

**DECEMBER 2018**



# MASTER'S EDUCATION

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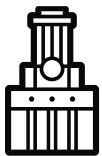
**In a Changing Landscape**

**MARK J. T. SMITH**

Dean of The Graduate School  
Senior Vice Provost for Academic Affairs

My influences:  
Georgia Tech  
Purdue University  
UT Austin

# About UT Austin



Year founded:

1883



Alumni:

482,000+



Teaching faculty:

3,128



Undergraduates:

40,168



Grad students:

11,163



Total students:

51,331

# About UT Austin

12,400+ Courses

156 Undergraduate programs

85 Doctoral programs

122 Master's & professional programs



*UT Austin is the flagship institution of the University of Texas System.*

# McDonald Observatory





# LBJ Presidential Library



# Casa Herrera in Antigua, Guatemala







Marine Science Institute

# Marine Science Institute



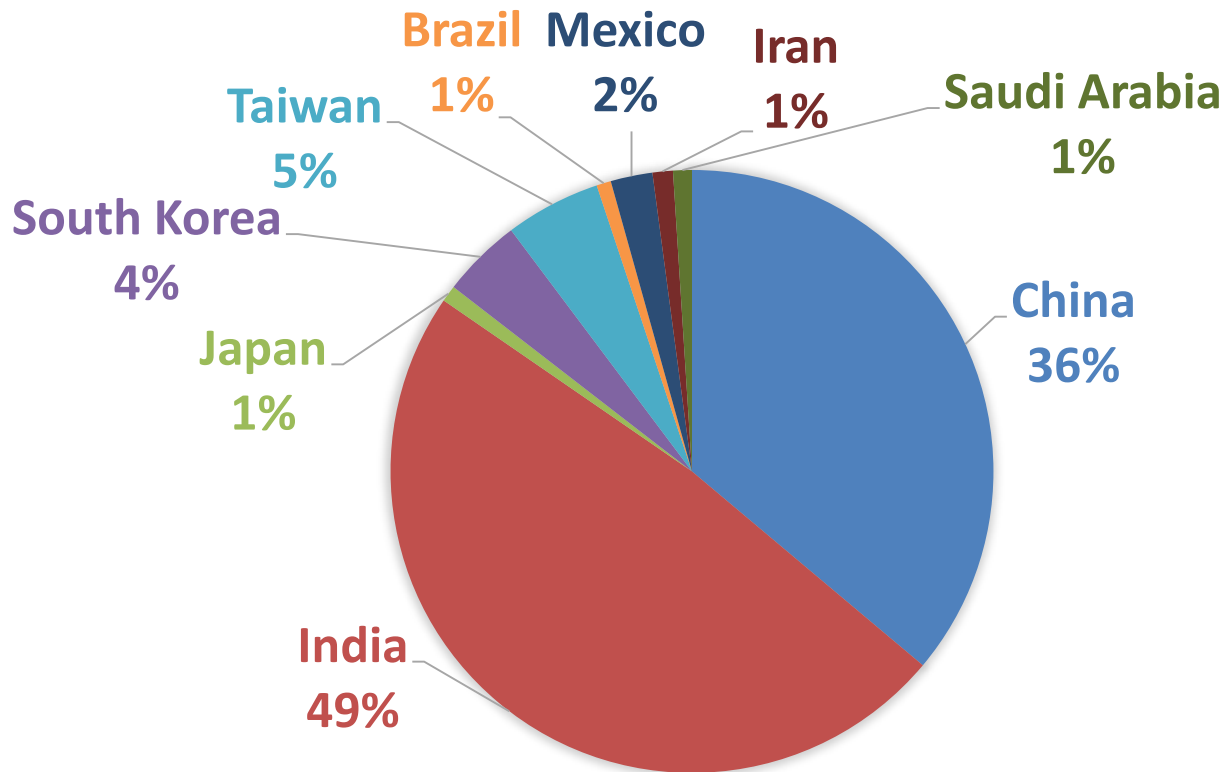
# Other Facilities

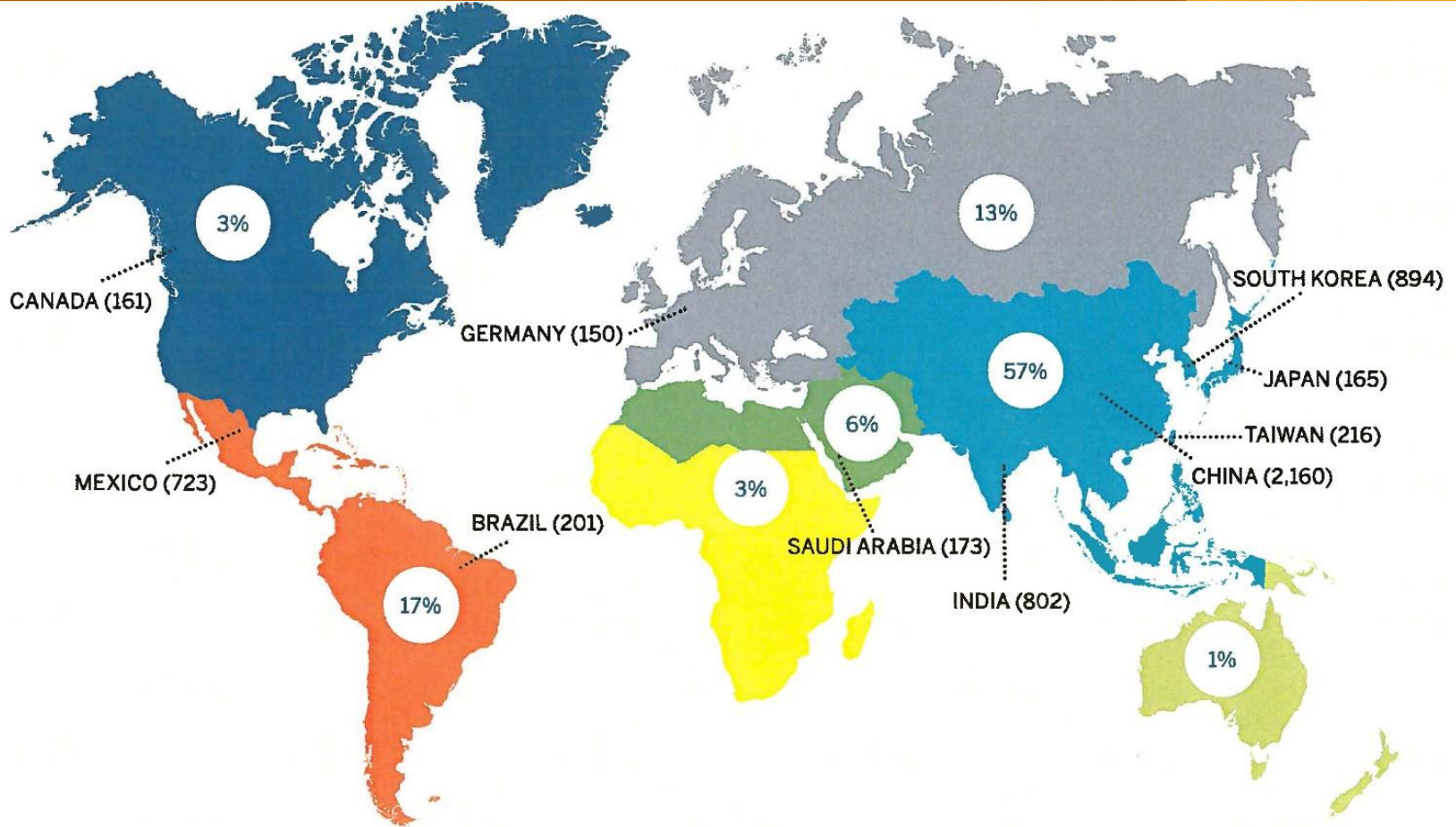
- Pickle Research Center
- Michener Center for Writers
- Dobie Paisano Ranch



# Demographics of International UT Graduate Degree Recipients

## MASTERS AND CERTIFICATE





# Outline

- Attracting International Students
- Enrolling International Students
- Addressing Transition and Retention

Retention and Recruiting go hand in hand

International students  
often gravitate to east  
coast and west coast  
universities



When international students think of Texas, they often don't envision the City of Austin.





When international students think of Texas, they often don't envision the City of Austin.



Instead,  
international  
students may  
think of the  
wild west

Instead,  
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OR



# Attracting/Recruiting International Students

## Challenges

# The State of Texas has a voice in HE



Speakers

Tuition

Access

60x30 TX

Transferrable credits

International students?

# Attracting/Recruiting International Students

Survey your students.

Develop a strategy informed by findings.

At PU, we asked admitted students which sources they consulted in deciding on a graduate school. What are the top three sources for Science majors?

- Facebook
- US News and World Report
- Shanghai Jiao Tong/Academic World Ranking
- QS World Rankings
- Internet Search Engines
- University Websites
- Professors and Advisors



# Which sources did you consult?

## Science Majors:

- US News and World Report 75%
- Professors and Advisors 46%
- University Websites 45%
- Internet Search Engines 32%
- QS World Rankings 31%
- Shanghai Jiao Tong/Academic World Ranking 15%
- Facebook 2%

At PU, we asked admitted students which sources they consulted in deciding on a graduate school. What are the top sources for Liberal Arts?

- Facebook
- US News and World Report
- Shanghai Jiao Tong/Academic World Ranking
- QS World Rankings
- Internet Search Engines
- University Websites
- Professors and Advisors

# Which did you consult?

## Liberal Arts Majors:

- University Websites 63%
- Professors and Advisors 48%
- US News and World Report 37%
- Internet Search Engines 33%
- QS World Rankings 11%
- Facebook 7%
- Shanghai Jiao Tong/Academic World Ranking 2%

How important were the following factors for choosing graduate school? What were top factors for Engineering?

- Campus visit
- Campus location
- Interaction with graduate students
- Ranking and reputation
- Financial support
- Research facilities

How important were the following factors for choosing graduate school?

Engineering Majors:

- Campus location 25%
- Research facilities 84%
- Financial support 83%
- Ranking and reputation 78%
- Interaction with graduate students 39%
- Campus visit 22%

How important were the following factors for choosing graduate school? What were top factors for Liberal Arts?

- Campus visit
- Campus location
- Interaction with graduate students
- Ranking and reputation
- Financial support
- Research facilities

# How important were the following factors for choosing graduate school?

Liberal Arts Majors:

- Research facilities 89%
- Financial support 81%
- Ranking and reputation 74%
- Interaction with graduate students 52%
- Campus visit 34%
- Campus Location 29%

# Attracting/Recruiting International Students

A few strategies

Advertising. Is this a good approach?



# Japan Times Advertorial

Assessment:  
Not many metrics available  
to assess impact.

## POST-GRADUATE EDUCATION WITH INTERNATIONAL RELEVANCE

Engineering a solar-powered supercomputer; discovering the role of "slow-motion" earthquakes in triggering tsunamis; and preserving the archives of Japanese-born British author Kazuo Ishiguro. Those impressive achievements became possible only through international collaboration led by the graduate programs of the University of Texas at Austin.

International partnerships have played an important role in UT Austin that has five programs ranked No. 1 and 49 schools and specialties ranked among the nation's top 10, according to the latest ranking by U.S. News & World Report. The school's ties with Japan are especially close.

UT Austin President Gregory Fenves conducted a research sabbatical as a visiting professor at Kyoto University in 2008, while Satoshi Kashima, the lead designer and engineer of the Akashi Kaikyo Bridge, the world's longest suspension bridge, received his master's and doctoral degrees in civil engineering from the university.

During the 2017-2018 academic year, the school hosted more than 40 scholars and researchers from Japan. And in the last three years,



Students interact on campus at the university's iconic South Mall.

its faculty members and graduate students co-authored more than 600 journal articles with Japanese scholars.

"The university's premier graduate programs, field-defining research and academic culture attract graduate students from across the globe. The city of Austin is also an international hub for science and technology companies, including Facebook, Google, Apple, Dell and IBM that provide excellent opportunities for careers and collaboration," Graduate School Dean Mark Smith said.

"The engineering sense and project management skills cultivated at the University of Texas were very useful for me in the work for the Akashi Kaikyo Bridge in Japan. Anyone interested in acquiring a world-class education with international relevance should consider UT Austin," Kashima said. ■

→ [www.utexas.edu](http://www.utexas.edu)

## **Assessment:**

Not many metrics available to assess impact.

We looked at site traffic to the university's website during the week the ad ran.

## **Traffic from Asia**

Increased 7 percent from the previous week  
(13,524 to 14,461)

## Traffic from Japan

Increased 18 percent from previous week (484 to 570)

Increased 8 percent from previous year (527 to 570)

## Traffic from Tokyo

Increased 13% from previous week (from 197 to 222)

Increased 23% from previous year (from 181 to 222)

## Traffic from Hong Kong

Increased 23% from previous year (251 to 309)

Increased 33% from previous week (232 to 309)

## Traffic from India

Increased 16% from previous year (3,962 to 4,618)

Increased 10% from previous week (4,201 to 4,618)

# Attracting/Recruiting International Students

A few strategies

Electronic and social media outreach

Crafting messages for  
international students.

Developing promotional videos.

**Nicolas:**

Selecting a graduate school is one of the most important decisions you will make. There's no better choice than The University of Texas at Austin. Here are a few reasons why UT Austin is an international leader in professional and scholarly graduate education.



Watch this video to learn more about The University of Texas at Austin from current international graduate students.

[Connect With Texas](#)

**We're Top Ranked.**

The university has 49 graduate programs ranked in the top 10 by U.S. News & World Report—including five programs ranked No. 1. You can choose among our top professional and research programs in business, communication, geosciences, education, engineering, information, fine arts, natural sciences, pharmacy, public affairs, social work and liberal arts.

**Research Is What We Do.**

Posts



**The University of Texas at Austin Graduate School**



Published by Leslie Waggener [?] · September 19 · 🌐

There's no better choice for graduate school than UT Austin: 49 of our programs are ranked in the top 10 by U.S. News & World Report, five ranked No. 1. Learn why UT Austin is an international leader: <http://bit.ly/UTGraduateSchool>



**4,479,091**

People Reached

**226,318**

Engagements

**Boost Again**

Recent Activity

Boosted on Oct 16

Audience: Australia: Canberra (+16 mi) Australian...

By Nicolas Hundley · Completed

[View Results](#)

Boosted on

Audience: Af

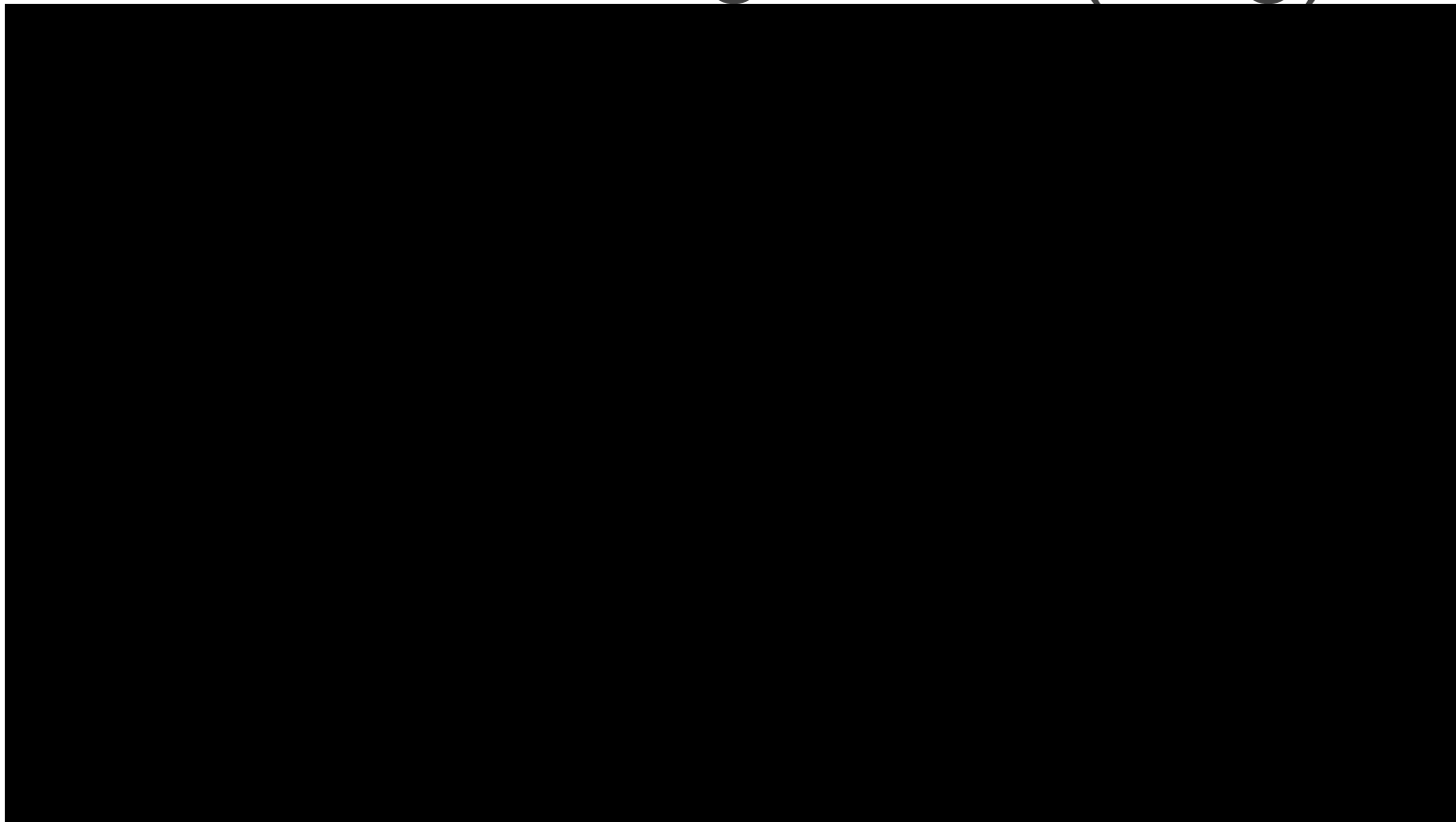
By Nicolas H



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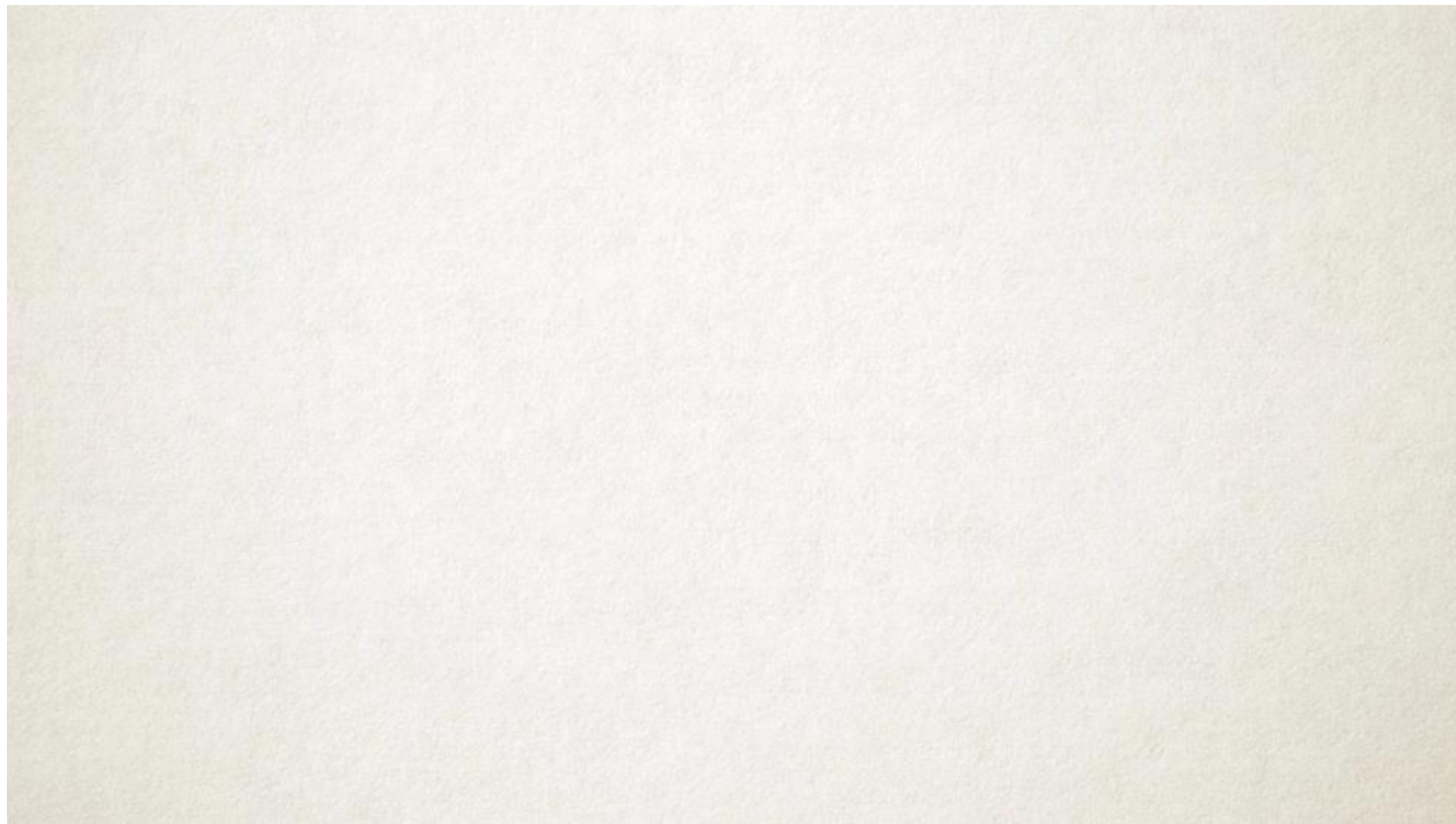
93 Comments 410 Shares 2.4M Views

# UT's recruiting video (long)





# Social media recruiting video



# Lessons Learned

- Craft messages to match media
- Get input from your audience
- Videos can be edited

## Georgia Tech Lorraine—1989

- It's creation
- Student recruiting
- Risks



An example: Georgia Tech provides educational opportunities through its growing network of international campuses around the world, with presence in France, Ireland, Singapore, Shanghai, Peking, and Costa Rica.

# Attracting/Recruiting International Students

A few strategies

International partnerships  
Global Learning Awards

The President's Award for Global Learning is the inaugural program of the International Board of Advisors and a result of collaboration among the President's Office, the Office of the Executive Vice President and Provost, and the International Office.

# Clearing the Air: Using Scalable, Low-Cost Sensors to Address India's Air Quality Knowledge Gaps

## South Asia

Distribute low-cost sensors to measure air pollution in India. Student team members: [Shayan Charolia](#), [Heather Howton](#), [Brian Mai](#), and [Advaitha Reddy](#). Faculty team members: [Dr. Joshua Apte](#) and [Dr. David Eaton](#).



## Lowering Maternal Mortality Rates: What Texas Can Learn from the Republic of Georgia, Europe, Russia, and the Caucasus

Helping Texas reduce its maternal mortality rate by examining successful methods in Georgia. **Student team members:** Anastasiya Byelousova, Parth Gupta, Michael Sanchez, and Lyndsey Wang. **Faculty team members:** Dr. Amy Liu and Dr. Sharmila Rudrappa.



# Attracting/Recruiting International Students

A few strategies

International partnerships—Global Classroom



# Expanding the Global Classroom

# Expanding the Global Classroom



By putting on HAMLET!

# Attracting/Recruiting International Students

A few strategies

International partnerships-ConTex



- *ConTex was established by the UT System and CONACYT in 2016*
- *Provides funding for doctoral and postdoctoral fellowships*
- *Provides funding for collaborative research grants to increase binational cooperation between Texas and Mexico.*
- *ConTex has awarded **\$2 million for 24 doctoral fellowships, 10 Postdoctoral fellowships, 9 collaborative research grants.***



**CONTEX**

**Doctoral Fellowships:**

**5 yr funding (4 CONACYT + 1 UT System)  
\$1100/mo + resident tuition + required  
insurance**

(24 total – 8 UT Austin)

Econ / Pet. Eng / History / Gov / CMRP (2)  
/ LA Stud / Geo Sci

**Postdoctoral Fellowships** (10 total – 4 UT  
Austin)

**Collaborative Research** (9 total – 5 UT  
Austin)

# Admitting and Enrolling Students

A strategy

Promoting holistic admission practices

# Practices for reviewing applications (what we've heard)

We accept most students but selectively reject those with low GPA and GRE scores.

We ask each faculty to review one or two applications and provide feedback (accept or reject)

We have a committee that looks at all the applications and makes the admissions decisions.

# Holistic Review

GPA general

GPA in discipline

GRE

Research experience

Awards

Letters of recommendation

Study abroad experience

Transcripts

Leadership experience

Team project experience

Industry/internship experience

English proficiency (TOEFL)

Career interest essay

Diversity essay

Other parameters



# TRUE OR FALSE

TOEFL stands for Test of English as a Foreign Language.

Is 100 a good score?

# TRUE OR FALSE

TOEFL stands for Test of English as a Foreign Language.

Is 100 a good score?

ETS staff recommend that TOEFL sub scores in reading, listening, speaking, and writing should each be 20 or above.

# How to use GRE and TOEFL

Do not use GRE as a cutoff filter

Use GRE as one of many measures

Consider each GRE score separately

Keep in mind what it is measuring

Use TOEFL sub scores. Do not rely on total score

# Assisting students with their transition

New traditions

New environment

New expectations

# Acclimation to Campus

- New culture (free speech)
- Football
- Scooters



# Acclimation to Campus

- New culture (free speech)
- Football
- Scooters



# Acclimation to Campus

- New culture (free speech)
- Football
- Scooters



# Acclimation to Campus

- Housing
- New culture  
(free speech)
- Football
- Scooters







0:00 / 0:30



# Navigating a new environment

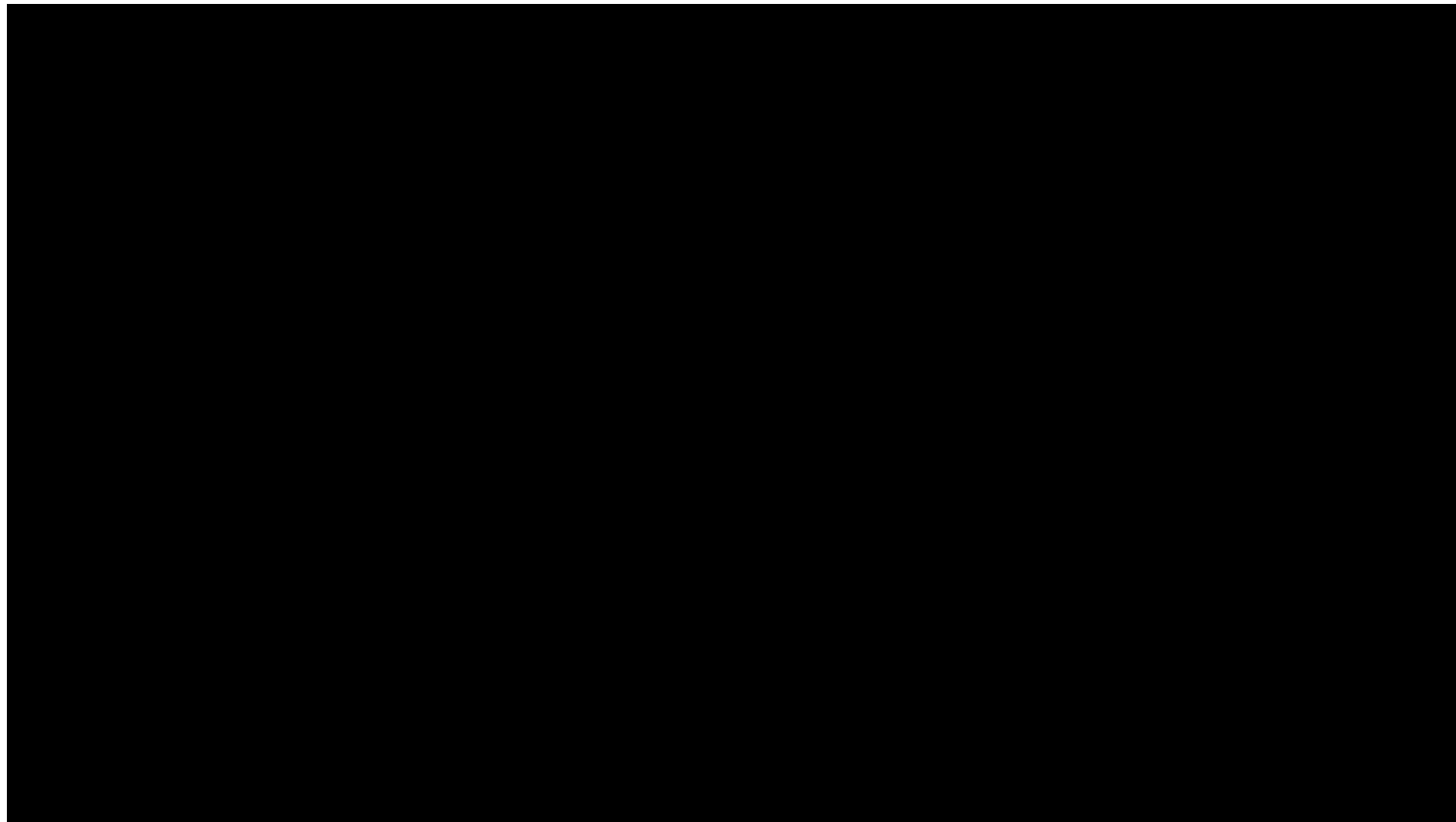
New traditions

New environment

New expectations

At PU, we developed new orientation sessions.

# Navigating a new environment



# Navigating a new environment

New traditions

New environment

New expectations

w.r.t. academic honesty, citations,  
free speech.

# Summary and Discussion

Recruiting: Companies? Ads? Campuses?

Admissions: strength of applicants?

Transition: challenges?