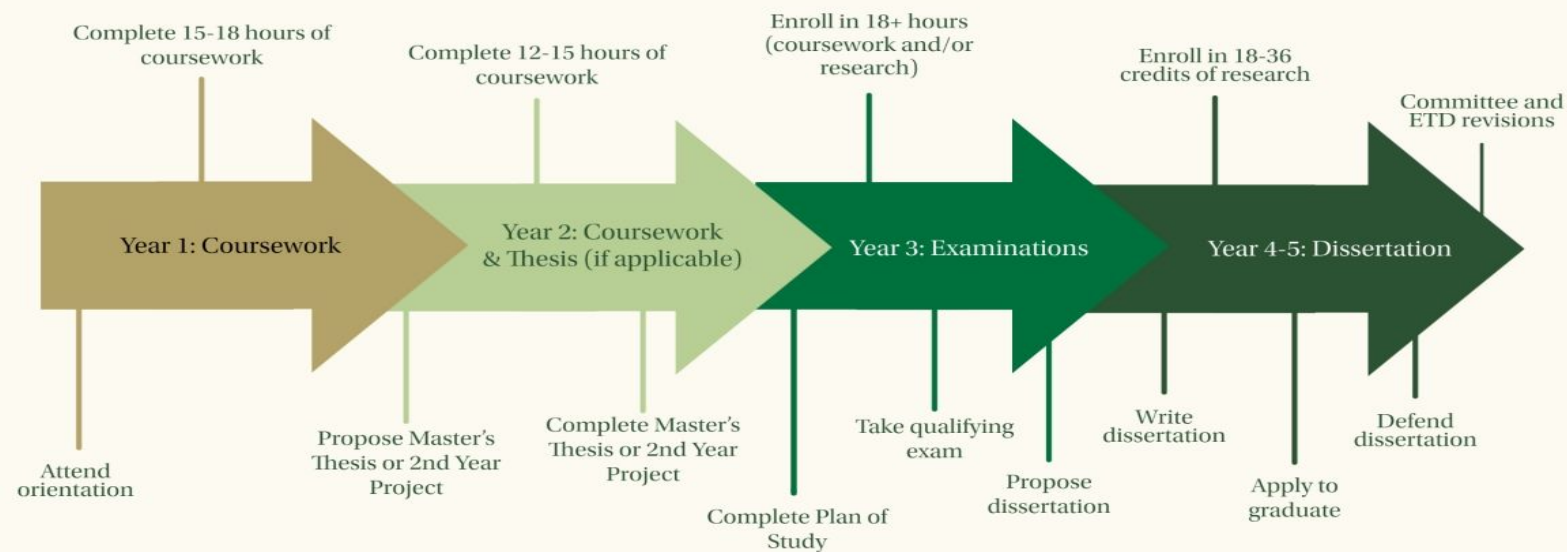
Improving Student Success

Graduate Advisor Toolkit

Expectations for Student Progress

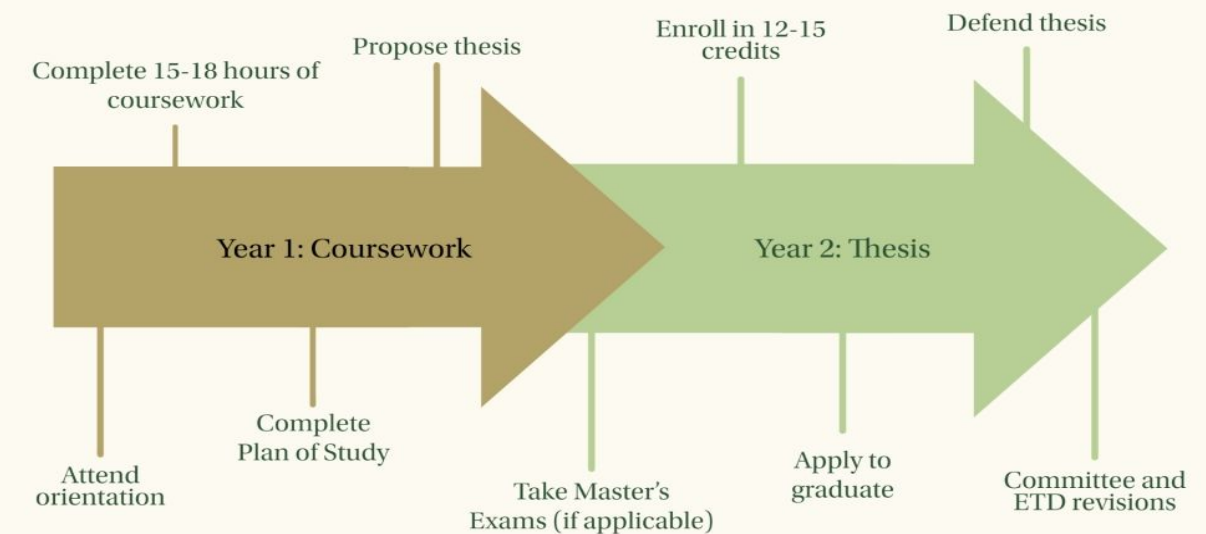
Typical Timeline for Doctoral Programs

Note: this timeline is a suggested guideline and all milestones are approximate based on a 72-hour program. Please consult the Graduate Catalog for specific degree requirements.



Typical Timeline for Master's Thesis Programs

Note: this timeline is a suggested guideline and all milestones are approximate based on a 72-hour program. Please consult the Graduate Catalog for specific degree requirements.





COUNSELING AND
PSYCHOLOGICAL SERVICES

GRADUATE STUDENT SUPPORT SPACE

AT ATKINS 146

(CGLL Classroom)

February 6

4PM-5PM

Navigating Academia:
Exploring Communication
& Values

March 11

12PM-1PM

Surviving March Madness:
Stress Management
& Self-Care 101

April 17

1PM-2PM

Springing into
Post Grad Life



THOMAS L. REYNOLDS
CENTER FOR
GRADUATE
LIFE & LEARNING

Graduate Academic Services

Lauren Coffey, JD
Director

Best Practices - Graduate Academic Services

Academic Exceptions and Student Success

- Consider using regular check-ins on the **academic petition** site to respond to student requests or comments
- Encourage students to review **DegreeWorks** when requesting substitutions or transfers
- Track student progress using the **DegreeWorks** progress report



Best Practices - Graduate Academic Services

Forming Committees:

- Committees must be established and approved **prior** to a proposal defense
- Encourage faculty/advisors to ensure eligibility of all committee members prior to form submission to avoid delays
- Chairs are instrumental in guiding students through the process and should have previous committee experience
- Co-chairs, if used, need to be declared on the form

Graduate Academic Services Office Hours Q & A

Hosted by Lauren Coffey
Director of Graduate Academic Services

Fridays 11:00 am - 1:00 pm
([Book an Appointment](#))

Important Academic Dates - Spring 2025

- February 17 - Master's Thesis Proposal Defense Deadline
- March 17 - Last day to withdraw from full-term course
- April 9 - Dissertation Defense Deadline
- April 21 - Dissertation Submission Deadline
- April 28 - Master's Thesis Defense Deadline
- May 5 - Master's Thesis Submission Deadline

Student Success Dashboard Project

Josh Peterson

Project Manager for Strategic Data Initiatives

Graduate Student Success Dashboard

- The goal of this project is to **enhance the overall success of our graduate programs** through the development and deployment of a comprehensive Graduate Student Success Dashboard.
- This resource will offer a **holistic view** of student degree progress, milestones, funding, co-curricular engagement, and other relevant data at the college, program, and individual student levels.
- This resource will be available to college leadership, GPDs, and relevant program staff.
- Faculty Advisory Group
- Currently planning to launch in AY 2025-26.

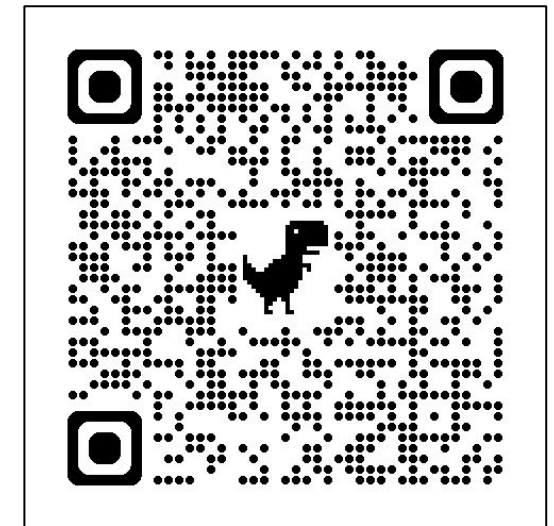
Reynolds Center for Graduate Life and Learning

Dr. Jill Huerta
Assistant Dean and Director

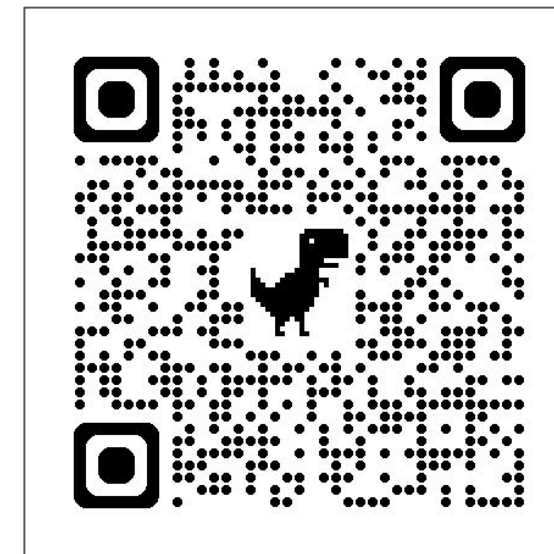


Fellowships & Awards

- **Graduate Life Fellows: Application Opening Feb. 24!**
Fellows receive \$6000, benefit from leadership experience
- **Outstanding TA Awards: Nominations Accepted Until Midnight This Sunday!**
1 TA, 1 IOR each receive \$1000
- **Future Faculty Teaching Fellowship: Application to Open Late Spring**
10 participants, competitive selection process
- **Dean's Distinguished Dissertation Award**
Biological & Life Sciences; Humanities & Fine Arts
- **Outstanding Master's Thesis Award**
Fine Arts & Humanities; Math Physical Sciences, & Engineering;
Non-traditional Thesis/Project Award



TA Award Nomination



University Scholarship Office



Fellowships & Awards - University Scholarship Office

~Nomination Only~

Deadline to nominate is **March 15, 2025** Deadline for completed applications is **April 1, 2025**

<https://scholarships.charlotte.edu/portals/administrator-portal>

WAYLAND H. CATO JR. FIRST-YEAR DOCTORAL FELLOWSHIP

\$25,000, tuition and health insurance for newly admitted to a doctoral program for summer or fall 2025

DR. WILLIAM F. KENNEDY GRADUATE FELLOWSHIP

\$25,000, tuition and health insurance for newly admitted to a doctoral program for summer or fall 2025

HERSCHEL AND CORNELIA EVERETT FOUNDATION FIRST-YEAR GRADUATE FELLOWSHIP

\$25,000, tuition and health insurance for newly admitted to a doctoral program for summer or fall 2025

2025 Accelerate to Industry New Partnerships



Ins & Outs of
Professional
Negotiation



Navigating Change:
Adapt & Lead in a
Dynamic World



Work Organization
in an International
Company

Our 1st site visit ever!



Career Pathways for
Students with Technical &
Data Analytics Skills

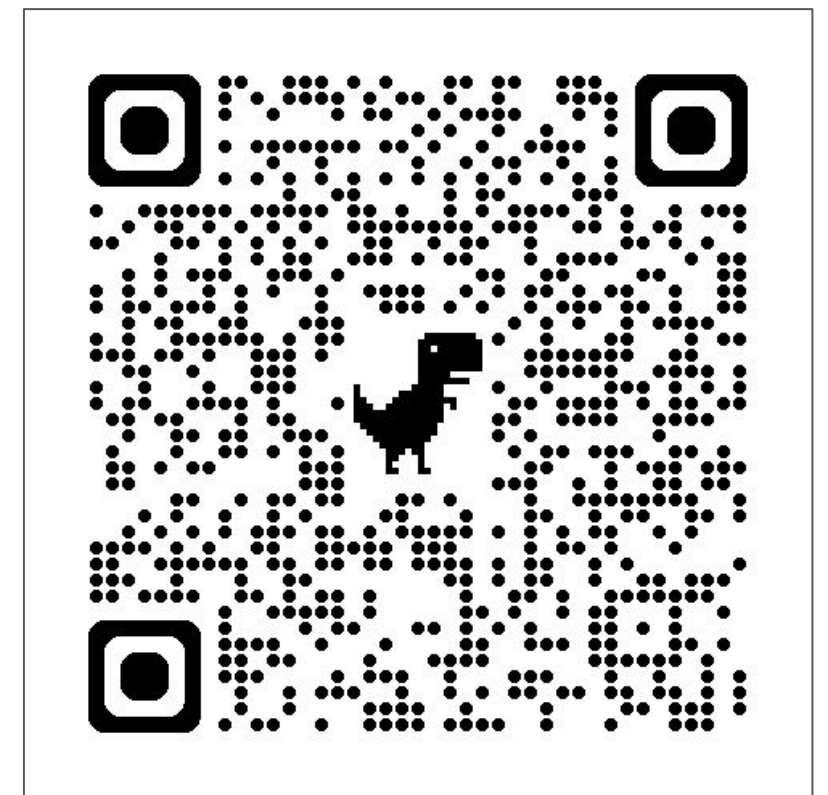


24th Annual Graduate Research Symposium

Organized by the Graduate & Professional Student Government

Friday, April 11 | Popp-Martin Student Union

- Poster & oral presentations
- \$4,200 in prize money
- All disciplines welcome!



Judges needed!
Please sign up today!



Mentee/ Training

Invite us to Your Department or Class!

Workshops cover topics important to mentees

- Maintaining healthy advisor/advisee relationships
- Growing research confidence & independence
- Building professional & career development skills



Graduate Housing - Fall 2025

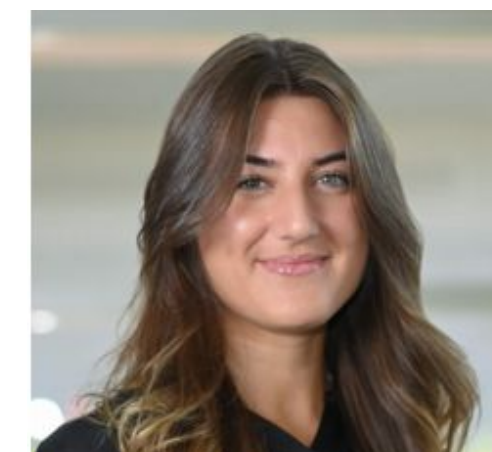
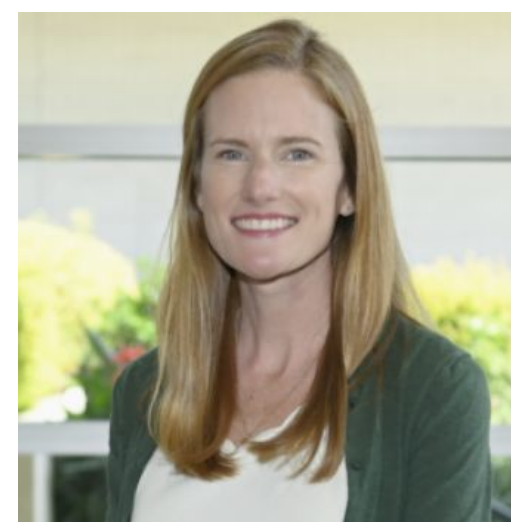


- The Edge apartment complex
- 24 spaces for grad students
- Plans to expand

Graduate Enrollment Management

Johnna W. Watson
Associate Dean

Enrollment Mgt Team



Spring Census Report

	Spring 2025	Spring 2024
Doctoral Research	945	953
Professional Doctoral	138	136
Master's	3,619	3,816
Post-Master's Certificate	63	64
Certificates	736	792
Post-Bacs	175	164
TOTAL	5,676	5,925

Graduate Application Report: 02/13/2025

APPLICATIONS SUBMITTED			ACCEPTED			INTENDS TO ENROLL			I-20's
Total	Dom	Intl	Total	Dom	Intl	Total	Dom	Intl	Intl
4,931 (-604)	3,023 (248)	1,908 (-852)	1,573 (-51)	918 (125)	655 (-176)	731 (-126)	405 (8)	326 (-134)	72 (-106)

FA24 GRADUATE PROGRAMS

Applied>Accept Yield: 67%
Accept>Enroll Yield: 45%

Domestic Only

Applied>Accept Yield: 71%
Accept>Enroll Yield: 56%

International Only

Applied>Accept Yield: 60%
Accept>Enroll Yield: 26%

FA23 GRADUATE PROGRAMS

Applied>Accept Yield: 62%
Accept>Enroll Yield: 49%

Domestic Only

Applied>Accept Yield: 77%
Accept>Enroll Yield: 57%

International Only

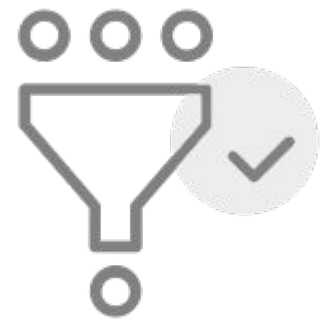
Applied>Accept Yield: 45%
Accept>Enroll Yield: 35%

1,785

YOU
can
DO IT!

Recruitment Updates & Strategic Priorities

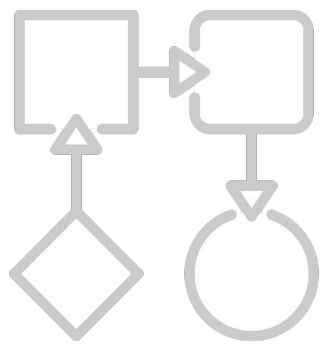
Sabrina L. Brown
Director of Graduate Recruitment



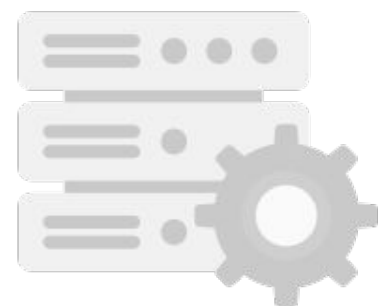
Funnel Growth & Responsive Recruitment



Program Constituent Engagement & Support



Internal Operations Alignment



Maximizing Enrollment Technologies

Fall 2024 Tactics/ Accomplishments

Information Session Expansion

Name Exchanges + List Buys

ShiftED Expo – Recruitment Trip to India

UNC Charlotte UG Population Strategies

Expanded Domestic Recruitment Travel

Expanded Global Recruitment Efforts and Partnerships

Recruitment Suite Space

Project Management System

Program Capacity and Capability Consultations

Slate Realms for College Event Offerings

External Recruitment Calendar

+44% Lead Gen
+617% Lead Gen Engagement
+48% Recruitment Activities

Recruitment Liaisons



Arts and Architecture
BCOB
CHHS
COED
COSC



CCI
CHESS
COEN

All Doctoral Programs- Sabrina L . Brown

Keystone Global Marketing Contract

Graduate Recruitment Activities Mapping

Graduate Recruitment Toolkit for Programs

Graduate Recruitment Consortium



February 25th, 2025
10 am- 11:30 am
Cone 112
Virtual option offered

Graduate Recruitment Support Request Form



Graduate Recruitment Support Request Form

This form allows Graduate Program Directors and support staff to request assistance from the Graduate Recruitment team. Whether you need help with creating or managing Slate events, or Graduate School Materials for recruitment fairs, we're here to support you!

What to Include in Your Request:

- Provide as much detail as possible about your needs (e.g., event specifics, material types, deadlines, etc.).
- Include any relevant documents or attachments to help us better understand your request.

Once submitted, a member of the Graduate Recruitment team will review your request and get in touch within 1-2 business days.

Request types:

Slate Events: If you're hosting an event, either virtually or in person, we can set it up in Slate to help capture leads and automate pre- and post-event communications.

Graduate School Branded Materials: Hosting or attending a recruitment event? We're happy to provide materials and giveaways to support your efforts!

Other: If there is anything else you would like the Recruitment Team can assist you with, please let us know and provide as much information as possible.

We look forward to working with you!

First and Last Name*

Email*

College*

Program*

Due date*

Request Type*

Request Name*

Request description and goal*

Please attach any documents that will assist in completing this request.

Drop your files here to [upload](#)

Submit

Some Support Examples Include:

Branded Materials + Travel Supplies
Recruitment Cycle Planning
Name Sourcing /List Buys
Funnel Data Analysis



Go Global Strategic Enrollment Working Group



Led by Joe Campos

- ISSO
- ELTI
- UG Admissions



**INFORMATION
SESSIONS**

College Based Realms
Event Invitations to Prospects
Targeted Emails/ Campaigns



**MEET
WITH AN
ADMISSIONS
COUNSELOR**

“Events”

- Pre + Post Event Communications (including sms)
- Auto Generated Registration Page
- Connects with External Video Platforms
- Post Event Slate Prospecting Campaigns
- Post Event Surveys



**OFFICE
HOURS**

“Consultations”

- Aligns with your schedule or preset times
- Allows for autonomous scheduling



**CAMPUS
TOURS**

“Visits”

- Group Visit Request Form + Logistics Communication

Recruitment Team



Sabrina Brown
Director of Graduate Recruitment

Joseph Campos
Assistant Director of Recruitment

Ellie Ivey
Graduate Enrollment Coordinator

Hannah Adam
Graduate Admissions Counselor

Rebecca Waterson
Graduate Admissions Counselor



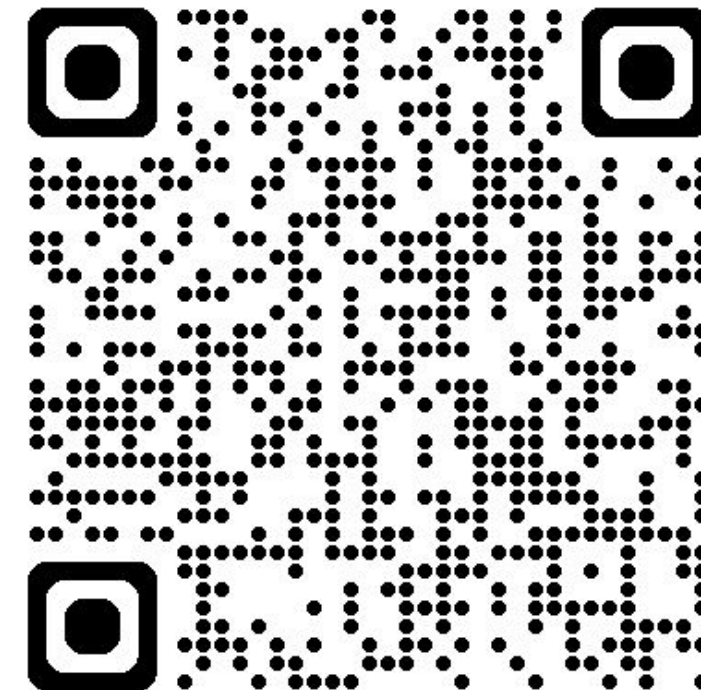
Patricia Archilla

Erin Wilhelm

Connor Ransom

Peyton Pennington

**Graduate Student Workers (pictured above)
Graduate Admissions Ambassadors (7)**



Questions?

+

Table Talk