



The Graduate School   
EASTERN ILLINOIS UNIVERSITY™

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## Enrollment Management Strategy = Growth

Term	Enrollment
<b>Fall 2019</b>	<b>1554</b>
Fall 2018	1514
Fall 2017	1462
Fall 2016	1458
Fall 2015	1318
Fall 2014	1273

## Four Factors that Shaped EIU's Enrollment Growth

- Revenue Challenges and State Budget Crisis
  - 2015-2017 State Legislature budget impasse
  - Undergraduate Enrollment declines
- EIU President Glassman's "Vitalization" initiative
  - 2016-2017 Campus wide effort
  - 8 workgroups
    - Academic Programs; online programming recommended
    - Academic Organization; value of Graduate School affirmed
- Graduate Education Culture @ EIU
- Graduate School Initiatives/Summits

## Graduate Education Culture @ EIU

- Graduate School Staff
  - Marketing
  - Admissions
- Council on Graduate Studies
  - Flexible, progressive-oriented, innovative
- Previous Leadership
  - National Distinction through “First Choice Initiative”
  - Strong Organization
  - No internal crises

## Graduate School Summits

- Three Online Programs in 2015
  - Art Education/Community Arts
  - Communication Disorders and Sciences
  - Family and Consumer Sciences

### Graduate School Summit in Fall 2015

- Art Education/Community Arts
  - Market Research
  - High Quality Graduate Faculty
  - Short residential requirement
  - Positive Assessment Data
  - “Water Cooler” chat rooms

## Online Art Education Enrollments

Fall 2014	Fall 2015 Summit	Fall 2016	Fall 2017	Fall 2018	Fall 2019
14	46	53	74	79	69

## Graduate School Summit in 2016

- Online Political Science
  - Immediate Enrollment gains
  - Public Administration/Policy Focus
  - Graduate Faculty Satisfaction
  - Maintained Face-to-Face Program
- Music Education
  - Revised Residential Requirement
  - Revised Marketing Strategy

## Political Science and Music Education Online Enrollments

Term	Fall 2015	Fall 2016 Summit	Fall 2017	Fall 2018	Fall 2019
Political Science	0	11	22	38	40
Music Education	4	15	20	21	24



# Significant Enrollment Growth for Online Programs

Online Graduate Program	Previous Enrollment	Fall 2019 Online Enrollment
Aging Studies	Revised in 2015	22
Health Promotion and Leadership	New in 2015	15
Elementary Education/ Curriculum and Instruction	31 in F-2-F in 2016	162
Special Education	7 in F-2-F in 2016	38
Cybersecurity	New in 2015	28
Business Administration	New in 2015	24
History	New in 2016	21
Communication Studies	New in 2018	18
College Student Affairs	New in 2019	12
English	New in 2019	10

## Daily Eastern News (October 19, 2016)



# Accelerated Graduate Programs

- No accelerated programs existed @ EIU in Fall 2017
- Fall 2017 Graduate Summit devoted to generating support for Accelerated Program Options
  - Financially attractive model, especially for EIU Students; 9 “shared” credit hours = ~\$3,000 in savings
  - New graduate enrollment funnel
  - New undergraduate enrollment funnel
  - Attractive to undergraduate transfer students
  - Commonly accepted practice
- **2017-2018 Goal:** create the rules/procedures for accelerated programs > then program adoptions

# Results in Fall 2019

- 12 graduate program adopters
- Enrollments are strongest in:
  - English
  - Political Science
  - Human Services Program Administration
  - Geographic Information Sciences

## How was this achieved?

- Council on Graduate Studies' support
- Some graduate faculty personal experiences
- Accessibility mission accepted at EIU
  
- Active recruitment of undergraduate majors
- Close coordination with undergraduate and graduate advisors