



GEM at SBU:

Master's Revenue Sharing
Doctoral Enrollment Management

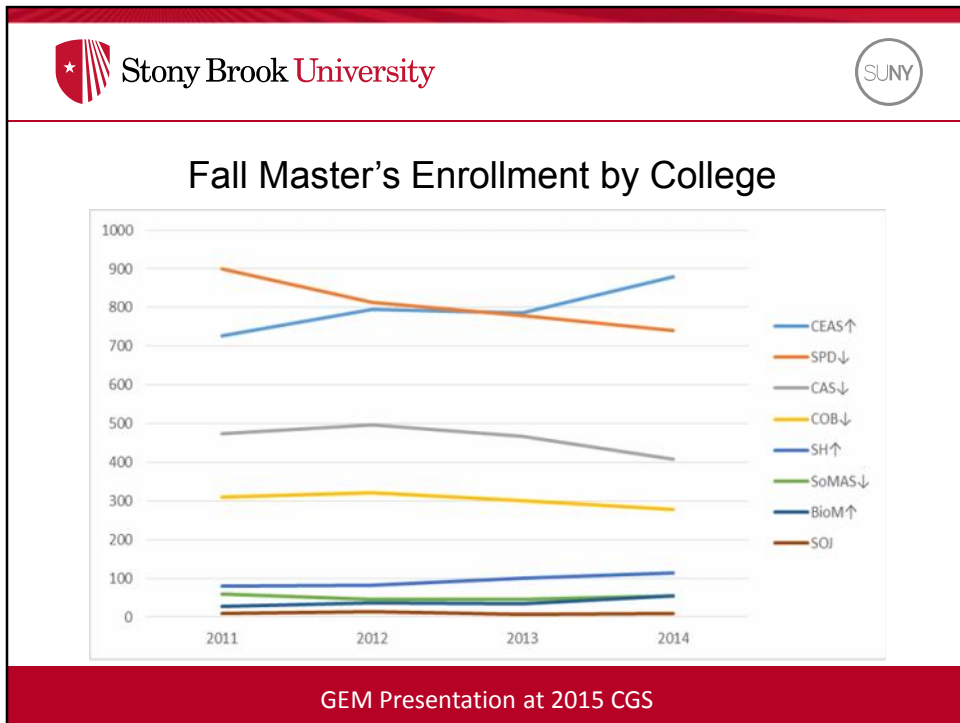
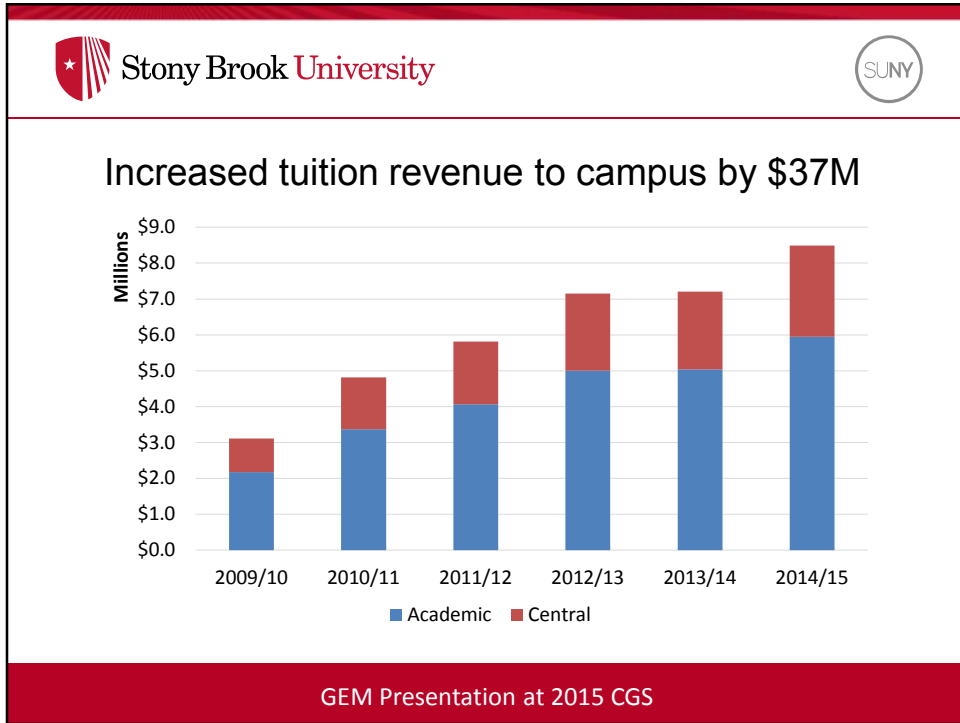
Chuck Taber

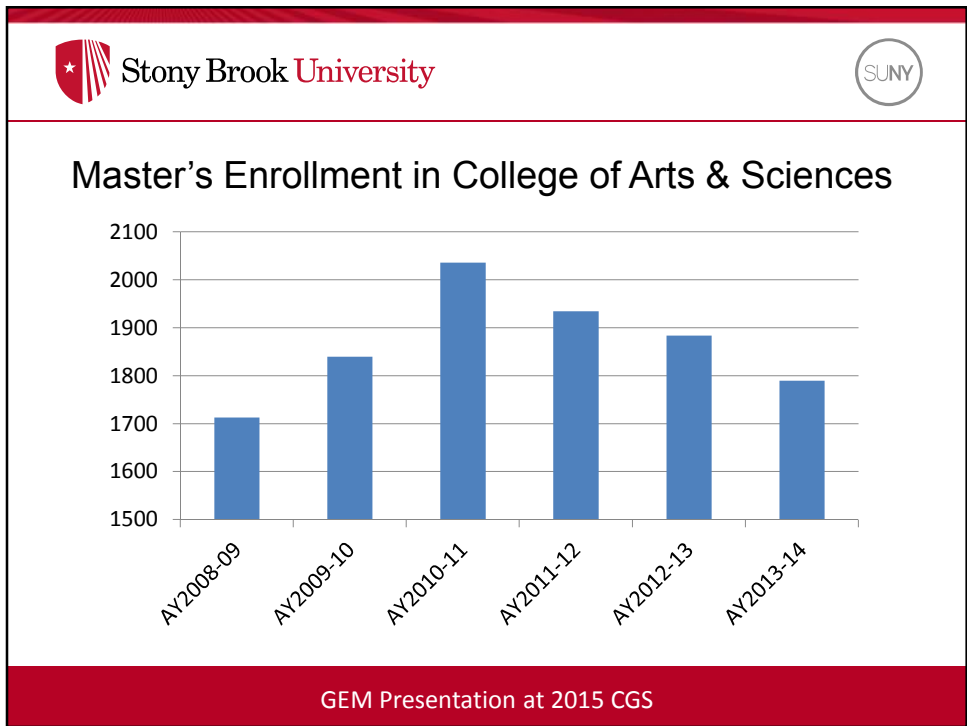
Vice Provost for Graduate and Professional Education

2015 Council of Graduate Schools

- Public research university
- Decentralized enrollment management
- Historically doctoral focused
- Master's revenue sharing, 2009/10
 - Share increases in tuition revenue over 2008/09 baseline
 - 55% Dept
 - 7.5% Dean
 - 7.5% Provost
 - 30% Central

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2014/15 Revenue Over Baseline by College

College	Revenue
Engineering	\$6,071,499
Southampton Campus	\$408,050
Business	\$404,350
Marine/Atmospheric	\$243,663
Journalism	\$63,309
Arts & Sciences	-\$824,401
Professional Dev	-\$1,136,251

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- Took coordinated effort among Provost, Grad School, Colleges, Departments
- Overall success
- Not good for all programs
 - Market forces
 - Baseline problems
 - Local management
- Breakdown in CAS



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- Key challenges for Doctoral Enrollment Management
 - Decentralized model
 - Central admin shared between Grad School and Colleges
 - Enrollment growth limited by resources to support students
 - Recruitment, retention, and professional development under-resourced

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- **Doctoral support model (~2500 PhD)**
 - Recruitment on TA lines
 - STEM programs expected to support most doctoral students on research after first year
 - Humanities, arts, and social science programs receive continuing TA lines
 - Graduate School allocates recruitment TAs
 - College Deans allocated continuing TAs
 - PIs control RAs

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- **Doctoral EM goals**
 - Rational process
 - Evidence based
 - Transparent
 - Support excellence
 - Coordinate with faculty hires
 - Promote diversity
 - Support undergrad teaching effort
 - Professional development/career options
 - Shorten time to degree



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- What have we done?
 - Fall data sharing
 - Productivity data
 - Diversity data
 - Time to degree and completion data
 - Fall reporting and projection
 - Promote enrollment management by programs
 - Provide data for TA allocation
 - Manage expectations/understanding at central level



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- What have we done?
 - Central management of TA allocation
 - Centralize professional development (IREP)
 - Expand diversity programs and support (CIE)



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Stony Brook University



- Future plans
 - More centralized recruitment support
 - Individual funding plans
 - Manage RA lines at Program level
 - IDPs

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