

# Creating a Graduate Enrollment Ecosystem



Attracting, Engaging, and Retaining Your Best-Fit Applicants

# Presenters



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INDIANA UNIVERSITY



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**Ψ INDIANA UNIVERSITY**

- Public University located in Bloomington, Indiana
- Founded: 1820
- Total enrollment:  
Undergraduate: 32,742  
Postgraduate: 8,500
- 278 graduate programs (190 degree, 88 certificate programs)
- Number of countries represented in the student population: 141



**Dr. Algerian Hart**  
Associate Dean of the  
Graduate College



- Public University Located in Springfield, Missouri
- Founded in 1905
- Total Enrollment:  
Undergraduate: 22,618  
Postgraduate: 4,185
- 155 Graduate Programs (65 degree, 90 certificate programs)
- 85 Countries Represented in the Current Student Body

# The Many Roles of Graduate Admissions Offices

**Reporting** Recommendation letter managing  
**Messaging** Fee payment managing  
Application accepting or rejecting  
**Registration managing**  
Recruitment marketing **Applicant scoring**  
Interview facilitating  
**Lead nurturing** Application submitting  
**Applicant funnel managing**  
Interview scheduling  
**Form creating**



**What challenges differentiate graduate admissions from undergraduate admissions?**





**How has the graduate admissions landscape changed over the last decade and what effect has the pandemic had on enrollment?**





**What unique considerations does your institution face when addressing graduate admissions?**





**Every institution is different, but what commonalities do we all share related to graduate admissions?**





**How do the admissions systems that you use interface with other systems at your institution?**



# Takeaways: Key Considerations



- Input and buy-in by stakeholders system wide is critical to nurture a robust admissions ecosystem
- Broad-based connection and communication with those most affected by system implementation, i.e., decision makers, is also essential
- Establishing consistency of experience, specifically how prospective students interface with your systems, is important to ensure positive and seamless interaction



# Q & A



# Thank You



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