# Managing Enrollment:
## Recruitment, Admissions, and Funding

Institutional Profile

- Master's Focused Institution
- 16,000 students; 2,500 Graduate Students
- ~50% of students in online programs
- Graduate Admissions in Graduate School
- 7 FTE Staff
- Contact: jerry.pogatshnik@eku.edu

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# Managing Enrollment:
## Recruitment, Admissions, and Funding

Managing Admissions

- Centralized/Decentralized Spectrum
- Understanding Roles
- Streamlining Processes
- Working with Other Offices

# Managing Enrollment:
## Recruitment, Admissions, and Funding

## Our Goals

- Centralize Processes / Decentralize Decisions

- Clear and consistent policies

- Use of Automation

- Move to electronic document management

- Build relationships with IT & Undergrad Adm

- Invest in Staff

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# Managing Enrollment:
## Recruitment, Admissions, and Funding

Graduate Recruiting

- Resource Management
- Supporting Graduate Programs
- Recruiting Your Undergraduates

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# GradBlitz



- App Fee Waivers
- Nearly 100% Program Participation
- Support Services
- Lunch & Tee Shirts
- Nearly 300 participants last semester
- Special Virtual Session for online students

# Managing Enrollment:
## Recruitment, Admissions, and Funding

## Funding

- Advocate for Student Support
  - New Program Proposals
  - Program Review

- Have Clear Priorities

- Know Your Vulnerabilities

  *If you're not at the table, you may be on the menu*

# Managing Enrollment:
## Recruitment, Admissions, and Funding

Case Study: Guiding Questions

- What would be a reasonable process for reducing GA allocations? Do you protect students currently funded? If so, what does that do for recruitment of new students and how does that impact your enrollment goals?  How do you prioritize programs for reduced (or increased) GA support?

- How do you prepare for the loss of a  staff position should someone leave?  How does this affect office morale & workload?

- What mechanisms are at your disposal to increase enrollments? How do you work with programs to reward/penalize them for reaching or not reaching enrollment goals?

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