

Strategic Plan – Initiative Work Plan FY2016

Initiative Name: Enhance Graduate Education at ISU Date: May 31, 2015

Goal # 1

Goal Chair(s): Josh Powers & Denise Collins

Initiative # 5

Initiative Chair(s): Lynn Maurer & Elaina Tuttle

Thesis Statement: The purpose of this initiative is to contribute to a cohesive and sustainable graduate recruitment plan with the aim of diversifying enrollment and increasing the proportion of Hoosier graduate students.

1. Introduction/Background – What?

The FY2016 team for Goal 1, Initiative 8, is made up of Lynn Maurer, Elaina Tuttle, Dawn Underwood, Lauren Saenger, and Jennifer Hornaday from CGPS. The team for the Graduate & Professional Studies Fair also includes Santhana Naidu, Richard Toomey, and Dean Ken Brauchle. In FY2015 we introduced the Hoosiers First Mini Grants allowing programs to apply for \$2,000 grants in hopes of bringing in more Hoosier students and close the gap between students accepted and enrolling into the program. The Hoosiers First program appears to be successful (results will be known after Fall 2015 enrollment numbers are in); continuing this program will allow for an increased number of Hoosier student enrollment. Additional graduate programs are becoming interested in applying for Hoosiers First grants and recruiting instate students at the department and program level. Our focus will be not only on enrolling Hoosiers, but also on increasing the diversity and number of students enrolled in graduate and professional studies.

2. Proposal/Purpose/Justification – Why?

CGPS is developing a coordinated, cohesive, and meaningful recruitment plan in graduate studies. Although our graduate enrollment has been increasing, we have been relying on new programs and luck for this increase, rather than an overall, targeted recruitment plan. Graduate enrollment trends across the U.S. are declining, while the need for professionals with graduate and professional degrees is increasing. While many graduate programs have developed recruitment plans, the College of Graduate and Professional Studies (CGPS) will support the programs through cohesive and consistent support for their program growth. In this year's Strategic Plan -in addition to overall growth in graduate student enrollment- we prioritize a) an increase in proportion of Hoosier graduate students to other students, and b) an increase the number of diverse matriculated students.

The second initiative is the Graduate & Professional Studies Fair, which will be held at the end of October on a Saturday from about 10-3. We aim to bring in 200 applications in one day from students within a 2 hour radius of Terre Haute. The focus will be on Indiana; however, potential students from Illinois are also expected to attend. All graduate programs will have tables at the Fair, and the Office of Admissions will be present with 8-10 computers for accepting applications at the event. Presentations on the value of graduate & professional education will be made, as well as panels on applying to graduate school. Financial Aid and the College of Graduate and Professional Studies will be present to promote financial strategies for attending Graduate School. Incentives and application fee waivers will be offered.

3. Discussion of Past Years Results – Benchmark Successes?

FY2015 goals targeted the recruitment of Hoosier students through the Hoosiers First mini grants. We have

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had two successful Hoosiers First Competitions (Fall & Spring) with the following programs submitting successful recruitment plans: Nursing, Art & Design, Genetic Counseling, Criminology and Criminal Justice, Education Leadership, Earth & Environmental Systems, Human Resource Development, M.B.A., Student Affairs & Higher Education, Communication, and School Counseling. Some of the recruitment events and activities programs include visits to rural and critical access hospitals, visits to Ivy Tech Community Colleges, posters and mailings to Indiana universities, visits to undergraduate Indiana universities, attendance at regional meetings and events, provision of travel funding, and hosting of graduate program open houses. To this end, a total of \$29,101 was spent on the Hoosiers First recruitment efforts. An additional amount was spent on Graduate Assistants to coordinate Hoosiers First Mini Grants. The recruitment of international students was moved to Enrollment Management; thus, the FY15 funds were not spent on international recruitment or attending international recruitment conferences.

Objectives & Actions in FY15

1. Recruitment of Indiana Residents – We will not know the increase in Graduate Enrollment of Indiana students until August 2015 when the new students come to campus. There is a mandatory report out in the fall from the programs participating in the Hoosiers First program to see the overall success. The results of the recruitment of Hoosier students look promising and will be shown over time if we continue to support the programs in their recruitment plans and increase our communication with them and with potential students.

Overall enrollment from Fall 2013 to Fall 2014 is seen below. We increased in overall graduate enrollment and Hoosier enrollment with the highest graduate enrollment in ISU history.

All Graduate Enrollment Fall 2014 change from Fall 2013

Fall 2014	Fall 2013	Change	
2,302	2,180	122	All Graduate
1,413	1,295	118	Graduate Hoosiers (not necessarily first time)

SP Benchmarks - Goal 1 - Graduate Students								
Graduate & Professional Students	Historical					Projected		
	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
HC - Total	2121	2079	2038	2180	2302	2350	2400	2450
HC - Hoosiers	1109	1129	1175	1295	1413	1481	1536	1593
HC - New	499	414	404	665	665	695	725	750
HC in New Programs	---	29	33	67	76	100	125	150
Update 3/17/15								

4. Work Plan, Next Fiscal Year – Action Steps – Process – How?

Aim 1 – Increasing and diversifying graduate students

This initiative aims to assist in increasing applications, acceptances, and enrollments in the graduate and professional programs at Indiana State University. A Graduate & Professional Fair will take place in October

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2015. Our goal is to have 200 students apply this day along with incentives to help obtain these applications. This event will include educational components as well as a time for networking with faculty and current students at ISU. After the event, there will be follow up in the form of phone calls, emails, or hand written notes. For the Graduate Fair, marketing, advertisements, and mailings will be needed in order to promote the event. We will also need food, tablecloths, signs, and handouts for the event. Specifics are being worked out in meetings with Rich Toomey, Santhana Naidu, and Ken Brauchle in order to work across campus with Admissions, Marketing, and Distance Education in this effort.

Aim 2 – Increasing the proportion of Indiana residents in graduate and professional programs

The State of Indiana has made instate enrollment a priority. Our analysis shows that Indiana students apply to the university and a large percentage of the students are accepted to the program of choice. However, we lose many accepted Indiana resident students between acceptance and enrollment. This initiative aims to assist the graduate programs in targeting the groups of instate students applied and instate students accepted, through individual attention from the graduate programs and the College of Graduate and Professional Studies (CGPS). *Hoosiers First Mini Grants* will be made available to programs for the second year in a row. These grants may be used for events (welcome days on campus and individual visits), faculty stipends for carrying out the recruitment plan (such as making phone calls to invite students to campus, emailing, and personalized notes via U.S. mail). Development of recruitment activities specific to Indiana distance education students, and other creative ideas developed by the program specific to their needs and challenges are encouraged. Mini grants per program are limited to \$2,000. Normal faculty stipends average \$500, not to exceed \$1,000. Two graduate assistants in the CGPS are helping coordinate the awards and events, and serve as a resource for the Hoosiers First awardees. This will be an educational position for the graduate assistant. These graduate assistants will also help plan, coordinate, and carry out the Graduate and Professional Studies Fair. We are fortunate to have graduate students who have experience working in recruitment and admissions.

5. Reporting and Deliverable Schedule – When?

Timeline for Aim 1 – Increased graduate students - Timeline

July-September 2015 – plan for the Graduate Fair. During this time, organization of the graduate programs and obtaining materials for the event will take place.

August 2015 – October 2015 – Advertisement of the event will take place through radio ads, mailings to students, and through information mailed to universities and colleges.

October 2015 – The Graduate Fair will occur. Our goal is to obtain at least 200 applications at the event.

November 2015-May 2016 – Follow up will occur through phone calls, hand written notes, and emails.

Timeline for Aim 2 – Increased Indiana Resident graduate students – Timeline

October 2015 – Hoosiers First Mini Grant applications will be accepted in CGPS from the graduate programs. Matching funds or contributions from programs and colleges are encouraged.

October 2015 – Mini grant awardees will be announced.

October 2015-July 2016 – Campus events, visits, and other recruitment events and activities will take place.

August 2016 – Awardees will submit to CGPS data sheets with funnel data to date (applications, acceptances, enrollments) of Indiana residents, along with short 1-2 page narratives describing the program and successes.

6. Budget – How Much, a General Discussion of Funds Use?

To increase graduate student enrollment

\$48,550 – Graduate & Professional Fair. This amount will cover marketing and advertisement; material for the fair including food, posters, and tablecloths; incentives for attending, and stipends for organizing.

To increase Indiana resident enrollment

\$40,000 – Hoosiers First Mini Grants for graduate programs. Of this a maximum of \$10,000 will be granted for faculty stipends (of \$500-\$1,000) while the rest will be dedicated to recruitment activities. This will be our

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second year of this competitive process. Programs must submit viable recruitment plans to increase Hoosier enrollment. Maximum award per program is \$2,000.

7. Stakeholders and Management Plan – Who?

College of Graduate and Professional Studies (Dean and Associate Dean), Admissions (Rich Toomey), Marketing (Santhana Naidu), All Graduate and Professional programs and departments, Distance Education (Ken Brauchle).

8. Outcome Assessment & Future Testing

How will we know that we were successful?

1. Increase in yield over time of Indiana resident students, measured by program. Programs will fill out, analyze, and submit to CGPS a report reflecting on the successes and needs for growth.
2. Diversification throughout the graduate and professional programs and number of applications obtained from the Graduate Fair.

9. Line Item Budget Discussion that tracks Budget Templates ...

\$10,000 – Of the \$40,000 for Hoosiers First Mini Grants for graduate programs, maximum of \$10,000 to go to faculty stipends. Very few have asked for stipends in their plan so far, so this amount is reduced from last year.

\$30,000 – Of the \$40,000 for Hoosiers First Mini Grants for graduate programs, \$30,000 will go to recruitment activities and events.

\$5,000- Graduate Fair supplies will include first time supplies that can be used in subsequent Fair (signage, table cloths, etc)

\$30,000 – This is our estimate for the Graduate & Professional Fair marketing, publicity through mailings and social media, and purchasing GRE score names for potential students.

\$500 will be used for incentives through drawings at the Fair while another **\$5000** will be dedicated to other incentives such as gas cards.

\$8,000 – The event is being held on a Saturday in order to have the highest attendance of potential students possible. Up to one faculty member per department/program who organizes and works at that department's table interacting with students can receive a \$150 stipend for their recruitment efforts.

\$50 will be used for the dedicated visitors parking lot next to the HMSU.

The rest of the money will be used to hire one of the two graduate assistants who will organize both these programs. One of the G.A.'s will be paid for by CGPS funds.