



The Pathway to Success Strategic Plan

2014-15 End-of-Year Report: Goals 1-3

Goal Initiative #: 5

Initiative Title: Enhance Graduate Education Through Enrollment and Success

Initiative Chairs(s): Lynn M. Maurer, CGPS Dean

Troy Allen, Chris McGrew, Dawn Underwood

President Bradley and Provost Maynard have requested Student Success Council input on what has been achieved in 2014-15 by Goal 1-3 initiatives of the ISU Strategic Plan. In addition, they would like to begin looking at the future of these initiative projects and how they can be integrated into the normal university operations. This input will be used as one source of guidance to inform 2015-16 budget allocations and related 2015-16 planning. To assist the Council and in preparation for your report-out, initiatives are asked to submit this brief (5 pages maximum) report by 1 week prior to your report-out date.

1. Specific accomplishments/achievements since 2013-14 report (*briefly explain using bullet points, noting any changed/adapted*):

- a. Two Successful Hoosiers First competitions
 - i. Nursing, Art & Design, Genetic Counseling, Criminology and Criminal Justice, Ed Leadership, Earth & Environmental Systems, Human Resource Development, M.B.A., Student Affairs & Higher Ed, Communication, School Counseling
- b. Graduate Student Success
 - i. Graduate Student Success Day
 - ii. Graduate Student Success Workshop Series

2. Objective/Actions Not Achieved (*briefly explain using bullet points*):

- a. international recruitment (moved to another unit)
- b. technology & marketing for Student Success

3. Benchmark table and benchmark detail:

SP Benchmarks - Goal 1 - Graduate Students

GRADUATE STUDENTS	HISTORICAL					PROJECTED		
	FALL 2010	FALL 2011	FALL 2012	FALL 2013	FALL 2014	FALL 2015	FALL 2016	FALL 2017
Grad HC - Total	2,121	2,079	2,038	2,180	2,302	2,350	2,400	2,450
Grad HC - Hoosiers	1,109	1,129	1,175	1,295	1,413	1,481	1,536	1,593
Grad HC - New	499	414	404	665	665	695	725	750
Grad HC in New Programs	---	29	33	67	76	100	125	150

UPDATED 3/17/15 - Numbers to use for presentation

L:\Office of the President\OSPIRE\Strategic Planning\ISU\2014\CGPS - New Goal 1 Benchmarks (to L Maurer)_v2).xlsx

Note: Target for GRAD HC Total Fall 2014 was 2,302.

4. Total Funding Allocation for 2014-15:

- a. 106,000

5. Expenditures as of report date (include both expenditures and encumbered costs):

- a. 90,000

6. Anticipated Remainder June 30, 2015:

26,000

7. Initiative accomplishments since inception of strategic plan:

- a. international Social Media
- b. International travel

8. Looking ahead, what recommendations do you have for the future of this initiative:

- a. Comprehensive Graduate Recruitment Plan
- b. 1-2 Graduate recruiter/advisors from CGPS
- c. Graduate Recruitment Fair in October
- d. Graduate Virtual Recruitment Fair for distance students
- e. Develop smooth & effective processes for
 - i. Communication with potential students
 - ii. Communication & support to graduate programs
 - iii. Graduate School Recruitment Fair in the Fall – aim 200 applications in one day
- f. Technological support
- g. Talisma
- h. Web design

- i. HTML email communication
- j. Marketing funds and support
- k. New programs
- l. Target existing program with growth potential with need for no or few new resources

9. What barriers do you anticipate for full implementation of these recommendations?

- a. National trends
 - i. declining in graduate enrollment
 - ii. time to completion
 - iii. time to degree
- b. Relying on “luck” rather than a recruitment plan
- c. Lack of support: marketing, tech, website – not having the technology and support to carry out the recruitment plan or Graduate Student Success
- d. Relying solely on graduate departments rather than supporting them in their recruitment

10. At this point in the implementation of the strategic plan, do you believe that there are new points of emphasis for your initiative? If so, please explain. Yes.

- a. Processes – streamline technological communication with potential students
Instead of only individual emails for each inquiry
- b. Marketing and support

11. Looking back from this point in the implementation of the strategic plan, do you see any missed opportunities related to your initiative? Yes

- a. Receiving a list of names but not having the processes to interact and recruit
- b. Marketing with name recognition but not gathering the name & info of the potential student
- c. Lose students between acceptance and enrollment, especially Hoosiers (competition and lack of communication from ISU)
- d. Graduate Student Success Series – lacked technological support and was not up and running online for roll-out

12. Has this initiative been sufficiently integrated into your operations?

- a. Hoosiers First has been integrated but has had to rely on graduate assistants to help departments carry it out, luckily with recruitment and admissions experience (No comprehensive full time recruiter)
- b. Lacks context of a focused graduate recruitment plan such as exists with FTFT students and Distance Education students

13. Do you see opportunity for this project to work more closely with another initiative(s) or University department such that greater impact might be possible (*briefly explain*)? Yes.

- a. Distance Education –
- b. Plan developed with Demand Engine

- c. CGPS with Graduate Programs
- d. CGPS deans with college deans
- e. CGPS with marketing and enrollment & OIT
- f. With ORR to bring CGPS processes up to date
- g. ORR does not have staff & time for CGPS processes