



# Bradley University: Enrollment Management

CGS Annual Meeting

Seattle, WA

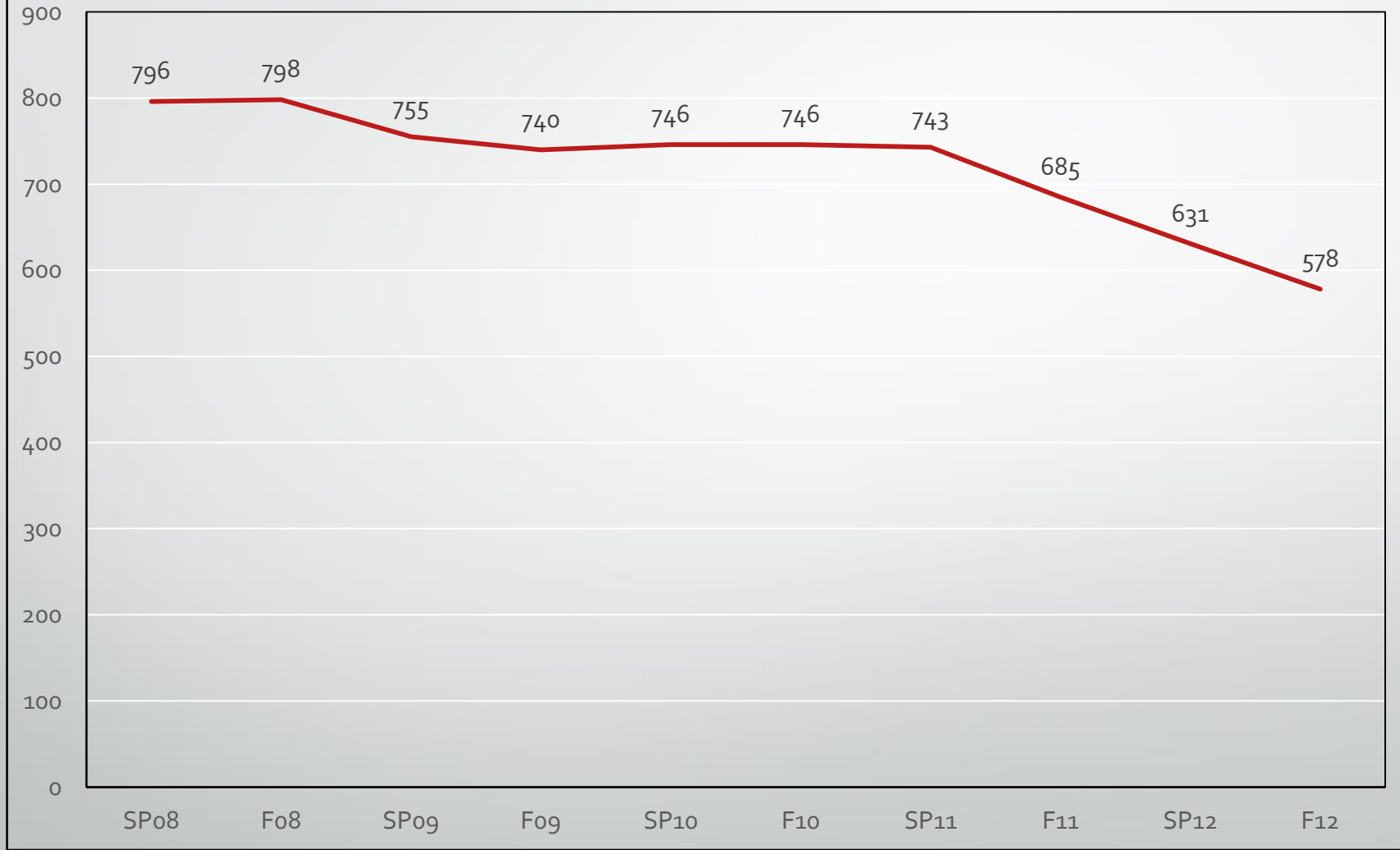
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# Bradley University

- **Comprehensive University: over 100 undergraduate and 41 graduate programs**
- **Five Colleges and a Graduate School**
- **About 4200 undergraduate and 900 graduate students**
- **Undergraduate: Different Offices and personnel for everything**
- **Graduate School: One stop shop from student prospect and inquiry through graduation**
  - **Recruitment, Student Services, Student Success, Internships, etc.**

## Graduate Student Registration Data



# Investigate Trends in Enrollment Data

- **What has been happening with enrollment?**
- **What has been happening with different populations?**
  - Domestic?
  - International?
- **From a pure number standpoint - - what are the trends?**
- **Does anything stick out?**

# Investigate Trends in Enrollment Data

- **What has been happening with enrollment?**
  - Going down continuously from 2007.
- **What has been happening with different populations?**
  - Domestic? Dropping consistently from 2007.
  - International? Staying constant at about 100-120 students.
- **Does anything stick out?**
  - Domestic: Teachers not being funded by school districts.
  - Domestic: Caterpillar limiting funding for education of employees.

# Communicate with Departments that have Graduate Programs

- **Open communication**
  - Get feedback and suggestions.
- **What has been happening?**
  - Used to have more international students.
  - Have capacity for more students.
  - Undergrads are getting jobs.
- **Does anything stick out?**
  - Graduate School is hard to work with.
  - Graduate School is inconsistent with policies.
  - Graduate School is nonfunctional.

# Communication with International Graduate Students

- **International graduate students brought following issues forward.**
- **Once admitted:**
  - Lack of communication.
  - No help with Visa.
  - No help with travel.
  - No help with housing.
  - Inconsistent message being sent (meetings in small groups).
  - Graduate School not helpful once on campus.
  - Reports of communication from Graduate School as negative.

# Corrective Measures Implemented as a Result of Communication with Students

- **Lack of communication.**
  - I send a personal email to all students with information on visa, and links to Bradley University, the Graduate School and their specific program (over 1000 sent).
  - We also send emails every couple of weeks to update students on what they need to do.
  - Every admitted student is put into a Facebook Group by semester they want to attend.
    - Students can then ask questions and get answers from the Graduate School or current students.
    - Spring 2014: 205 members, Fall 2014: 472 members, Spring 2015: 326 members
- **No help with Visa.**
  - We created a web page and also answer questions through Facebook.
  - Those students from the group who get their Visa share information with others.



# Corrective Measures Implemented as a Result of Communication with Students

- **No help with travel.**
  - Created an RSVP page.
  - Helps to know who is planning on attending, who gets a Visa, travel dates, and housing needs.
  - Coordinate with students (based on data provided) who can travel together.
  - Once on campus coordinate with ISA to make sure student gets picked up from Student Center.
- **No help with housing.**
  - Temporary housing for up to 1 week in dorms or with student who picks them up (for 3-4 days) till permanent housing is found.
  - Worked in collaboration with ISA to find housing for all students.

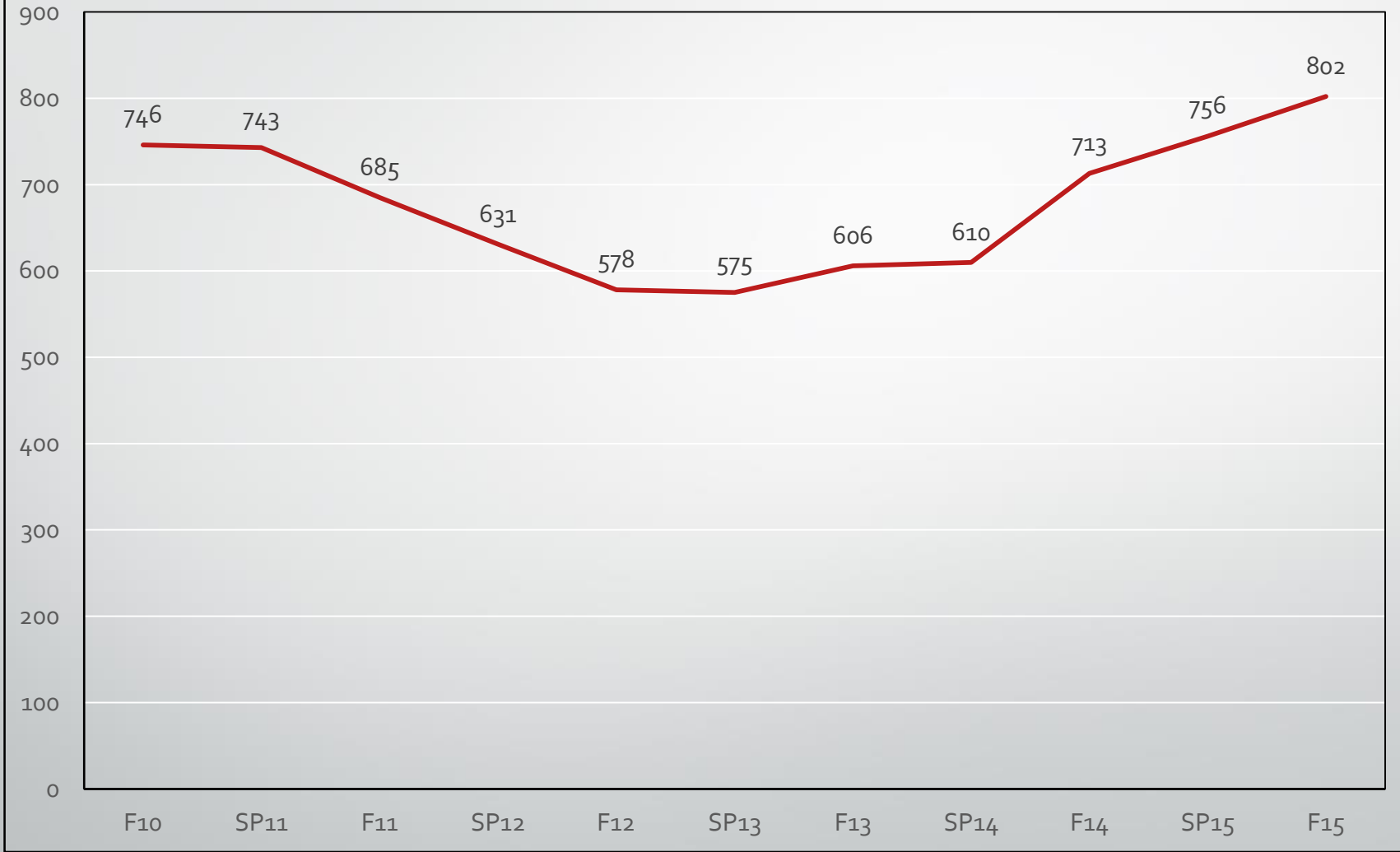
# Corrective Measures Implemented as a Result of Communication with Students

- **Inconsistent message being sent (meetings in small groups).**
  - Orientation for all students at one time.
  - Meeting with coordinators
  - Lunch
  - Bus tours
  - Taste of Bradley
  - Meeting President
  - Employment Workshop
- **Graduate School not helpful once on campus and communication from Graduate School was negative.**
  - Change in philosophy and action.
  - New employees.
  - Slate: Online, increased efficiency and effectiveness, quicker processing and notification of admittance, students can see everything in "real" time.

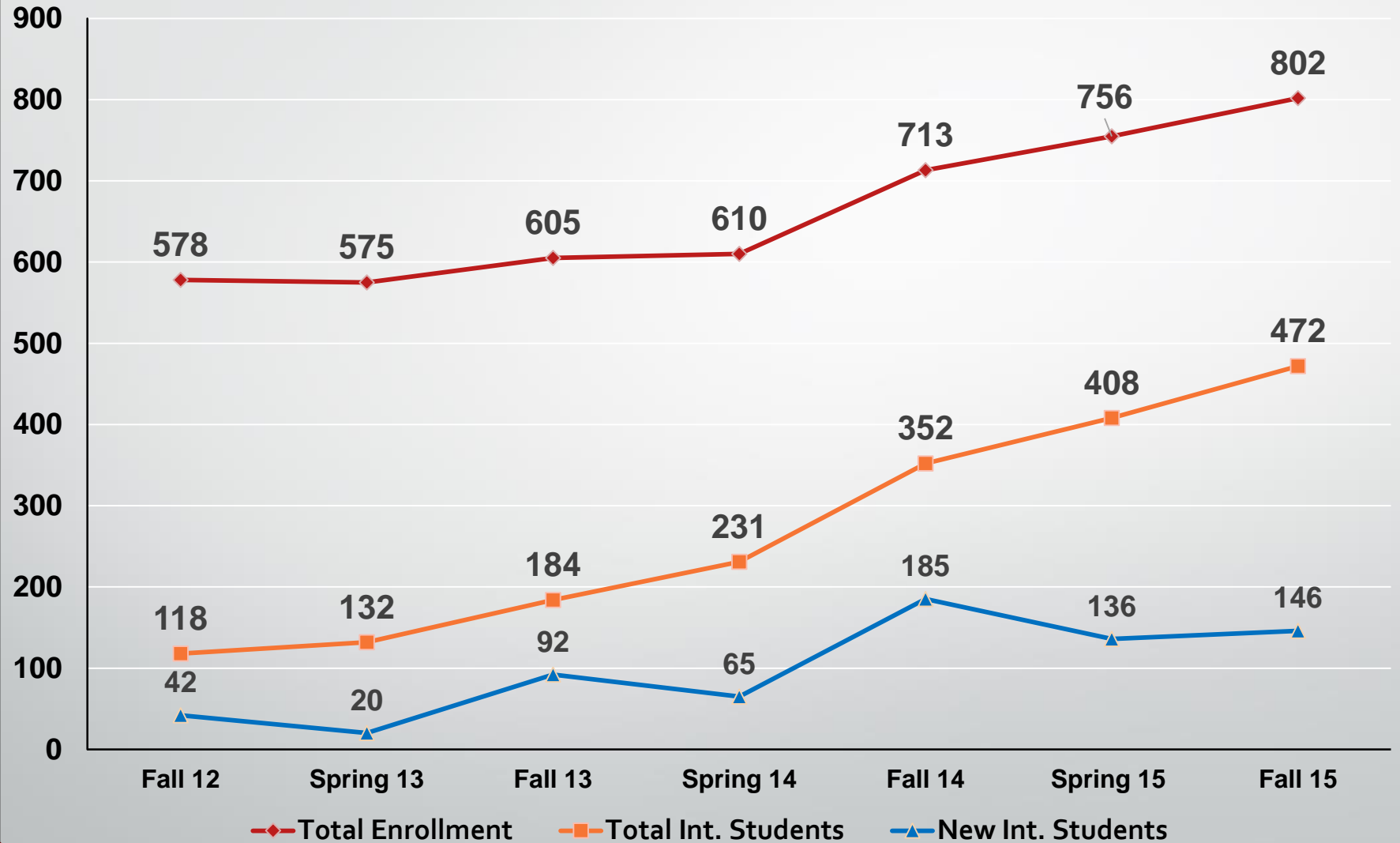
# Recruitment

- **Graduate School**
  - Created Positive Graduate School Environment
  - Service oriented
  - Meet student needs
  - Result: Students promote Bradley to friends, family members, and others.
    - 95% will refer to their friends & family compared to 30-40% in 2013
  - Reallocated some recruitment funds
  - Established cooperative ESL Program
- **Attended Educational Fairs**
  - India: Delhi, Kolkata, Chennai, Hyderabad, Mumbai (2013)
    - Result: 10 students enrolled in spring 2014, 25 in fall 2014.
  - India: Delhi, Kolkata, Chennai, Hyderabad, Mumbai (2014)
    - Results: already have had 30 applications and 14 admits for spring.
  - Taiwan: Taipei, Taichung, and Kaohsiung (2014)
  - Saudi Arabia, India and China (2015)

## Graduate Student Registration Data



# Bradley University Graduate Recruitment Results



Source: Confidential Bradley internal data , Fall 2015 numbers based 21<sup>st</sup> Sep 2015 report

# Reasons for Increases in Enrollment

- **Slate**
  - Faster processing and decisions
  - Redirecting denied students
- **Better Communication.**
  - Constant Communication: We send emails every couple of weeks to update students.
  - I send a personal email to all admitted students.
  - Every admitted student is put into a Facebook Group by semester they want to attend.
- **Help with Visa.**
  - We created a web page and also answer questions through Facebook.
  - Those students from the group who get their Visa share information with others.

# Reasons for Increase in Enrollment

- **Help Students with Travel Arrangements**
  - Created an RSVP page.
  - Helps to know who is planning on attending, who gets a Visa, travel dates, and housing needs.
- **Help Students find places to live**
- **Graduate School Changes**
  - Personnel Changes
  - Service minded philosophy instilled: Meet student needs
  - Positive environment for students, faculty and staff
- **Focus on Recruitment**
  - Attend Educational Fairs: India, Taiwan, Saudi Arabia, China