



LOYOLA UNIVERSITY MARYLAND

— 1852 —

Integrated Enrollment Management Graduate Programs

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Loyola University Maryland

Council of Graduate Schools, December 2013





St. Ignatius of Loyola

Jesuit.org



Location Map



Academic
Excellence

Leadership

Honesty

Discernment

Focus on the
Whole
Person

Diversity

Integrity
and
Honesty

Service



Justice

Constant
Challenge to
Improve

Community

<http://fables.creighton.edu/jcupub/JesuitHSSStarburst.JPG>





LOYOLA
COLLEGE
ARTS &
SCIENCES

SELLINGER
SCHOOL OF BUSINESS

SEE BUSINESS
DIFFERENTLY

SCHOOL OF
EDUCATION

DRIVE EDUCATION
FORWARD. →



Division of Enrollment Management and Communications

- Inaugurated by current president 8 years ago
- **Centralized Model** under one Vice President: Undergraduate Admission, Graduate Admission, Financial Aid, Marketing and Communications, Institutional Research
- **Purpose:** data informed and mission centric strategic planning for and execution of recruitment, retention, and graduation of students



Recruitment

- List buys
- Graduate Fairs
- Information Sessions, on campus and virtual
- Academic Disciplinary Events
- On Campus Interviews/Visits
- Test Drives/Classroom Visits
- Application Completion





LOYOLA UNIVERSITY MARYLAND

- ADMISSION
- ACADEMICS
- CAMPUS LIFE
- ABOUT
- ATHLETICS
- SUPPORT LOYOLA



Graduate Admission



Preparing students for lives of meaningful professional service and leadership.

Whatever the stage of your professional journey, apply your skills to greater intellectual and experiential challenges while embracing social responsibility in your workplace and communities.

Loyola University Maryland's graduate study programs include: master's degrees and doctorates from Loyola College, our school of arts and sciences; master's programs in the School of Education; and MBA, MSF, and certificate options from our top-ranking Sellinger School of Business and Management.

Learn More

- Learning Goals
- Catalogue
- Tuition and Fees
- Financial Aid
- EdAssist
- International Student Admission

Resources

Marketing

- Message Frameworks and Content Strategy: Schools and Programs
- Style Guidelines for Brochures, Postcards, etc.
- Web Strategy and Design (and maintenance)
- Advertising
- Digital Media
- Public Relations
- Social Media
- Centralized budgeting, but varies among programs
- Communication Flows





Loyola.edu | Apply | Make a Gift

ABOUT | GRADUATE PROGRAMS | UNDERGRADUATE PROGRAMS | FACULTY | LEARN MORE

PASTORAL COUNSELING & SPIRITUAL CARE

FIND YOUR PURPOSE >>



1 2 3 4 5 6 7 8

Undergraduate Programs »

Graduate Programs »

- Computer Science and Software Engineering »
Emerging Media »
Liberal Studies »
Pastoral Counseling and Spiritual Care »
Psychology »
Speech-Language Pathology »
Theology »

NEWS EVENTS

Students who won Gilman Scholarships reflect on experience abroad

RESOURCES

Graduate

Apply

A MESSAGE FROM THE DEAN



Successes

- Experts
- Melding of university brand with disciplinary needs
- Systems built with ability to measure ROI
- Integrated website, graduate on the front page
- In general, strong enrollment



Challenges

- Communication
- Quick Project Issues
- Social Media Maintenance
- Enterprise software roll out—over three years
- Enrollment in some programs



Go to www.loyola.edu



