

Marketing the Graduate School at a PUI – Challenges and Opportunities



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Vice Provost for Research
Western Washington University

Western Washington University

- **Bellingham, WA**

- ~15,000 Students
- 650 Active, ~ 950 Active + Dormant Graduate Students
- 21% Students of Color
- 35 Different Masters Level Grad Programs,
 - 41 with Options



Background



- Declining Budgets
 - Started in AY 2008-2009
 - Closed Low Enrollment UG and Grad Programs
 - Undergraduate Programs Preferentially Protected
 - Graduate Enrollments Fell to 5% from 7%
 - State Support Fell from 70% to 30%
- End of State Cuts - Higher Ed – AY 2012-2013
- Increase to Higher Ed – AY 2013-2014 WWU (+19%)

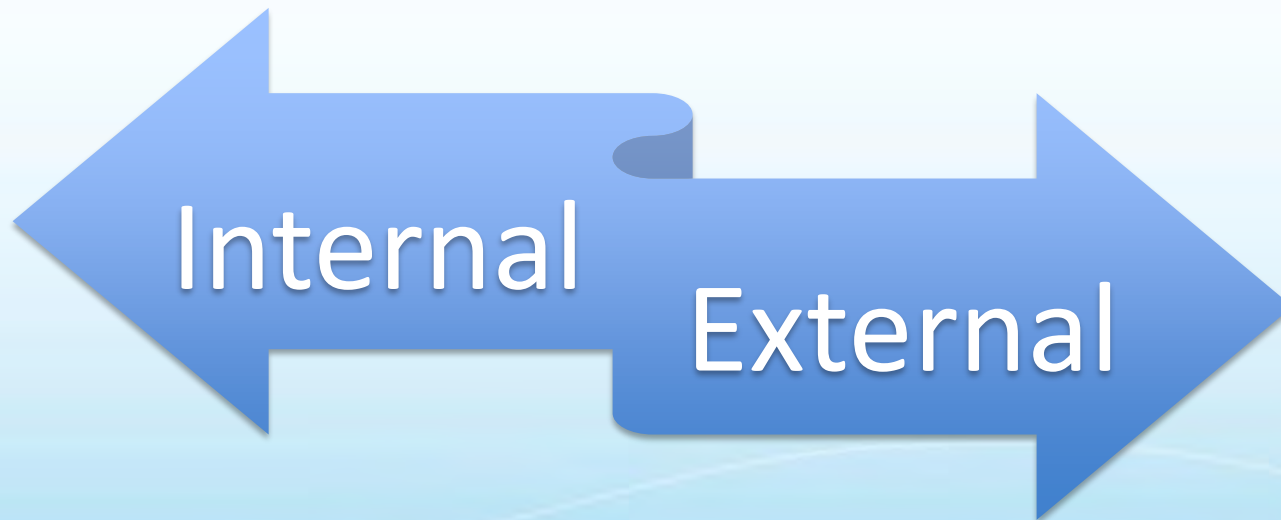
The Opportunities

- Rebuild, Revitalize, Revamp!
- Status Analysis (Appraisals)
 - Identify Signature Programs
- Improve Processes
- Clarify Policies
- New Programs – Inter/Multi-disciplinary Focus
- Strategic Planning – Forward Thinking Replacing Retrospective Thinking
- Role of Grad Students in Student Government
- Communicate the Contributions of Graduate Students and Programs



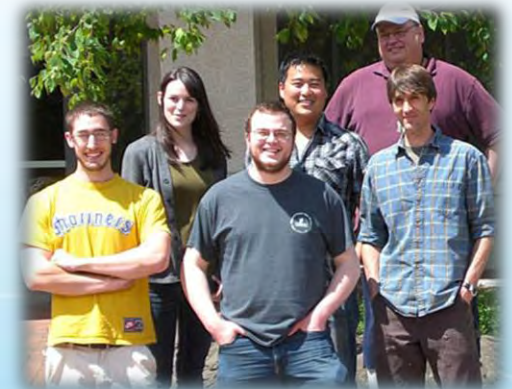
Western Has a Graduate School?

The Challenge



Internal/External

- Western is Known as:
 - A High Quality Undergraduate Institution
 - Affordable (Best Buy)
 - Research, Service Learning, and Community Projects
 - A Great Place to Work
 - Small Class Sizes
 - Individual Interactions with Faculty
- Adding to the Conversation
 - A High Quality Graduate Institution
 - Signature Programs
 - Enrichment of our Undergraduate Mission



Internal Audience

- **Visibility**
 - Administration
 - University Level Events
 - University Communications
 - Faculty
 - Graduate Council Faculty
Faculty Leadership and Charge
 - Students
 - Professional Development
 - Thesis Writing
 - Teaching Professional Development
 - “Mixer” Events



Press Releases

WWU grad student creates map of homes in path of potential wildfires

BY DEAN KAHN

THE BELLINGHAM HERALD September 16, 2013



Jacob Tully spent thousands of hours, many of them late at night with loud music and lots of coffee, figuring out how many people in the lower 48 live where their houses could be destroyed by wildfire.

His research for his master's degree at Western Washington University took a new approach to calculating the extent of WUI - shorthand for "wildland-urban interface" - in those states in 2000 and 2010.

In simple terms, WUI refers to homes built close to potential fuels for wildland fires, such as grasses and trees. Such areas range from the wooded slopes of Chuckanut Mountain to the dry forests of Yosemite National Park to the chaparral canyons of Yarnell Hill in Arizona.

RELATED STORIES:

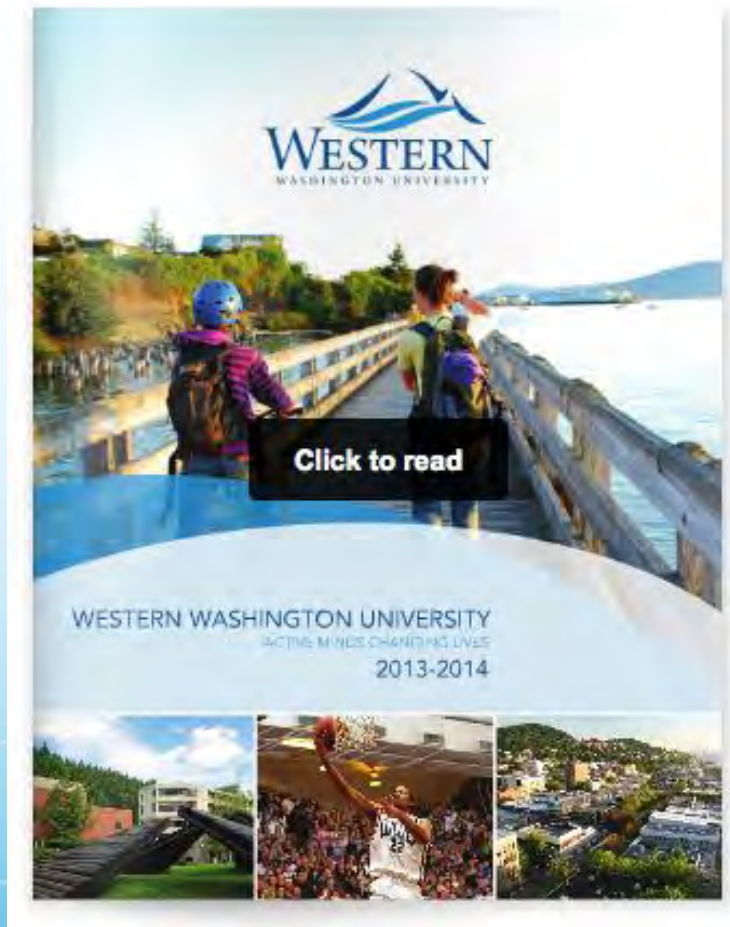
[Northwest communities, including Sudden Valley, prepare for risk of wildfires](#)

Our Vision of the Future



WWU's View Book

“Why Reinvent the Wheel?”



Revising For Graduate Programs

Western at a glance

 <p>students community</p> <p>total enrollment: 14,833 94% on-campus students 21% students at cost 2,800 freshmen average time to degree: 4.3 years</p>	 <p>academics and beyond</p> <p>160+ academic programs 200+ student clubs and organizations 21:1 student-to-staff ratio 90% of Western's faculty hold the highest degree in their field 30 average class size \$120 million in scholarship and financial aid awarded annually</p>	 <p>everything within reach</p> <p>0.8 miles to downtown Bellingham 52 miles to Mount Baker-Snohomish 55 miles to Skagitway for skiing 89 miles to Seattle, WA 180 acres of forest on campus 6 miles of trails adjacent to campus</p>
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distinctly Western

A STANDARD OF EXCELLENCE

For 15 years in a row, Western has ranked #1 among public, master's-granting universities in the Pacific Northwest (US News & World Report).

Classroom programs at Western and your first experience in college offerings, faculty, student programs, and student outcomes. A well-earned reputation among a strong sense of belonging, and an unbeatable location that goes well beyond our borders across the country.

NOT TOO BIG, NOT TOO SMALL

With 15,000 students more than 100 academic programs, and over 200 student clubs, Western combines the smallest faculty and faculty-to-student ratio with the academic choice, campus resources, community, and leadership opportunities of a large university. We're small enough that you can't feel like you're a number and large enough that you can't feel like you're an outcast.





giovanni milan, *business major* | Seattle, WA

"Attending Western has helped me to be more connected with a credible program, and establish a support system of friends and faculty that are there for me. As the 2nd leading in the "Knowledge" category of universities that have established research and/or support centers to make the right choice in coming to Western."



kimball gainor, *communications major* | Bellingham, WA

"Since I first attended Western I have gained a lot of experience in my field. I have been able to gain work experience, the chance to work on campus, and to gain work experience. The chance to work on campus has been a great experience because I can gain work experience before I graduate. I can also gain work experience before I graduate. I can also gain work experience before I graduate. I can also gain work experience before I graduate."



megan mcintock, *social work major* | Bellingham, WA

"I chose Western because I thought it was worth it. I was able to gain work experience and a chance to work on campus. I was able to gain work experience and a chance to work on campus. I was able to gain work experience and a chance to work on campus. I was able to gain work experience and a chance to work on campus."



greg phelps, *management information systems major* | Bellingham, WA

"Western has helped me to be more connected with a credible program, and establish a support system of friends and faculty that are there for me. As the 2nd leading in the "Knowledge" category of universities that have established research and/or support centers to make the right choice in coming to Western."



zak balenick, *business major* | Everett, WA

"I chose Western because it gave me the chance to be completely independent and to live my life on my own terms. I was able to gain work experience and a chance to work on campus. I was able to gain work experience and a chance to work on campus. I was able to gain work experience and a chance to work on campus."

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WESTERN WASHINGTON UNIVERSITY

academic programs

WHERE WE HAVE INTERESTS, WE HAVE OPTIONS

With more than 140 academic programs offered across 12 schools and colleges, we're making it easy to explore your interests, passions, and future. We have a wide range of disciplines that will have opportunities to explore directly with professors in research labs, internships, student employment, and student positions exclusively held by graduate students at other universities.

While our faculty are also heavily engaged in scholarly research, they provide a unique window for the opportunity to learn from the undergraduates. Over 90% of our classes are taught by faculty, not graduate students, and 80% of them hold their own degrees in their field.

With a student-faculty ratio of 25:1, it's easy to build a solid relationship with your professors, and our classes are designed to engage you. Learn one-on-one, student-faculty interactions. In fact, over 90% of our classes have 30 or less students and over 70% of our classes have 40 or less.

www.western.edu/majors



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WESTERN'S HONORS PROGRAM

As a proud member of the community, Western's Honors Program brings together bright students and outstanding faculty together in a small and highly interactive learning community. With an average class size of 30 students, the Honors Program offers an intimate college experience along with all the resources of a comprehensive public university. Students engage with diverse communities that include general lecture-style presentations as well as special Honors seminars.

Admission to Honors is selective and based on a review of academic achievement, standardized test scores, a letter of recommendation, and a writing sample. Honors students have the ability to take an even stronger sense of community by living to live in the Honors District in the Green Community.

www.western.edu/honors

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ARTS AND CONSERVATION
BIOLOGICAL SCIENCES
BUSINESS ADMINISTRATION
COMPUTER SCIENCE
COMMUNICATIONS
COUNSELING PSYCHOLOGY
CRIMINAL JUSTICE
ENVIRONMENTAL SCIENCE
ENVIRONMENTAL STUDIES
GENERAL STUDIES
HUMAN SERVICES
HUMANITIES
INTERNATIONAL STUDIES
JOURNALISM
LABOR RELATIONS
LAW
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LIFE SCIENCES
NURSING
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PUBLIC POLICY
RECREATION MANAGEMENT
SOCIAL WORK
SOCIOLOGY
TECHNOLOGY
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WORLD AND CULTURAL STUDIES

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Location, Location –

Use Common Marketing Themes



Active Minds Changing Lives

To Best Practices



- Web Site Revamp
 - 3 Clicks Max for Vital Information
 - Program Specifics, Financial Aid, Tuition, Admissions
 - Google Analytics
 - Students Centered, Not Process Centered
 - New Program Landing Pages
- Friendly and Modern Admission Process
- Revise All Communications from Procedural to Support - with Contacts in Grad School
- Active Recruiting from Passive Recruiting

Toward Best Practices

- Revisit TA Compensation Packages
 - Raise Base Stipend Level
 - Market Total Compensation Rather Than by Quarter
- Recruiting Scholarships
- Student Surveys
 - Current (Sense of Identity, Thesis)
 - Non-enrollee (\$ and Non-PhD)
- Graduate Student Professional Development
- Communications and Transparency
- Recruit MBA Marketing Team
- Student Voice in Government



Others to Consider?

- Print Media
 - Basic for Recruiting Fairs
 - CGS Materials
 - QR Codes for Landing on Faculty Research Pages
 - Conventional Media - Limited Yield
- Gradschools.com – Ads
- Google Search - Ads
- Social Media – Facebook, Twitter
- Accelerated Programs
- Extended Education Programs



Do Something Electrifying –

Create a Buzz About Your Graduate Program



Thank You

