



# CSUSM Outreach Strategies for Prospective Graduate Students

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California State University  
SAN MARCOS

# CAMPUS BACKGROUND

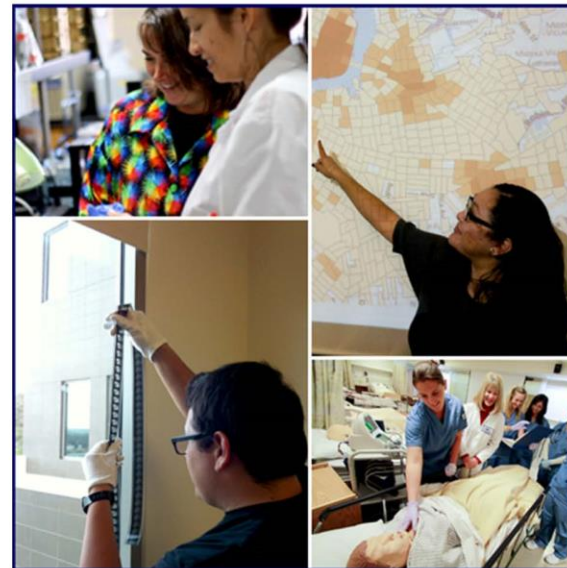
- Offered upper-division courses only in 1990-91
- In 1993, campus moved from an industrial park to a 304 acre location that was originally a chicken ranch
- First graduate programs offered in 1993
- Accepted first year students in fall 1995
- Now enroll 11,300 students (348 master's students)
- Offer 28 undergraduate degree programs, 13 master's degree programs, and 1 joint doctoral degree program
- Minority-Serving Institution - student diversity
  - HSI (31% Latino) and AANAPISI (12%)
  - First generation students (50%)

# OPPORTUNITIES AND CHALLENGES

- Examines 5-Year trends for CSUSM graduate studies
- Documents accomplishments
- Reports barriers and obstacles
- Informs new strategies for outreach

*Directions in Graduate Education:  
Opportunities and Challenges*

*Trends from 2007-2011  
California State University San Marcos (CSUSM)*



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Office of Graduate Studies & Research

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# ACCOMPLISHMENTS

- Master's student 1-year continuation rates increased by 18 % over the past 5 years
  - From 74% in fall 2006 to 87% in fall 2010
- Three-year retention rates surged
  - From 59% in fall 2006 to 70% in fall 2007
- Time-to-Degree (TTD) improved
  - Average TTD decreased from 3 years in fall 2006 to 2.7 years in fall 2011
- Graduation rates remained stable
  - Ranged from 40-45%



# CHALLENGES

- Increasing tuition
- Limited student financial aid packages/ scholarships, teaching/ graduate assistantships, and tuition waivers
- Limited graduate studies infrastructure
- Declining master's student enrollment
  - average 2.3% annually from fall 2007 to fall 2011
- Only 2% of master's students are international or out-of-state students
- Limited access to graduate student data

# RECOMMENDED STRATEGIES

- Offer competitive financial aid packages
- Develop novel interdisciplinary master's programs and online courses
- Elevate successful profiles of CSUSM master's programs, nationally and internationally
- Enhance packaging and promotion of CSUSM graduate programs
- Actively recruit and mentor undergraduates (esp. underrepresented students) to build pathways toward pursuing advanced degrees

# EMERGING RECRUITMENT & RETENTION STRATEGIES

- Physical Outreach Presence
  - Expanding face-to-face presence
- Online Presence
  - Innovating online approaches
- Collaborative Projects
  - Developing internal and external partnerships
- International Students
  - Growing Recruitment and Retention



# PHYSICAL PRESENCE

- Target regional campus graduate school fairs
  - Faculty, staff, student presence at recruitment events
- Participate in Southern California Forum for Diversity in Graduate Education
  - Host over 1200 students from the region
- Promote undergraduate research identity and positive graduate student experience reputation
  - Create interactions with faculty and students



# ONLINE PRESENCE

- Campus and Graduate Studies websites
  - Integrate student/ program profiles and successes
- Increase online course offerings
  - Enhance accessibility and schedule flexibility
- Implement social media as recruitment tools
  - Offer Facebook, Twitter, YouTube, etc. platforms

# CAMPUS WEBSITE

- Integrate Graduate Student Narratives into the Campus Profile



Uploads from csusm

**"Graduate Students Deliver Sounding Support"**

# GRADUATE STUDIES WEBSITE

- Provide Appealing Content For Prospective Students



The screenshot shows the website's layout. At the top is the CSUSM logo and a search bar. Below is a navigation menu with links for Current Students, Prospective Students, Parents & Families, Faculty & Staff, Alumni, Community, and Donors & Friends. The main content area features a banner with four photos of students and the text 'GRADUATE STUDIES AT CSUSM'. Below the banner are three buttons: 'FUTURE STUDENTS', 'NEW STUDENTS', and 'CURRENT STUDENTS'. A central text block describes the university's commitment to graduate education. To the left is a sidebar menu with categories like 'Graduate Studies & Research Home', 'Graduate Studies', 'Centers', 'Scholarships', and 'Research'. To the right, there are sections for 'LATEST HAPPENINGS' (featuring a 'DEANS AWARD' ribbon) and 'Directions in Graduate Education: Opportunities and Challenges, Trends from 2007-2011'.

California State University  
SAN MARCOS

Search for people or information...

Current Students Prospective Students Parents & Families Faculty & Staff Alumni Community Donors & Friends

**GRADUATE STUDIES AT CSUSM**

Graduate Studies & Research Home  
**Graduate Studies**  
 ▶ Apply Now  
 ▶ Programs & Advisors  
 ▶ International Students  
 ▶ Master's Information Night  
 ▶ Ready to Graduate?  
 ▶ Thesis, Project, & Comprehensive Exam Information  
 ▶ Research Dissemination Funds  
 ▶ Policies for Graduate Students  
 ▶ Forms for Graduate Students

Centers  
 CSU Scholarships  
 Student Research  
 Faculty Research  
 IRB Human Subject Protection  
 IACUC

**FUTURE STUDENTS** **NEW STUDENTS** **CURRENT STUDENTS**

California State University San Marcos encourages and welcomes students to continue or advance their studies achieving Master's and/or doctoral degrees that will prepare them for academic careers in higher education or for advanced positions in business, industry, and the public sector. Cal State San Marcos offers innovative graduate programs that integrate the latest technologies and most recent research in each field of study.

Benefit from a low student-faculty ratio.

Learn from expert faculty.

Benefit from a challenging curriculum.

Enhance your learning in our modern facilities featuring the latest technology.

**LATEST HAPPENINGS**

**DEANS AWARD**

Directions in Graduate Education: Opportunities and Challenges, Trends from 2007-2011

- Create Interactive Communication/Dissemination



The screenshot shows a Twitter profile for **csusm\_gradstudies** (@csusm\_gradstudy). The profile bio states: "Cal State San Marcos offers innovative graduate programs that integrate the latest technologies and most recent research in each field of study." and includes the website [csusm.edu/gsr/index.html](http://csusm.edu/gsr/index.html). The profile has 35 tweets, 412 following, and 90 followers. It is followed by CSUSM Fac Research and Cal State San Marcos.

The left sidebar contains the following elements:

- Navigation: Home, Connect, Discover, Me, Search, Mail, Settings, Compose
- Profile menu: Tweets, Following, Followers, Favorites, Lists
- Tweet to @csusm\_gradstudies:
- Photos and videos: A grid of images including a \$24,000 FELLOWSHIP announcement and a CSUSM logo.
- Who to follow: Refresh, Popular accounts
  - Cathy Reheis-Boyd @WSPAP... (Follow, Promoted)
  - CSUSM Dining Serv @CSUSMdin... (Follow)
  - CSUSM Acctg Society @CSUSM... (Follow)
- Trends: Change

The main content area shows three tweets:

- csusm\_gradstudies** @csusm\_gradstudy (19 Nov): IRB workshop this Thursday, 5:00pm-6:30pm! [csusm.edu/gsr/irb/traini...](http://csusm.edu/gsr/irb/traini...)  
Expand | Reply | Retweet | Favorite | More
- HuffPost College** @HuffPostCollege (15 Nov): "It's okay to be poor and go to Duke." [huff.to/1e6TbmL](http://huff.to/1e6TbmL)  
Retweeted by csusm\_gradstudies  
View summary | Reply | Retweet | Favorite | More
- csusm\_gradstudies** @csusm\_gradstudy (12 Nov): Those students planning to graduate in the Fall 2014 semester, you must apply to graduate by this Friday. Do so at [my.csusm.edu](http://my.csusm.edu).  
Expand | Reply | Retweet | Favorite | More

At the bottom, another tweet from **csusm\_gradstudies** (8 Nov) is partially visible: Student Poster Showcase is November 21st during U-hour in the Clarke Field House! [pic.twitter.com/pe4a6EgIG0](http://pic.twitter.com/pe4a6EgIG0)

OFFICE OF GRADUATE  
STUDIES & RESEARCH



INSPIRING  
EXCELLENCE



# COLLABORATIONS

- Partnerships with Extended Learning Office, Colleges, Faculty Center, and Writing Center
  - Develop new masters programs
  - Leverage budgets for outreach and support services
- Collaborative publications and media
  - Brochures – Extended Learning
  - Social media – Communications Office
- Graduate Student Leadership Council
  - Building a graduate community
  - Loyal alumni and philanthropy – Graduate fellowships

# PEER AMBASSADORS

- Create student ambassadors whose compelling testimonies attract prospective students
- *"One of CSUSM's greatest assets is our diversity. We come from a variety of backgrounds and are on different life paths. Some of us are building families, some of us are working while in school, and some of us are focusing on our academic pursuits full-time. The CSUSM community celebrates and welcomes our differences, which creates a productive environment for pursuing graduate study."*

# FINAL OBSERVATIONS

- When thinking of graduate student recruitment, one must also think of graduate student success
  - Job placement
  - Doctoral/ Professional school
- In addition to having adequate resources, student success is a powerful recruitment tool
  - Reputation creates bridges for enhancing student applicant pool

