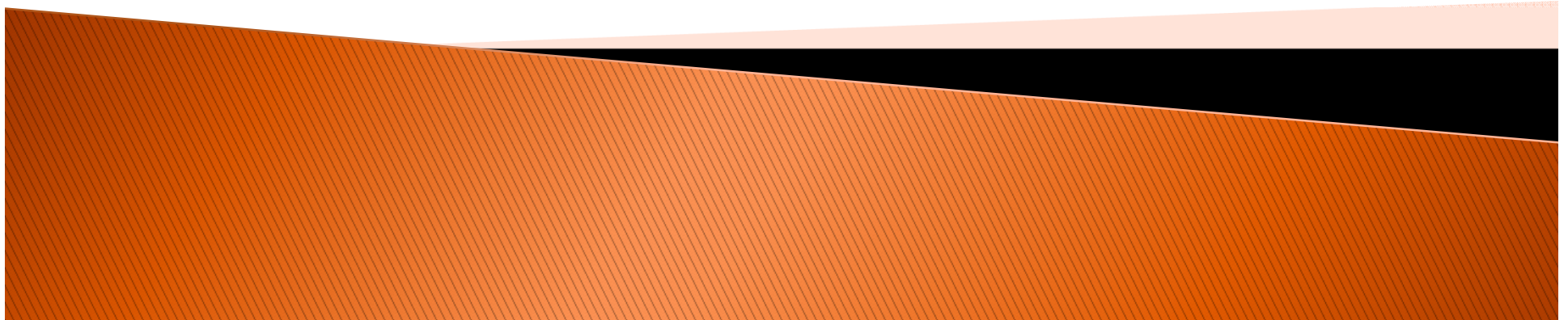# Recruitment of Diverse Students at Master's Focused Institutions

Council of Graduate Schools
December 8, 2011

The vision of The University of Texas-Pan American is to be a premier institution of higher education. As a nationally recognized Hispanic-serving institution, the University will be a leader in addressing the needs of a culturally diverse society through discoveries and innovations of global significance.
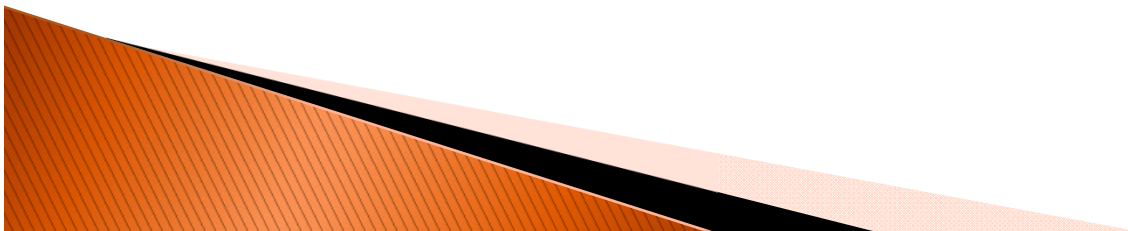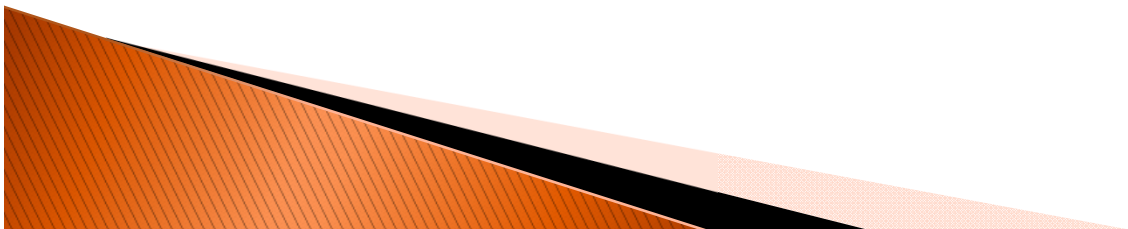
Overview of UT-Pan American

- Provides an affordable education and global opportunities
  - 57 bachelor's,
  - 57 master's
  - 3 doctoral
  - 2 cooperative doctoral programs

- 19,034 students
  - 2,460 graduate (only 36% full-time)

- Located along Southern Texas-Mexico border
  - 88.7% Hispanic student body

- 68% of students first generation college

- 48% of students have <$20,000 annual family income

Overview of UT-Pan American

- Ranked by *Forbes* in America's Best Public Colleges (August 2011)
  - 5th highest public school in Texas
  - 14th out of all 29 Texas institutions of higher education on the list

- According to *The Hispanic Outlook in Higher Education 2011*, UTPA among the top 100 best U.S. colleges for Hispanics including:
  - 3rd in the nation in the number of bachelor's degrees
  - 3rd in the number of master's degrees awarded to Hispanics.

Overview of UT-Pan American

- Ranks 1st in the nation for awarding degrees to Hispanics in Rehabilitation and Therapeutic Professions
  - (*Hispanic Outlook in Higher Education*, June 06, 2011)

- Ranks 9th in the nation for providing Hispanic applicants to Medical Schools in 2009
  - (*Diverse Issues in Higher Education*, October 28, 2010)

- For Allied Health degrees awarded at all senior academic institutions in Texas, UTPA ranks 3rd for total degrees, 2nd for bachelor's degrees, and 3rd for master's degrees
  - (Texas Higher Education Coordinating Board, FY 2010)

- MBA program ranked as one of "The Best 301 Business Schools" by the Princeton Review
  - (*Princeton Review*, 2010 Edition).

# Office of Graduate Studies, Academic Centers and Continuing Education
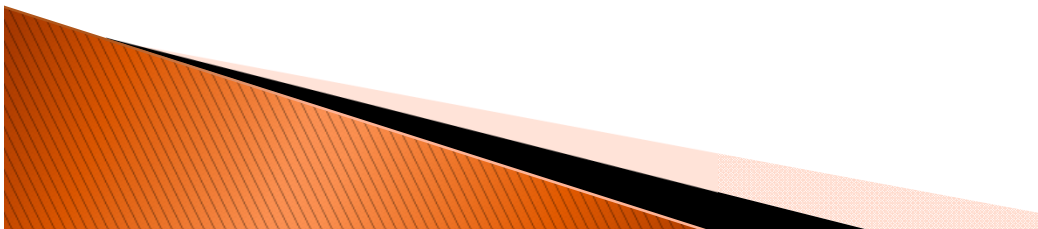
Mission

To enhance UTPA's role in South Texas as a leader in graduate education, research and continuing education

▶ Goals

- Facilitate collaborations to increase graduate student enrollment

- Respond to community needs for professional and workforce education

- Foster relationships with university and community partners to create new funding streams

- Create synergies to leverage existing resources
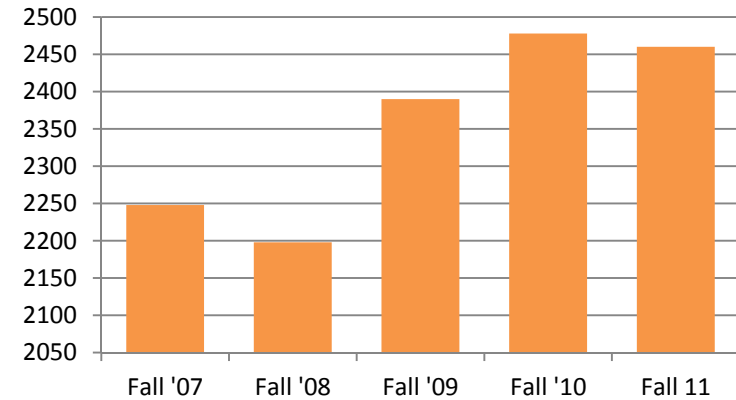
- Research local economic and health issues
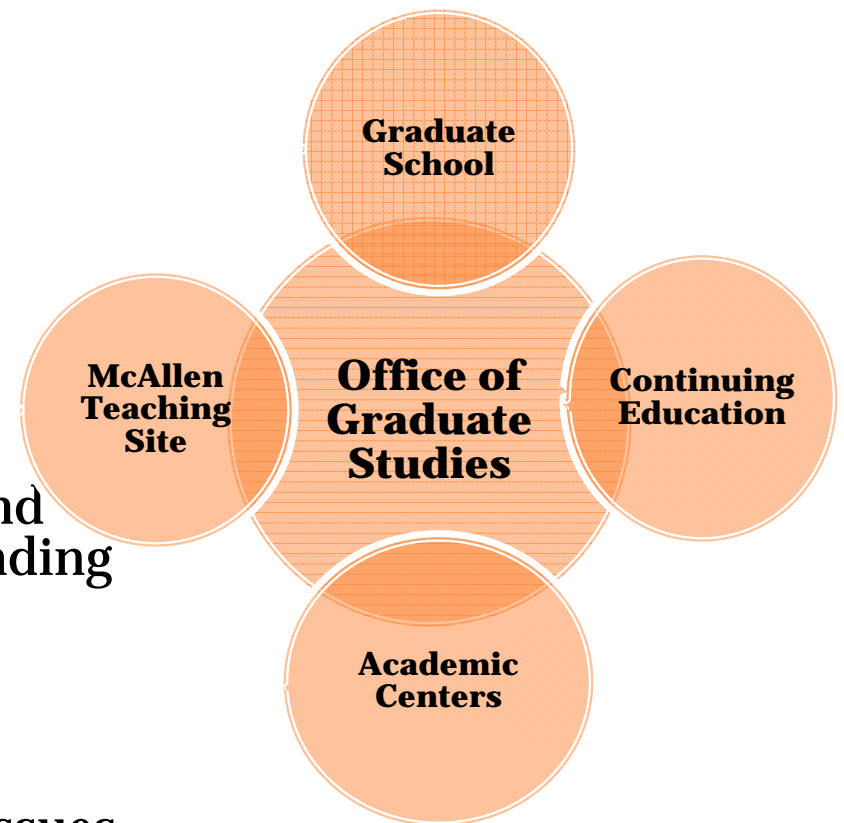
Graduate Trends

- **Applications**
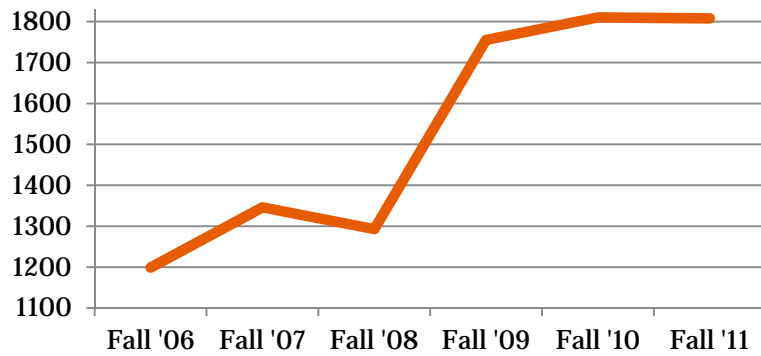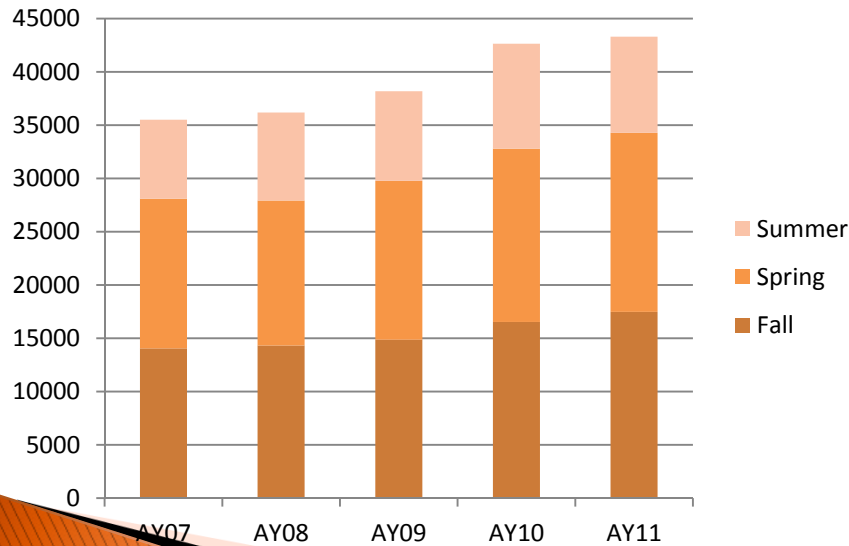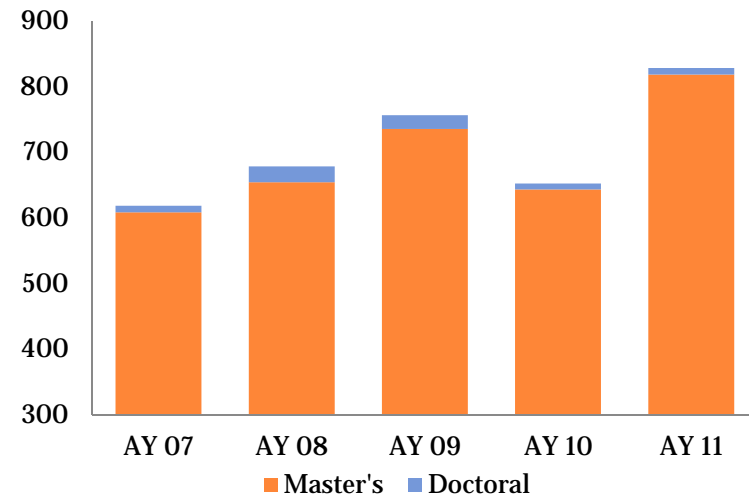

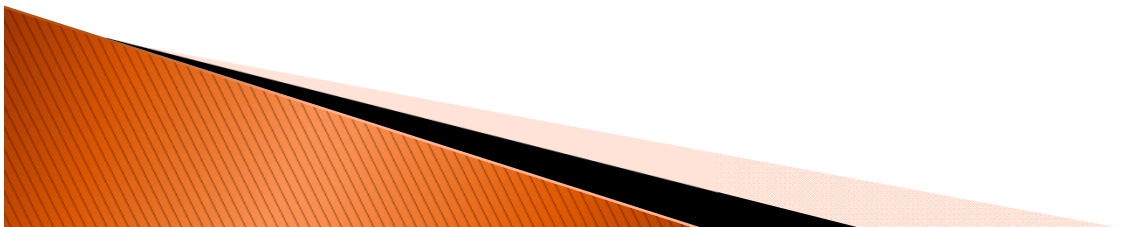- **Graduate SCHs**

- **Enrollments**

- **Degrees Awarded**

Fall 2012 Goal:
2,583 Grad Students

Where will 123 More Graduate Students Come From (5% increase) ?

- Retain more existing students
- Attract more new students

Marketing Initiatives

	2010-2011
Website views	48,048
Blog posts	841
Blog views	830,067
Prospect emails	2,162
Email recipients	25,598
Twitter	304 followers
Facebook	3,000+ likes 824 active users/month
Fairs/ Community Events	18
Presentations	17 Domestic/0 Intl.
TV/Radio Interviews	9 - Domestic 3 – International
Advertising	Newspaper web banners

Current Recruitment Challenges

- Plateau in applications and enrollments

- Mandated restriction on travel to Mexico

- Significant increase in competition
  - Online providers
  - New branch campuses

- Budget reductions resulted in loss of 1 of 2 recruiters

Elements of New Recruitment Strategy

- Regional/community

- Current undergraduate students

- International market – diversify & increase pool

- Enhance use of social media

- Promotion of retention workshops for grad students

# Regional/Community

- Working professionals returning for graduate degree

- Collaborate with professional organizations

- Promote off-campus locations
  - McAllen Teaching Site
  - University Center in Harlingen
  - Starr County Upper Level Center
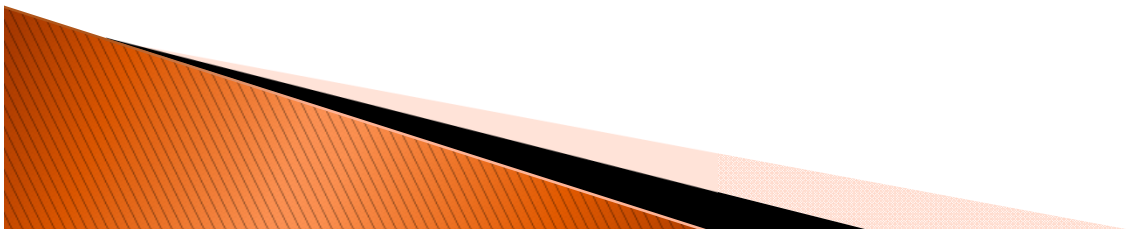
Regional/Community

- Collaborate with other educational institutions
  - Joint presentations in public schools with COE
  - UT-Brownsville office for non-competing programs

- Alumni Association
  - Participate in sponsored events
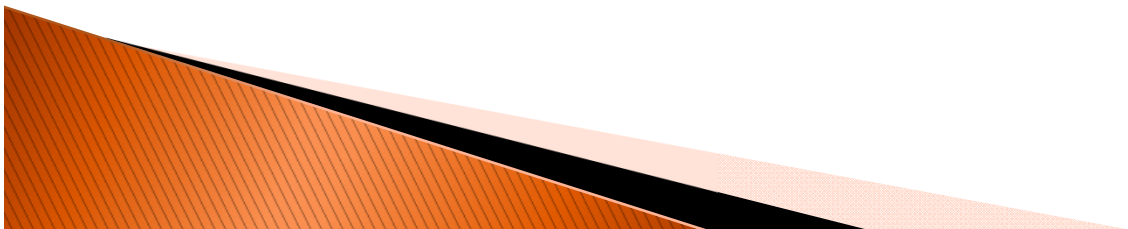
Current Undergraduate Students

▶ Information sessions at each college each semester

▶ Customized email campaign

▶ Most graduate school events open to community and undergraduate students

▶ Target students graduating in current semester for special invites and emails

▶ Postcard roadmap to graduate school
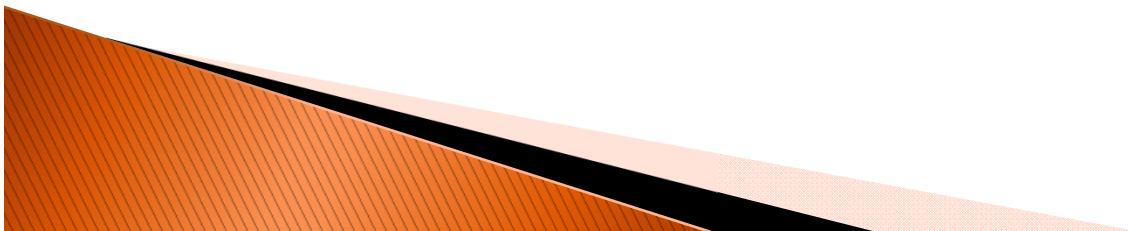
College Informational Sessions

- **EVENT NAME** College of Social and Behavioral Sciences- Grad School Info Session

- **EVENT DATE AND TIME** 11/03/2011 (6:00pm-8:00pm)

- **TARGET MARKET**
  - Undergraduate students graduating in December 2011 from the College of Social and Behavioral Sciences.

- **GRADUATE SCHOOL STAFF ATTENDED** Stephanie Ozuna, Carlos Rios

- **COSBS FACULTY/STAFF/ STUDENTS ATTENDED**

- **FOOD/ DECORATIONS/ GIVAWAYS**
  - **Wal-Mart**: Cookies, cracker snacks, water, sodas, ice, plates, napkins, ribbon, decorative plates, portfolios- **$50.00**

- **ADVERTISING/ MISCELLANEOUS**
  - Flyers posted in the following buildings: Social & Behavioral Sciences Bldg., Library, Student Union, Grad Office
  - Email sent to the following: Undergraduate students graduating in Dec. 2011 from SBSC, SBSC applications in progress, SBSC prospects in prospect manager.
  - Web banner on Grad School Website, Grad School Blog, Grad School Facebook, Grad School Calendar

- **TOTAL RSVP'S** 28

- **TOTAL ATTENDED** 32

International - Student Recruitment Media

▶ **Student Recruitment Media**
  ◦ Largest student recruitment and marketing company worldwide
  ◦ Attend over 150 international education fairs
  ◦ Own 13 different websites which have over 6.1 million student visits per year
  ◦ In-house design team
  ◦ Strong contact management system

▶ **Viable solution to travel restriction**
  ◦ Increase and diversify international applicant pool
  ◦ Better reach students throughout Latin America as well as other parts of the world

International – English Language Institute (ELI)

‣ Work jointly to increase pool of ELI students

‣ Intensive program with 165 students

‣ Semi-intensive program with 130 students

‣ TOEFL/IELTS exemption for UTPA grad programs if complete program
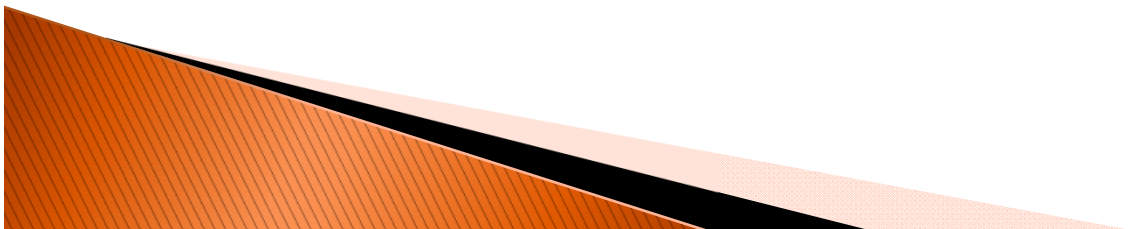
International – Mexican Market

- Target key Mexican shopping periods in U.S.

- Focus on educating family

- Distribute fliers at bridge crossings

- Work with Chambers of Commerce
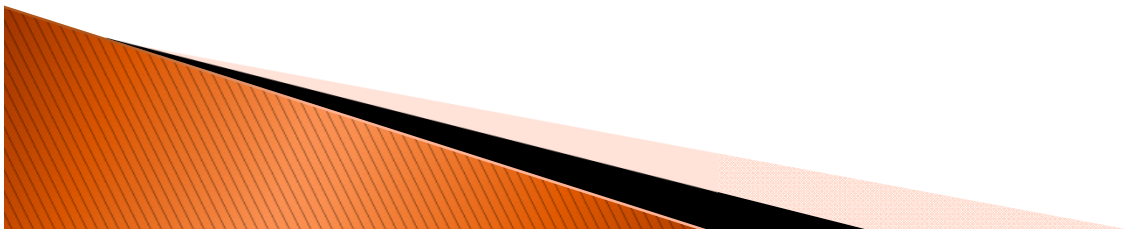
Social Media Campaigns

▸ Facebook Page updated daily

▸ Blog, Twitter and Facebook linked to automatically update new information

▸ The Grad School Now! Videos
  ◦ UTPA's YouTube Channel
 ◦ Facebook
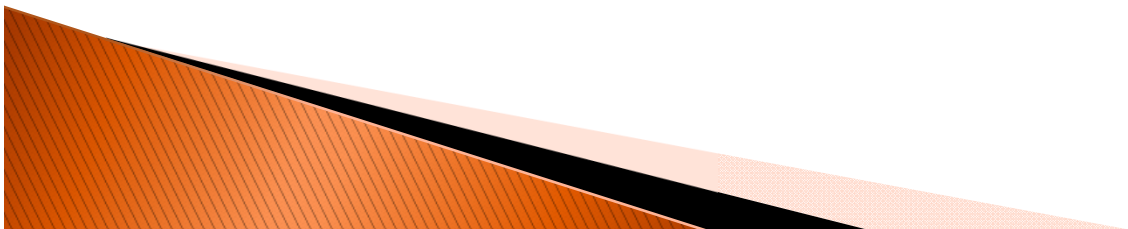
Additional Recruitment Strategies

- Focus group with current grad students on ways to improve recruiting
  - To be completed in Fall 2011
  - Emphasis on effective recruiting, application process and graduate school experience

- Include Graduate Resource Center service in promotional materials
  - Teaching Academy, Writing Center, workshops, scholarships, student/faculty mentor programs, STEM Lecture Series

- Customer Service
  - All staff trained to answer student inquiries

Ronald E. McNair Postbaccalaureate Achievement Program

- Federal TRIO program funded by U.S. Dept of Ed

- ~$230k/year in grants for projects to prepare disadvantaged college students for doctoral study

- Typical activities
  - Opportunities for research or other scholarly activities
  - Summer internships
  - Seminars and other educational activities
  - Tutoring and academic counseling
  - Assistance in applying and seeking funding for enrollment in doctoral programs
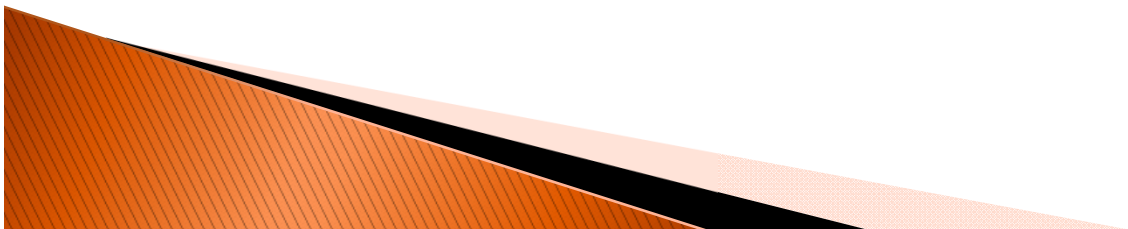
Benefits of Participating in McNair Scholars Program

- **For Undergraduate Students**
  - Awareness of opportunities for doctoral degree
  - Academic assistance, guidance and preparation for graduate education
  - Participation in McNair Symposium and research conferences

- **For the University**
  - Potential applicants to doctoral programs
  - Increased awareness of graduate education throughout campus
  - Leverage existing workshops, test prep activities

Thank you!

Cynthia Brown
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UT-Pan American
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