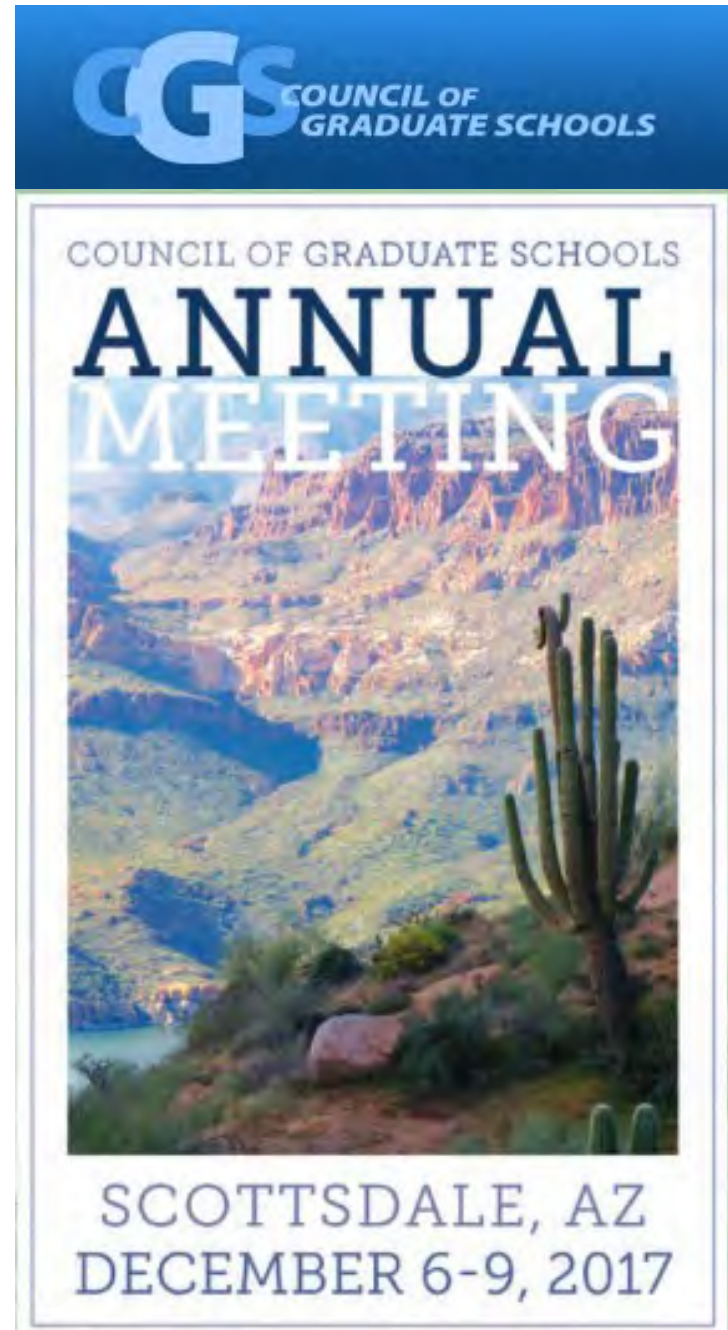


# MASTER'S LEVEL ENROLLMENT MANAGEMENT

Julie Coonrod, Dean, Graduate Studies,  
University of New Mexico

Olivia Nash, Assistant Dean, Graduate School,  
University of the Pacific

Johnna Watson, Associate Dean, Graduate School,  
University of North Carolina at Charlotte





**THE UNIVERSITY OF NEW MEXICO**  
**GRADUATE STUDIES**  
**JULIE COONROD, DEAN**





At a glance



**Hispanic Serving Institution**  
(42% Hispanic, 37% White,  
5% Native American)  
**Carnegie Highest Research Activity**



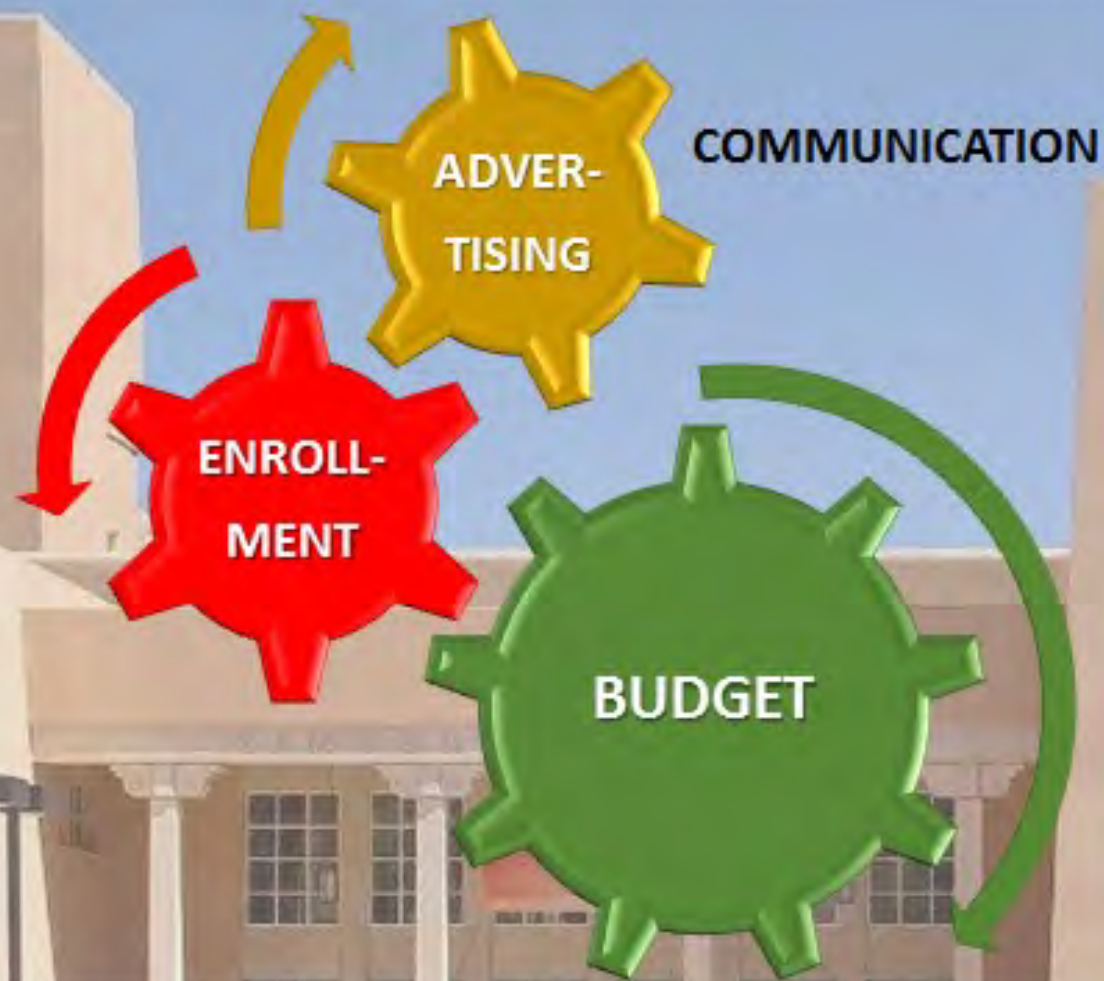


## At a glance

- **26,000** students main campus (in Albuquerque)
- About **25%** are graduate/professional
- **1200** master's degrees/yr
- 200 PhD/yr
- 300 professional doctorates/yr



# Challenge



# Challenge: structure / de-centralization

12 College/school deans with minimal growth incentives



# Challenge: research production

BRAND CAMP

by Tom Fishburne



# Challenge: *philosophy*



research

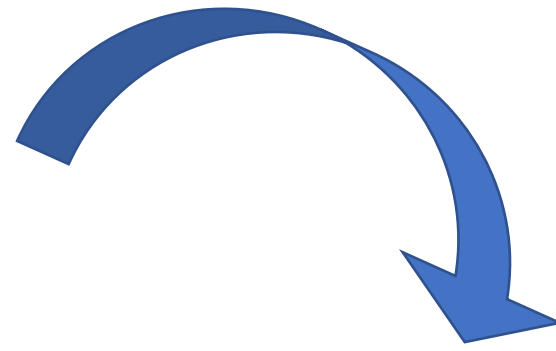
classes

thesis

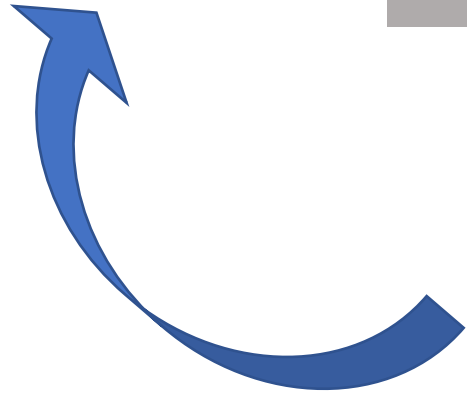


Master's Degree





Faculty : Student



Strategy: *Make sure deans know*  
*Faculty : Student by graduate program*

How can I communicate (i.e. advertise) without increasing my budget?

Website (hire a grad student)  
graphic artist, think beyond IT

In the absence of a CRM, use the tools you have  
most online applications have a way to contact applicants

*Strategy: Make the most of the communication tools that you already have.*

# Website (grad.unm.edu)

Well maintained  
Easy navigation



Check out our LoboBites winners from the Fall 2017 Shared Knowledge Conference!



DOCTORAL CANDIDATE FIORELLA VERA-ADRIANZÉN RECENTLY RETURNED FROM EIGHT MONTHS OF FIELDWORK IN PERU, SPONSORED BY THE INTER-AMERICAN FOUNDATION FELLOWSHIP. HER RESEARCH FOCUSES ON POST-CONFLICT TRANSITIONAL JUSTICE, SOCIAL WELFARE, AND GRASSROOTS DEVELOPMENT. READ MORE ABOUT FIORELLA'S WORK HERE!

**UNM Students in the Spotlight**



Prospective Students ▾

About Albuquerque

About UNM

Why UNM?

Admissions Criteria

Admissions Deadlines

Apply Now!

Cost of Attendance

Graduate Degrees and Unit

Graduate Advisors

UNM Catalog

Start to Finish @ UNM

International Graduate  
Admissions

## About Albuquerque

Albuquerque is a vibrant and diverse city with a wealth of attractions year-round. Residents love the warm climate, low cost of living, gorgeous sunshine, unique cuisine, and endless cultural attractions. Learn more about why UNM graduate students love calling Albuquerque home by exploring the links and graphics below!

*"12 Reasons to Love New Mexico" from the Huffington Post*

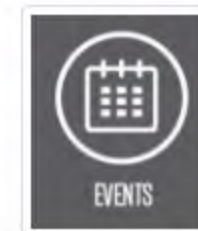
*"Time to Revisit Underappreciated Albuquerque" from USA Today*

*"50 Reasons to Love Albuquerque" from New Mexico Magazine*

*"Albuquerque 2016: Best of Albuquerque" from Trip Advisor*



THE BEST WEATHER YOU CAN GET  
AND STILL HAVE FOUR SEASONS  
*Low Humidity • Comfortable Temperatures*



# Strategies

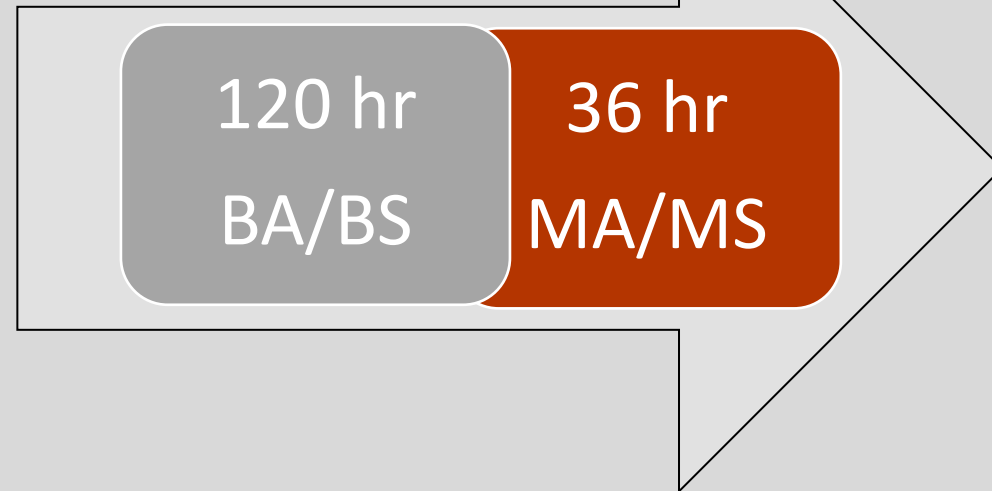
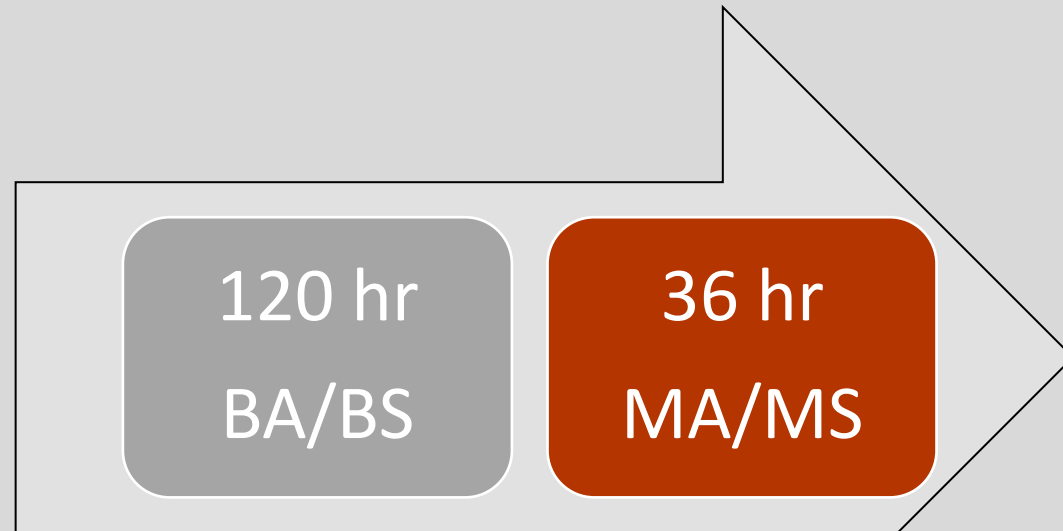
*Shared credit programs?*

- *Great for students*
- *Are they great for universities?*

*Reduce required hours?*

*Coursework only?*

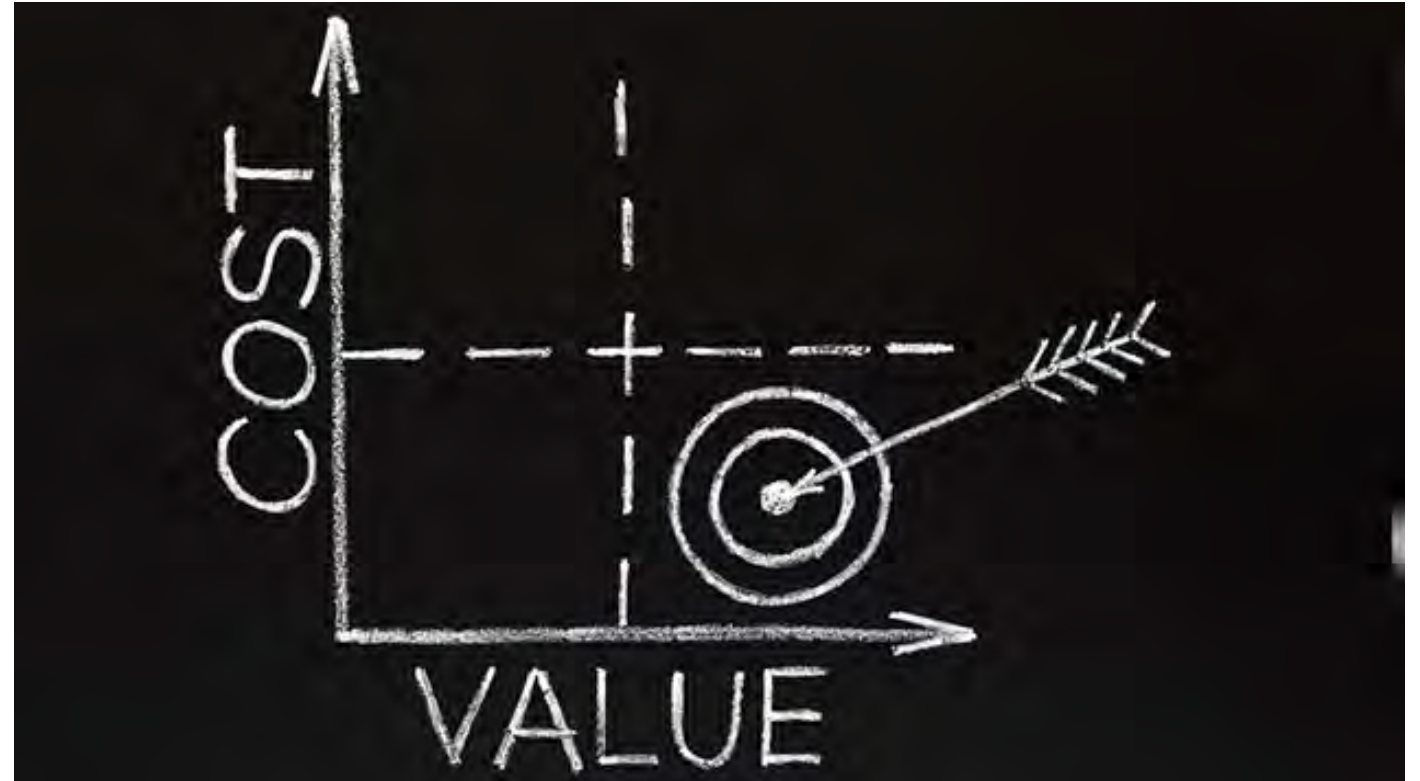
*Full programs online?*



# Strategic Assistantships

- Alumni Affairs / Global Education Office
- Website Designer
- Assisting Faculty in proposal writing

## *Return on Investment*



# Summary

- Challenges: budget, de-centralization, research production concerns, politics
- Strategies: share data at deans' council, shared credit programs, coursework only programs, reduced credit hours, fully online degrees, communication in the absence of CRM (online application, website), strategic assistantships

