Master's Level Enrollment Management

Current Enrollment Management Processes at a Regional Doctoral Research Institution

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Dean, College of Graduate & Professional Studies & Chief Research Officer

Indiana State University

Indiana State University

Overview of Indiana State University

- Comprehensive state PUI
- Doctoral Research University (Carnegie)
- 75+ programs; 6 doctoral and PhD
- 14,000 total students
- 2,300 are graduate students
- About half of these students are online
- 39 online graduate programs

Colleges at Indiana State University

- College of Graduate and Professional Students
- University College
- Bayh College of Education
- College of Health and Human Services
- College of Technology
- Scott College of Business

College of Graduate & Professional Studies functions

- Recruitment & Admissions
- Student Success
- Some graduate registrar work, like transfer credit and articulation
- Graduation & Commencement (theses, diss'ns)
- Graduate Assistantships
- International Students & Study Abroad
- Quality: Program Review and work with Graduate Council

Yield & data

- Inquiries > Applications > Admits > Enrolled
- Where were we losing students?
- Who to share yield data with and how
- What are they (the president, the provost, the programs) looking for?
- Enrollment management meetings that focus on undergraduate education

Application Term		Fall 2014	Fall 2015		Fall 2014	Fall 2015		Fall 2014	Fall 2015	
		Applications	Applications	Difference	Admitted	Admitted	Difference	Enrolled	Enrolled	Difference
Major College	Major Program									
Bayh College of Education		605	557	-48	208	216	8	110	120	10
	Cd (Sp-Lang Path) Teaching	32	7	-25	10	2	-8	4	0	-4
	Cd(Sp-Lang Path)	111	47	-64	33	14	-19	19	5	-14
	Clinical Mental Health Counsel	36	34	-2	9	13	4	7	6	-1
	Computer Ed Lic&Ed Tec Facil	0	0	0	0	0	0	0	0	0
	Curr & Inst (Higher Ed) Certif	2	0	-2	2	0	-2	1	0	-1
	Curriculum & Instruction	16	10	-6	5	6	1	0	1	1
	Dir of Curr & Inst PM License	0	2	2	0	0	0	0	0	0
	Director Exceptional Needs	0	1	1	0	1	1	0	0	0
	Director of Career & Tech Ed	1	0	-1	0	0	0	0	0	0
	Educat Adm (Ldrshp Higher Ed)	47	67	20	21	23	2	17	19	2
	Education Administration	30	15	-15	6	11	5	11	1	-10
	Education Non-degree Licensure	0	1	1	0	0	0	0	0	0
	Educational Technology	12	8	-4	5	2	-3	2	1	-1
	Elementary Education	19	8	-11	2	2	0	1	1	0
	Except Needs:Visual Impairment	0	4	4	0	2	2	0	2	2
	Gifted & Talented Teach Licen.	4	6	2	2	0	-2	2	2	0
	Initial License-Elementary Ed	1	0	-1	0	0	0	1	0	-1
	Initial License-Secondary Ed	3	0	-3	0	0	0	0	0	0
	Mental Health Counselor Endors	4	1	-3	0	1	1	0	0	0
	Ph.D - Curriculum&Instruction	43	39	-4	17	11	-6	10	10	0
	Ph.D.-Guid&Psy Sch Psych	20	1	-19	13	1	-12	4	1	-3
	Reading Teacher Licen.	0	1	1	0	1	1	0	0	0
	Sch Administration&Supervision	13	15	2	6	8	2	0	4	4
	School Administration (Supt)	5	11	6	3	4	1	0	7	7
	School Administrator Licensure	7	7	0	4	4	0	0	2	2
	School Counseling	5	3	-2	0	0	0	2	1	-1
	School Counseling Nd	2	0	-2	0	0	0	0	0	0
	School Psychology	3	11	8	0	4	4	1	0	-1
	School Psychology Ed.S.	26	19	-7	20	12	-8	4	6	2
	Special Education	22	12	-10	2	2	0	0	4	4
	Speech-Language Pathology	0	94	94	0	23	23	0	13	13
	Student Affairs&Higher Educati	141	133	-8	48	69	21	24	34	10
College of Arts & Sciences		663	625	-38	216	252	36	75	120	45
	Applied Computer Science Cert	0	0	0	0	0	0	0	0	0
	Art	9	5	-4	5	1	-4	2	2	0
	Biology	17	16	-1	3	3	0	2	0	-2
	Biology (Ecology)	4	6	2	2	4	2	1	0	-1
	Biology (Microbiology)	1	3	2	0	1	1	0	1	1

Application Term	Fall 2015	Fall 2016		Sum I 2015	Sum I 2016		2015 Fa/Sum	2016 Fa/Sum	
	Applications	Applications	Difference	Applications	Applications	Difference	Total	Total	Difference
Major College									
Bayh College of Education	447	484	37	103	111	8	550	595	45
College of Arts & Sciences	427	358	-69	70	45	-25	497	403	-94
College of Grad & Prof Studies	9	6	-3	82	27	-55	91	33	-58
College of Hlth and Human Serv	306	224	-82	191	507	316	497	731	234
College of Technology	138	98	-40	54	32	-22	192	130	-62
Scott College of Business	35	44	9	21	13	-8	56	57	1
Total by COLUMNS	1362	1214	-148	521	735	214	1883	1949	66

Admitted

Application Term	Fall 2015	Fall 2016		Sum I 2015	Sum I 2016		2015 Fa/Sum I	2016 Fa/Sum I	
	Admitted	Admitted	Difference	Admitted	Admitted	Difference	Total	Total	Difference
Major College									
Bayh College of Education	41	47	6	32	60	28	73	107	34
College of Arts & Sciences	44	55	11	8	11	3	52	66	14
College of Grad & Prof Studies	6	4	-2	65	26	-39	71	30	-41
College of Hlth and Human Serv	96	69	-27	30	62	32	126	131	5
College of Technology	47	36	-11	19	9	-10	66	45	-21
Scott College of Business	12	19	7	3	6	3	15	25	10
Total by COLUMNS	246	230	-16	157	174	17	403	404	1

CRM – Customer Relations Management System

- Talisma – data base & communications
- Banner can talk to Talisma once a day but not the reverse
- Use it from Inquiry through Graduation
- Encourage graduate programs to use it
- Recently started using CRM more fully

Using the CRM for Enrollment Management

- Stage 1- Inquiries followed by automatic html emails

  (10 responses to inquiry emails over 8 months)
- Stage 2- Admissions stage automatic emails to complete admissions process
- Stage 3- Email campaigns to Accepted students to register
- Automatic campaigns to register students for events such as Graduate & Professional Fair or Orientation/G.A. Training
- The CRM is also used for graduation notifications and online graduation application process

Using the CRM

- Inquiries followed by automatic html emails (10 inquiry emails)
- Who we target – who do we send these to
  - Any “graduate ready” undergrad of our own campus
  - Inquiries (names we have in CRM) using Contact card
  - We have a Talisma Contact card on our website.
  - Purchased names: GRE and GMAT

Welcome to Graduate and Professional Studies

We are proud of our new website and hope you find it helpful, but we appreciate your patience as we continue to add information and resources.

Indiana State University offers more than 75 graduate programs in the Colleges of Arts and Sciences, Business, Education, Technology, and Health and Human Services. The University offers programs that lead to doctoral and master's degrees. Students also can pursue certificates in a concentrated area of study, enroll in professional development courses, and fulfill continuing education requirements.

We're for getting ahead. We're for You and the quality of your education.

Classified as a doctoral research institution, we are committed to offering a rich and rigorous curriculum. Whether you want to advance your career, further your education, or seek a deeper theoretical understanding, we are here to support you along the way.

1. Students work hand in hand with faculty on research.
2. State offers a quality student experience with a campus community that treats each person as an individual.

APPLY NOW!

REQUEST INFORMATION

- CGPS Home
- Office of Sponsored Programs
- Center for Global Engagement
- Graduate and Professional Fair
- Unbounded Possibilities
- Center for Student Research and Creativity

Contact Us

Graduate and Professional Inquiries

Have questions about our degree programs or enrollment? Complete this form and we'll contact you with more information. Prefer to contact us on your own? Call (800) 444-GRAD or email us at ISU-GradInfo@indstate.edu.

*Items with an * are required.*

Contact information

First Name: *

Last Name: *

E-mail: *

Phone: ( ) -

Address

Street Address: *

City: *

State: *

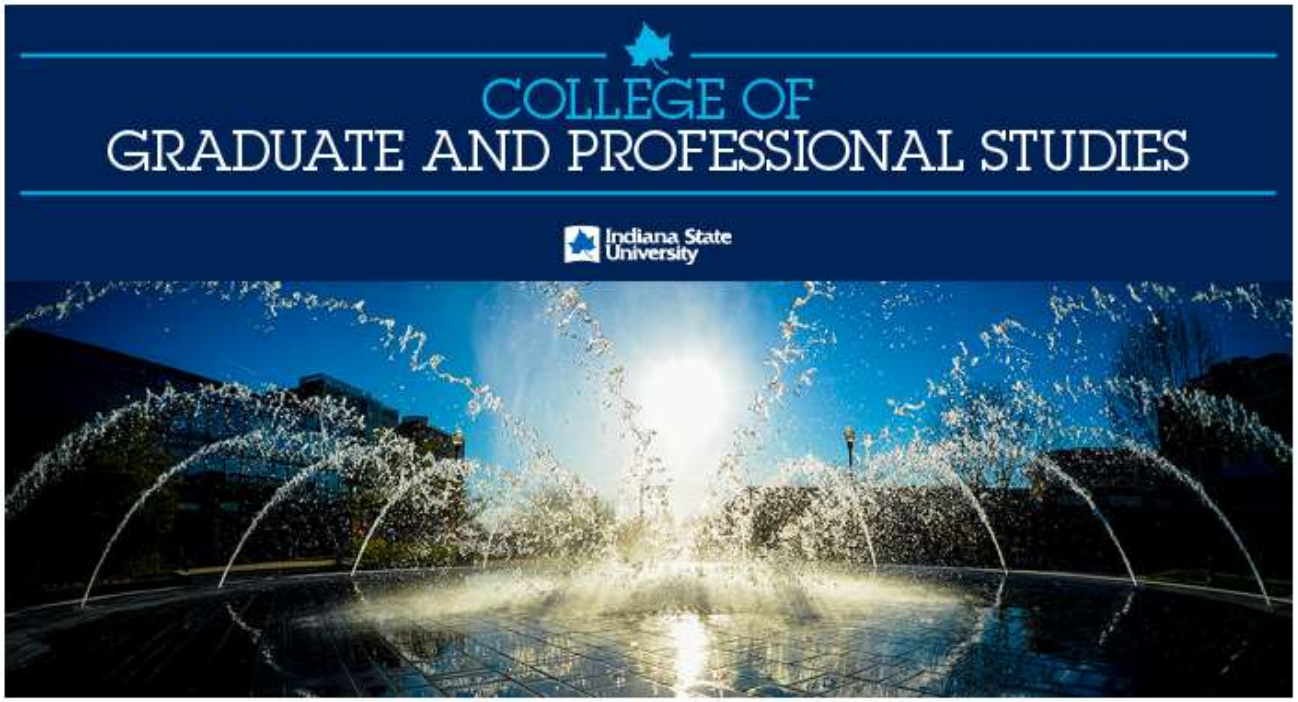
Zip Code: *

Program of Interest

Select One:

Options beginning with an asterisk(*) are available as online programs.

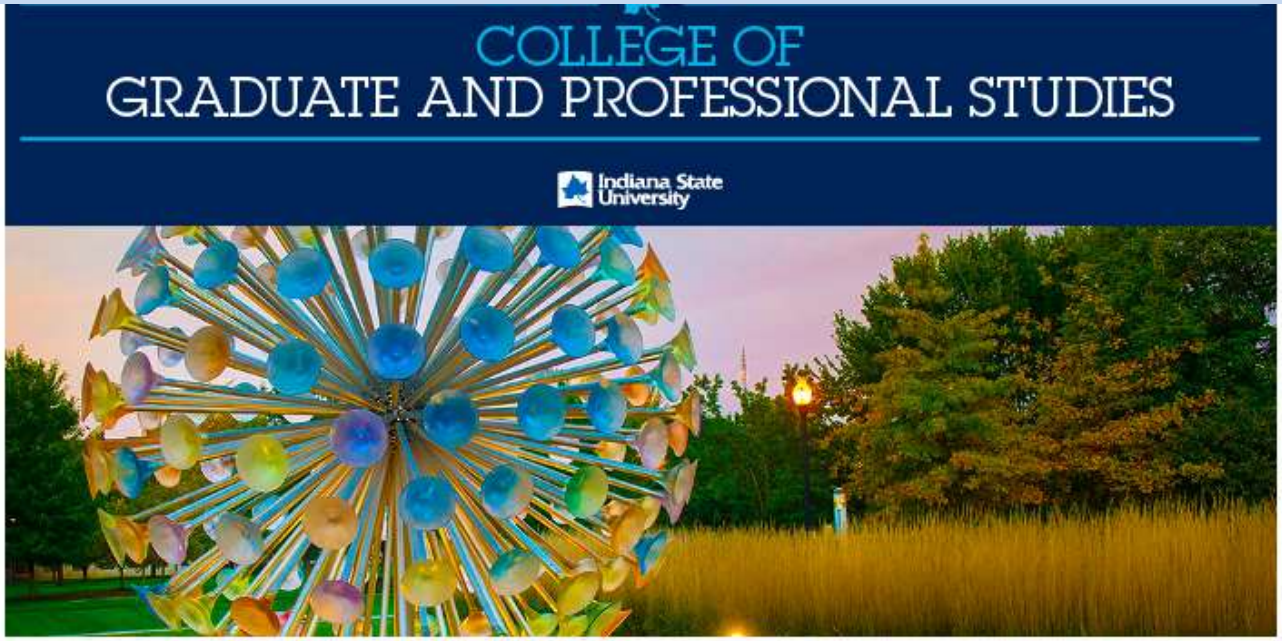
Inquiry Initial email response



It's time to grow your career.
Are you ready?

REQUEST INFORMATION

Inquiry - Apply



Your next step?

Apply.

Hi Grace Test,

As a graduate or doctoral student at Indiana State, you will become a part of

REQUEST INFORMATION

APPLY NOW

Inquiry Career

Hi Grace Test,

Completion of your Master's or Doctorate will come sooner than you think; that's why you should be thinking about preparing for your immediate next steps after you complete your degree. We want to make sure you are able to leverage the competitive advantage of an Indiana State education in your

REQUEST INFORMATION

Inquiry housing

Hi Grace Test,

Community engagement is a vital part of student life while at Indiana State. Our students are so active in the Terre Haute community that *The Washington Monthly* has ranked us #1 (out of 279) in civic engagement for two years running.

We're a close-knit community that has some real hidden gems.

REQUEST INFORMATION

APPLY NOW

Research – From the Dean

At Blue, you'll be a part of cutting-edge research, and you'll also gain the competitive edge.

We're proud to be one of four Carnegie Research Institutions in Indiana. We have built a solid reputation as a doctoral research university. This affords our students the ability to work with faculty one-on-one as they pursue their research interests.

As a student you won't only gain hands on research skills, you'll also have the chance to get professional experience by presenting your individual project at our biannual Exposium. It's a celebration of all your work and an opportunity to share your research with the entire campus community.

Here are a few ways Blue fosters student research skill development:

- The Office of Sponsored Programs is a great resource for faculty, staff, and students who need help finding funds for their research projects or assistance with the grant proposal process.
- The Center for Student Research and Creativity (CSRC) is the hub that supports and coordinates all student research activities.

Whether working on research at our Center for Genomic Advocacy, training with the Rural Health Innovation Collaboration (RHIC), or

REQUEST INFORMATION

APPLY NOW

EXPLORE

- Academic and professional programs
- Financial Aid
- General Requirements
- Living in Terre Haute

Stage 2 – Complete Your Application

Subject line: You've taken the first step!

Dear first name,

Congratulations on your decision to apply to Indiana State's College of Graduate and Professional Studies! Now is the time to complete your application so we can move forward with the process.

Forbes and Princeton Review continually rank Indiana State among America's highest quality (and affordable) universities. At State, you can have the confidence that an investment in your education will pay off. Just ask our global alumni network of more than 100,000 professionals.

You have taken an important first step in achieving your career goals with an advanced degree from Indiana State University. If you have questions about completing your application contact us at **812-237-3005** or ISU-GradInfo@indstate.edu.

Sincerely,

Shauna Lehman

Graduate Recruitment Director

Subject line: Understanding the application process

Dear first name,

While you work on completing your application, here are three questions students frequently ask:

What documents are required?

Although each program has different requirements for application, most of our programs require the following documents:

Official transcripts sent directly from all educational institutions previously attended

Can I follow the progress of my application online? Yes! You can easily keep track of your submitted materials and make any necessary modifications to your file by logging into your secure application.

How long until I know if I am admitted? Once your file is complete, the review process is short and should be completed within two weeks.

We are here to help and answer your questions throughout the application process. You can contact us at **812-237-3005** or ISU-GradInfo@indstate.edu.

Let us know how we can help.

Subject line: Finish your application today!

Dear first name,

It's an exciting time to become a student at Indiana State University. We are proud to graduate workforce-ready students who are prepared to take advanced positions in their fields. And we want that to include you!

In order to receive full consideration for admission, we need all of your application documents. View any documents you still need to submit. Once you complete your application, we will review and make an admission decision within two weeks.

If you have any questions about the application process or documents you still need to submit, please contact us at **812-237-3005** or ISU-GradInfo@indstate.edu.

We hope to hear from you soon!

Subject line: Complete Your Application Today!

Dear first name,
Completing your application puts you closer to achieving your career goals. We will be here every step of the way.

Blue is quality. Our nationally-known and respected programs are taught by some of the most experienced leaders in their field. We provide hands-on experiences that place students on the ground, learning and practicing in the places they want to work.

Blue is worth the investment. Our tuition rates make a high quality Indiana State education affordable and worth the investment of your hard-earned money and limited time.

Blue is you. Your success and well-being are our top priority, that's why we place such an emphasis on creating a supportive campus environment for all of our students.

If you have any last-minute questions before submitting your application, please call us today. You can contact us at **812-237-3005** or ISU-GradInfo@indstate.edu.

Phase 3 –Admitted Campaign

- Telling about events on campus and international night, organizations, research opportunities, GA opportunities, “We are so glad you are a Sycamore”
- Undergrad – if they respond they send them a T shirt
- Currently we send out email urging students to register for classes

Summary CRM for Yield stages Enrollment Management

- Stage 1: Currently have 10 inquiry emails over 8 months
- If the students applies during the inquiry campaign, they still receive the 10 inquiries of the campaign
- Stage 2: Receive 4 incomplete emails – not telling them what they are missing.
- Tells them to follow link to see what they are missing and give our phone and email.
- Stage 3: After Admissions to urge enrollment
- Generates conversation with prospective students and we are giving them our contact information

Also used for Admissions Decisions

- Upon application, ASR (Admissions Status Recommendation) goes to Graduate Program. Decision is made by the Program, ASR returned to the Graduate College that records decision in Banner. The decision is put automatically into their student record in Talisma.
- When we admit a student, an admit letter is automatically generated. Copy sent to student and recorded in Talisma.
- Any graduate program requirements are electronically generated and inserted in letter. Letter is sent by email through Talisma
  - saves mail costs
  - student gets decision letter much faster
  - Can be printed and verified at any time
- The Graduate Programs that do use Talisma can see these documents as well

Using the CRM for Events

- Graduate & Professional Fair
  - link to a registration form
- A different form for the faculty working the fair
  - Both are filtered- GradInfo@indstate.edu
  - Goes to one giant inbox and our staff assigns to staff (inquiry, graduation, etc.)

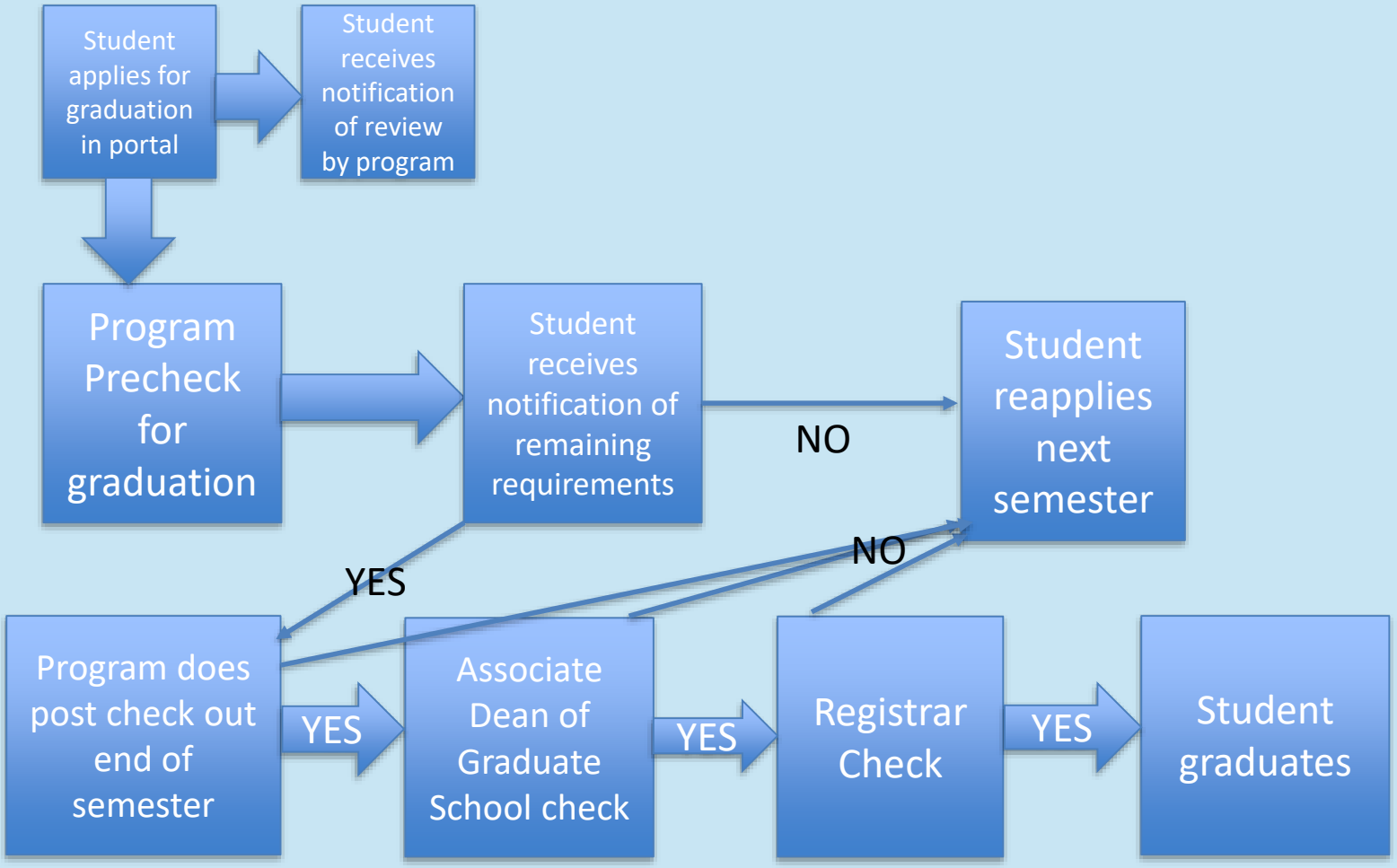
Other considerations

- The staff – Director of Graduate Recruitment
- Recruitment team
- The priorities of the upper administration
- Responding to individual inquiries
- Holding evening chats
- Using undergraduate Admissions resources

Online Graduation Application & Check out (completion)

- Talisma, Banner, Argos, & Workflow interaction
- Previous application was hard copy
- Grad Check Moved to programs two years ago in hard copy
- Provost Priority
- Collaboration between IT, Registrar's Office, and Graduate College – 2,500 hours
- Input from Programs
- Went live this semester

Online grad application & check out



Student verification of application

Dear [redacted]

Thank you. Your application for graduation has been received. You will receive an email shortly to your Sycamores email account that includes more information.

College of Graduate and Professional Studies

991761311/1

[View Graduation Applications]

RELEASE: 8.7.1

15. Students will receive this email to their sycamores email as verification of their application.

Thu 7/7/2016 11:35 AM

ISU-Gradinfo@indstate.edu

[CLNT] - Your application to graduate has been received

To [redacted]

Cc College of Graduate & Professional Studies

Student Name: [redacted]
ID: [redacted]
Graduation Term: Summer I 2016

Thank you again for submitting your application for graduation. Your application is currently under review by your graduate program. At this pre-certification stage, your graduate program is reviewing your academic record to verify that you will fulfill requirements for the expected graduation term. You will be receiving an email after the pre-certification review that indicates any remaining requirements. After final grades are posted, your graduate program will then conduct a final check, verifying if all degree requirements have been met.

Talisma confirmation to student

15. Students will receive this email to their sycamores email as verification of their application.

Thu 7/7/2016 11:35 AM

ISU-GradInfo@indstate.edu

[CLNT] - Your application to graduate has been received

To Aaron Jones

Cc College of Graduate & Professional Studies

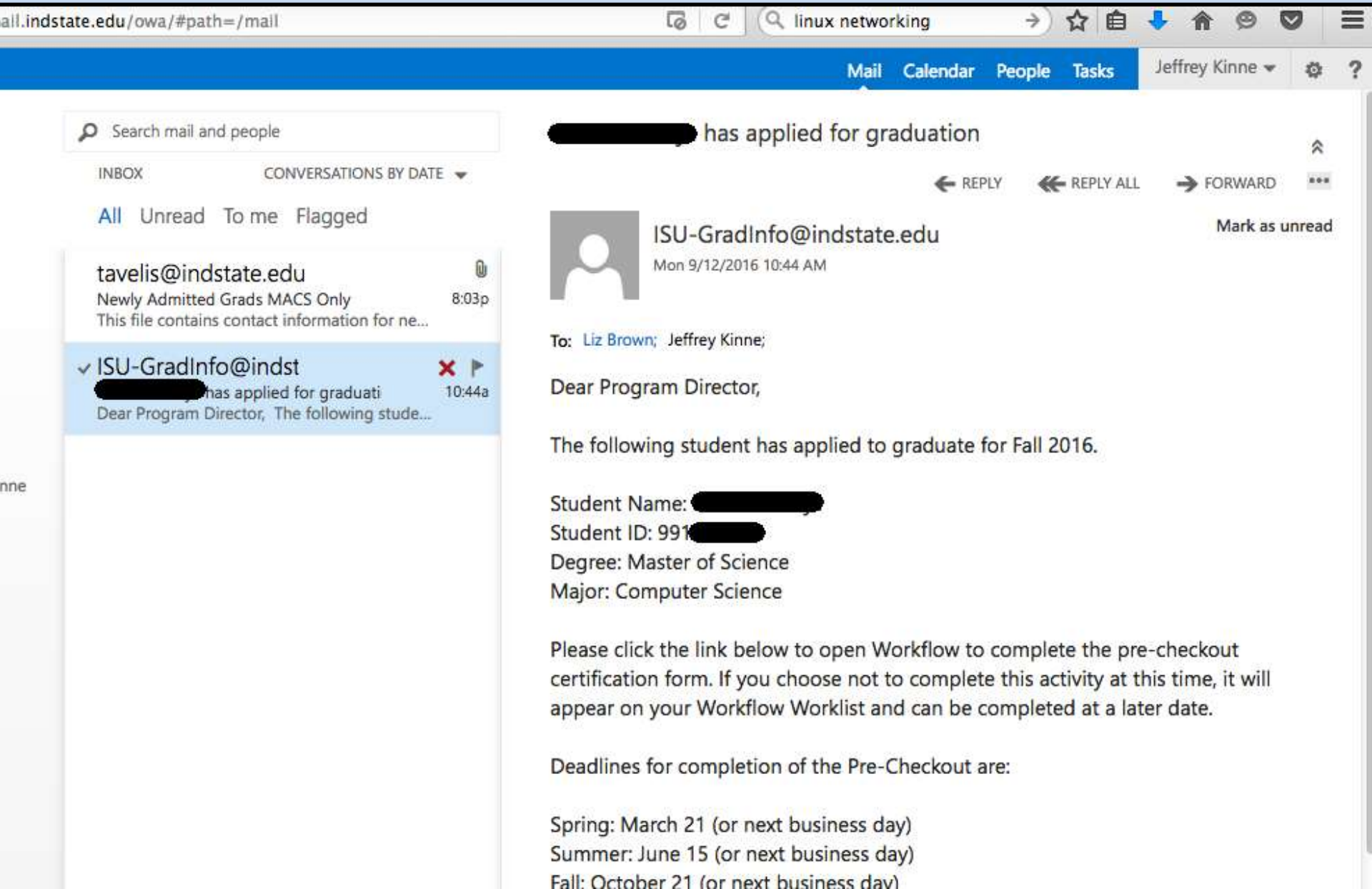
Student Name: Praneetha Shetti
ID: 991761311
Graduation Term: Summer I 2016

Thank you again for submitting your application for graduation. Your application is currently under review by your graduate program. At this pre-certification stage, your graduate program is reviewing your academic record to verify that you will fulfill requirements for the expected graduation term. You will be receiving an email after the pre-certification review that indicates any remaining requirements. After final grades are posted, your graduate program will then conduct a final check, verifying if all degree requirements have been met.

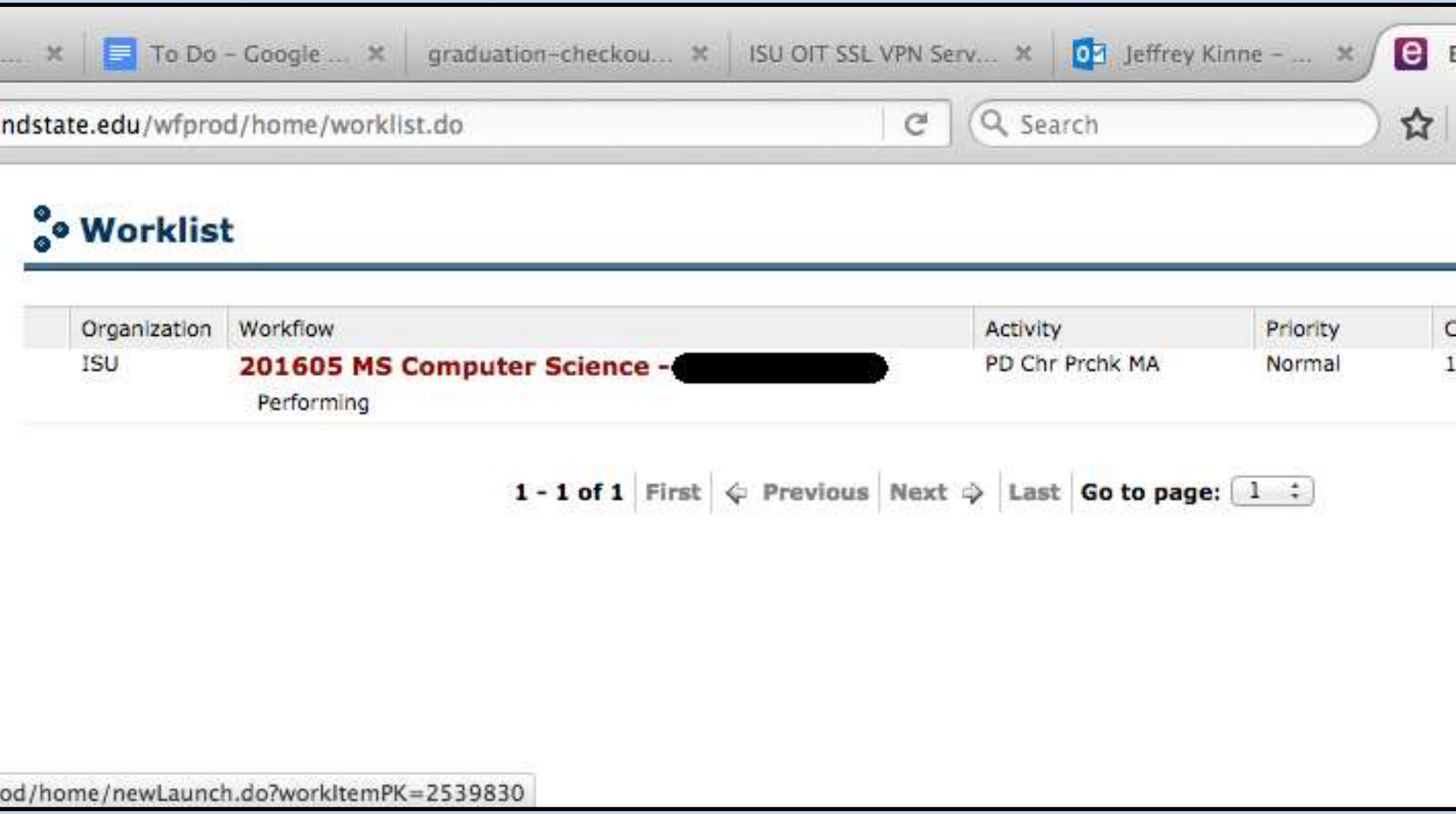
Sincerely,

College of Graduate and Professional Studies

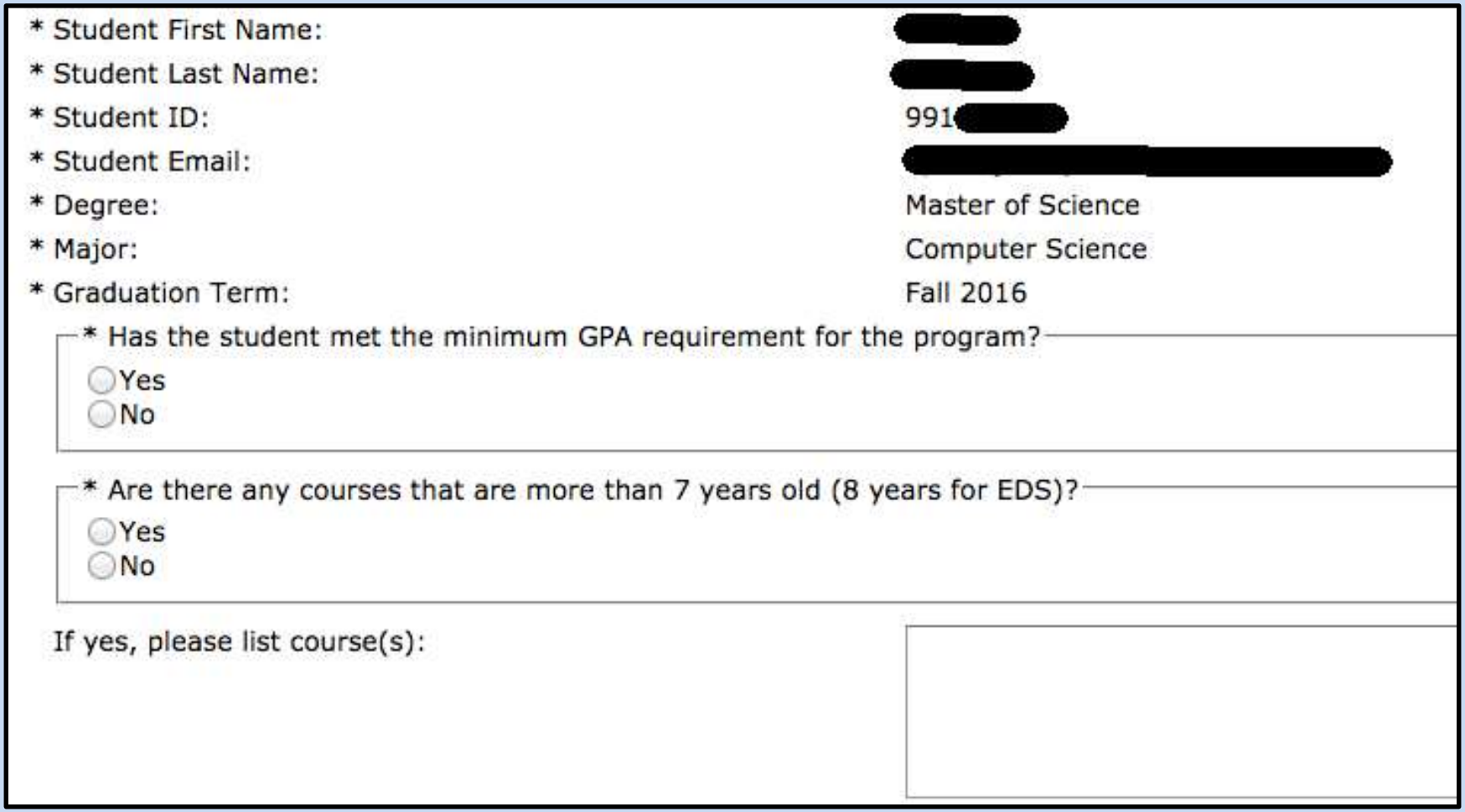
Screenshots – PD, Email Notice



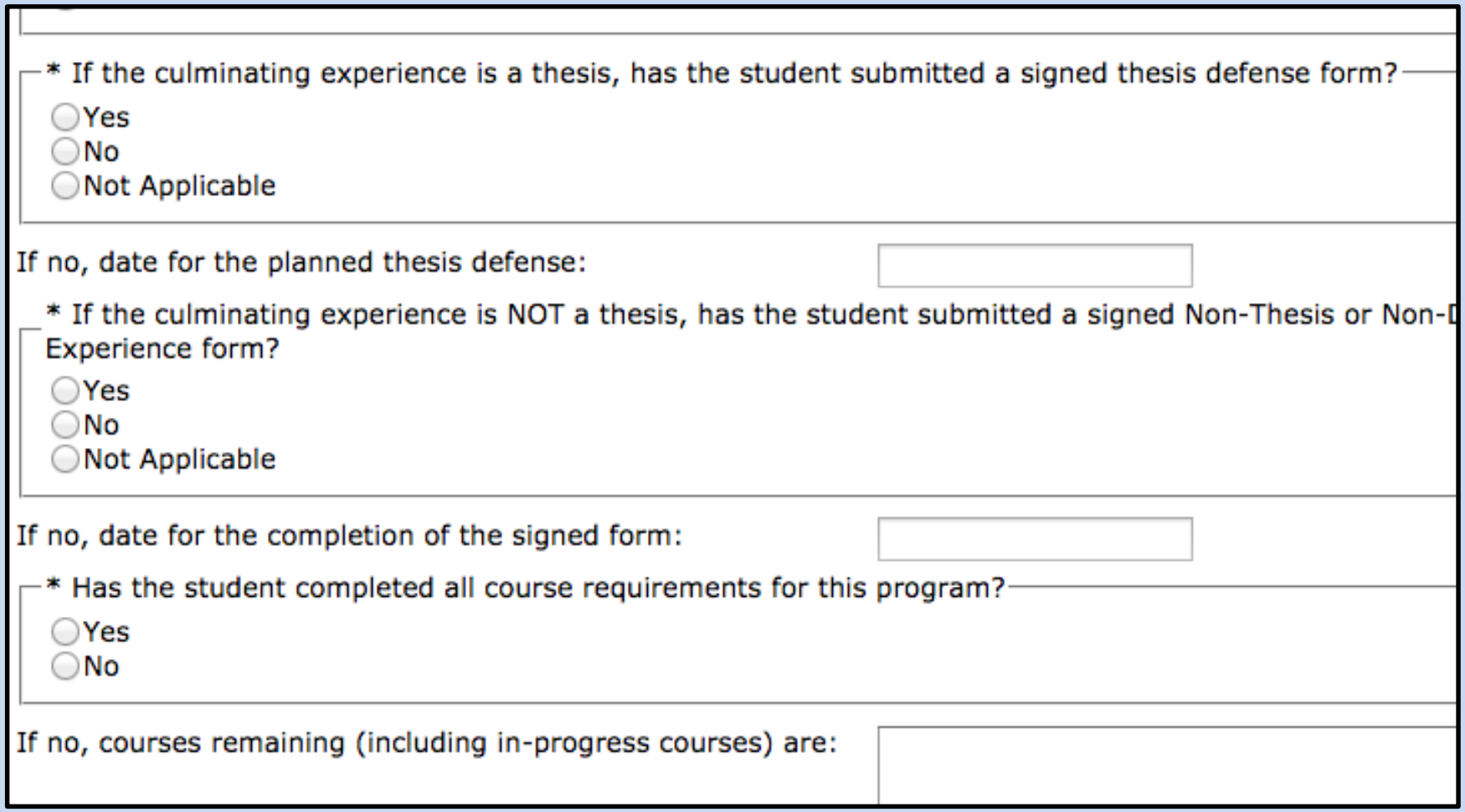
Screenshots – PD, Student List



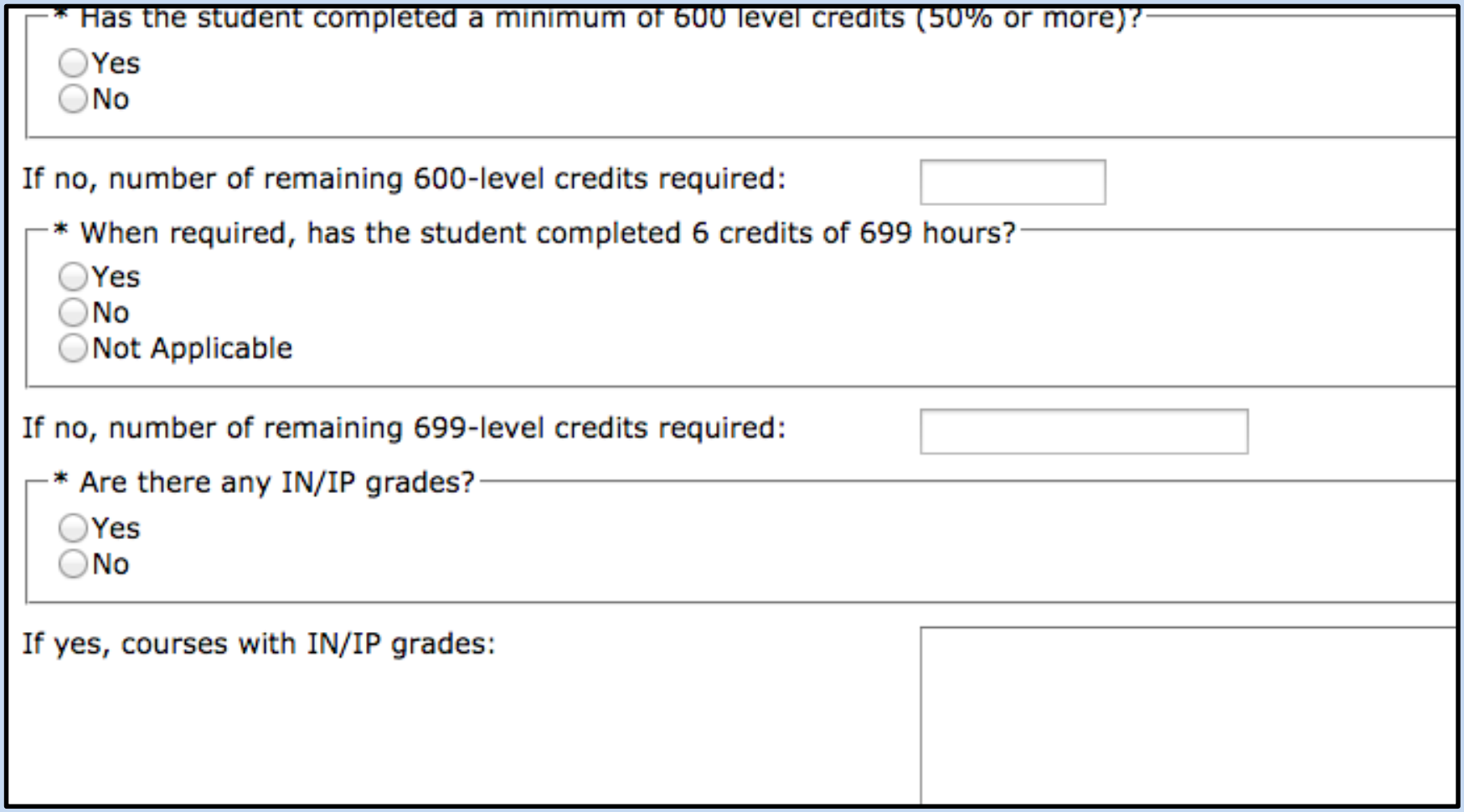
Screenshots – PD, Checkout Form Screen 1



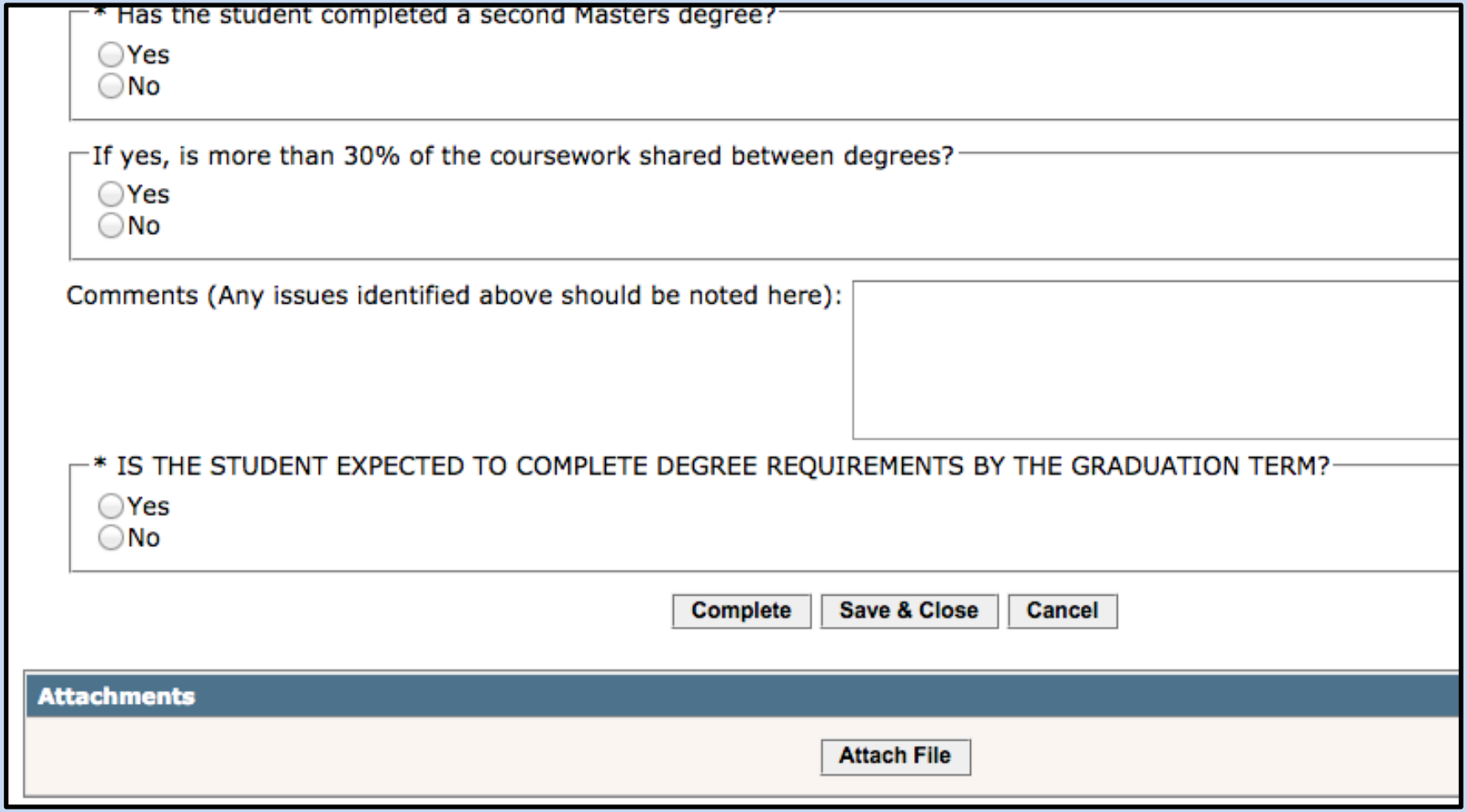
Screenshots – PD, Checkout Form Screen 2



Screenshots – PD, Checkout Form Screen 3



Screenshots – PD, Checkout Form Screen 1



Your pre-certification check for graduation has been completed, and the results are listed below. In order to graduate, you must complete the requirements as indicated.

Minimum GPA requirement for the program? Yes

Courses more than 7 years old (Masters) or 8 years old (EDS)?: No
If yes, they are:

Culminating experience completed? No

If the culminating experience is a thesis, a signed thesis defense form has been submitted? Not Applicable
If no, date for the planned thesis defense:

If the culminating experience is NOT a thesis, has the student submitted a signed Non-Thesis or Non-Dissertation Culminating Experience form? Not Applicable
If no, date for the completion of the signed form:

All course requirements completed? No
If no, courses remaining (including in-progress courses) are: In progress - CS 540, 557, 695

Completed a minimum (50%) of 600-level credits? Yes
If no, number of remaining 600-level credits required:

When required, completed 6 credits of 699 hours? Not Applicable
If no, number of remaining 699 credits:

Any IN/IP grades? No

If yes, courses with IN/IP grades:

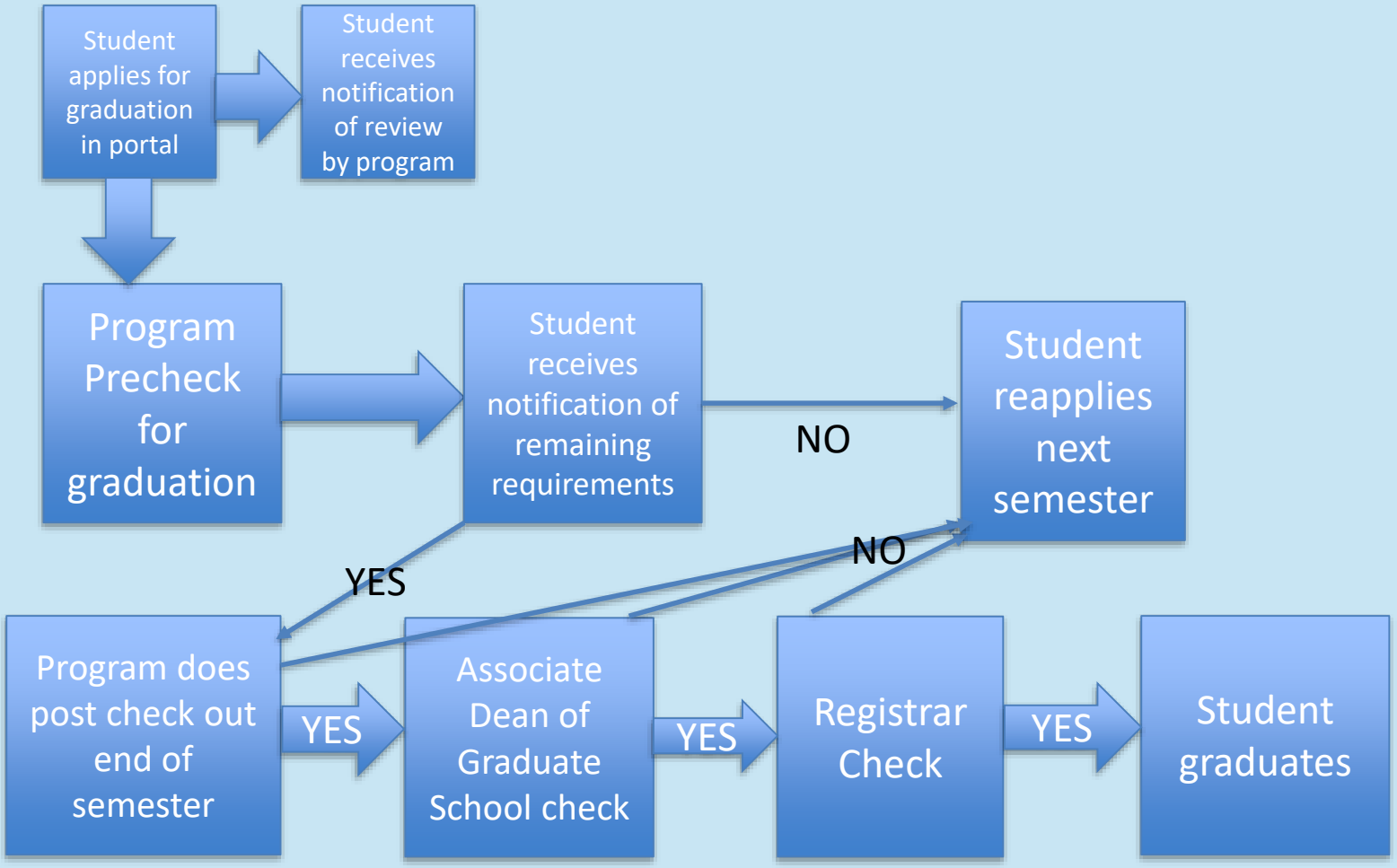
Completed a second Masters degree? No

If yes, is more than 30% of the coursework shared between degrees?

General comments from the Program Director/Chair:

Your graduate program confirms that you are on track to graduate this semester, pending completion of the requirements listed above. A final check-out will be completed after final grades are submitted. Please contact your Graduate Program Director if you have any questions.

Online grad application & check out



CRM Summary

- Inquiries to Enrolled – to improve yield
- Admissions Decisions
- Enrollment & campus activities
- Registration for events: fair, orientation
- Online Graduation Application & Checkout