



Making a Case for Graduate Education

Robert M. Augustine,
Ph.D., Dean

Introduction

- Internal audiences
- External audiences
- Metrics
- Impact
- Advance graduate education

Requirements

- Values of the audience
- Message about those values
- Metrics supporting those values
- Message & metrics achieve impact

Success

- Message was heard
- Message was remembered
- Message was retrieved at the crucial moment
- Message influenced decision making

Positive Evidence

Positive

- Economic stimulus
- Improved Quality of life
- Learning advancements
- Social/cultural opportunity

Negative

- Low retention rates
- Lengthy time-to-degree
- Student debt
- Lack of placements



“You have to be unique, and different, and shine in your own way.”

Illinois Has Days to Plug \$13 Billion Deficit That Took Years to Produce



Jury Finds Blagojevich Guilty of Corruption

Deadbeat Illinois Database: Drowning in deficits, Illinois has turned to a deliberate policy of not paying billions of dollars in bills for months at a time, creating a cycle of hardship and sacrifice for residents and businesses.

Finance Team: President & Provost

- Value: Return on investment
- Message: Retention and graduation rates, granting linked to investments
- Metrics: impact on undergraduate students and granting
- Value: Partnerships
- Message: Partnership Grants
- Metrics: Partnerships impact



Research Partner:
United States Department of Fish
& Wildlife Services

Research Project:
Interactions of Diet and Behavior
in Death-Feigning Snakes
(*Heterodon*)



Andrew Durso,
'11 Biological Sciences

Prestige Team: Deans

- Values: College recognition/prestige
- Message: Graduate research = prestige
- Metric 1: Travel Grants/peer reviewed presentations
- Metric 2: Alumni recognition

Conference Presentation:
American Dietetic Association
Food and Nutrition Conference
and Expo- Boston, Massachusetts

Research Project:
Pistachio Shells Serve as a Visual
Cue of Calorie Consumption

The Graduate School
EASTERN ILLINOIS UNIVERSITY™



Kaitlin Skwir, '11 Dietetics

Award Winning Documentaries:
Facing Sudan
Crayons and Paper

Passionate about:
Darfur and the fate of children in
conflict zones

The Graduate School
EASTERN ILLINOIS UNIVERSITY™



Bruce David Janu, '90, '91 History
Filmmaker , Novelist, and
High School Teacher



The Fellowship of the IAGS



Illinois Association of Graduate Schools

- Information network
- One voice
- Annual message

IAGS Legislative Panel

- Value: economic assets of the state
- Message: graduate education fuels the economy
- Metrics: story examples

Legislative Response

- Seek corporate partners
- Show accountability
- Promote flexibility

Illinois Partners for Diversity

- 6 partner institutions
- Metrics to increase diversity participation
- Fall 2010 meeting
- Fall 2011 follow up with IAGS