PURDUE UNIVERSITY

GRADUATE EDUCATION TRENDS AND FORECASTS

December 7, 2016

M. J. T. Smith, PhD
Dean of the Purdue University Graduate School, and
Michael and Katherine Birck Professor
of Electrical and Computer Engineering

PURDUE UNIVERSITY

www.purdue.edu/grad

THE GRADUATE SCHOOL

AT A GLANCE

Purdue's main campus in West Lafayette

40,451 students and 2,602 acres (+15,325 research acres).

Four campuses have combined enrollment of 68,818 students, 10,919 are graduate students.

Main Campus Graduate Admissions

Applicants: ~20,000

Fall 2016 Admitted: 5,222

Fall Total Enrolled: 9,461

Fall New Students: 2,496

Continuing Students: 6,965

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www.purdue.edu/grad

THE GRADUATE SCHOOL

AT A GLANCE

Faculty & Students
Master's: 4,357
Doctoral: 4,649
Graduate Faculty: 2,161

Demographics
Average Age: 29
States/Territories: 53
Countries Represented: 123

Funding Overall Full-Time Students Receiving Funding: 75%
Students on Assistantships: 59.4%

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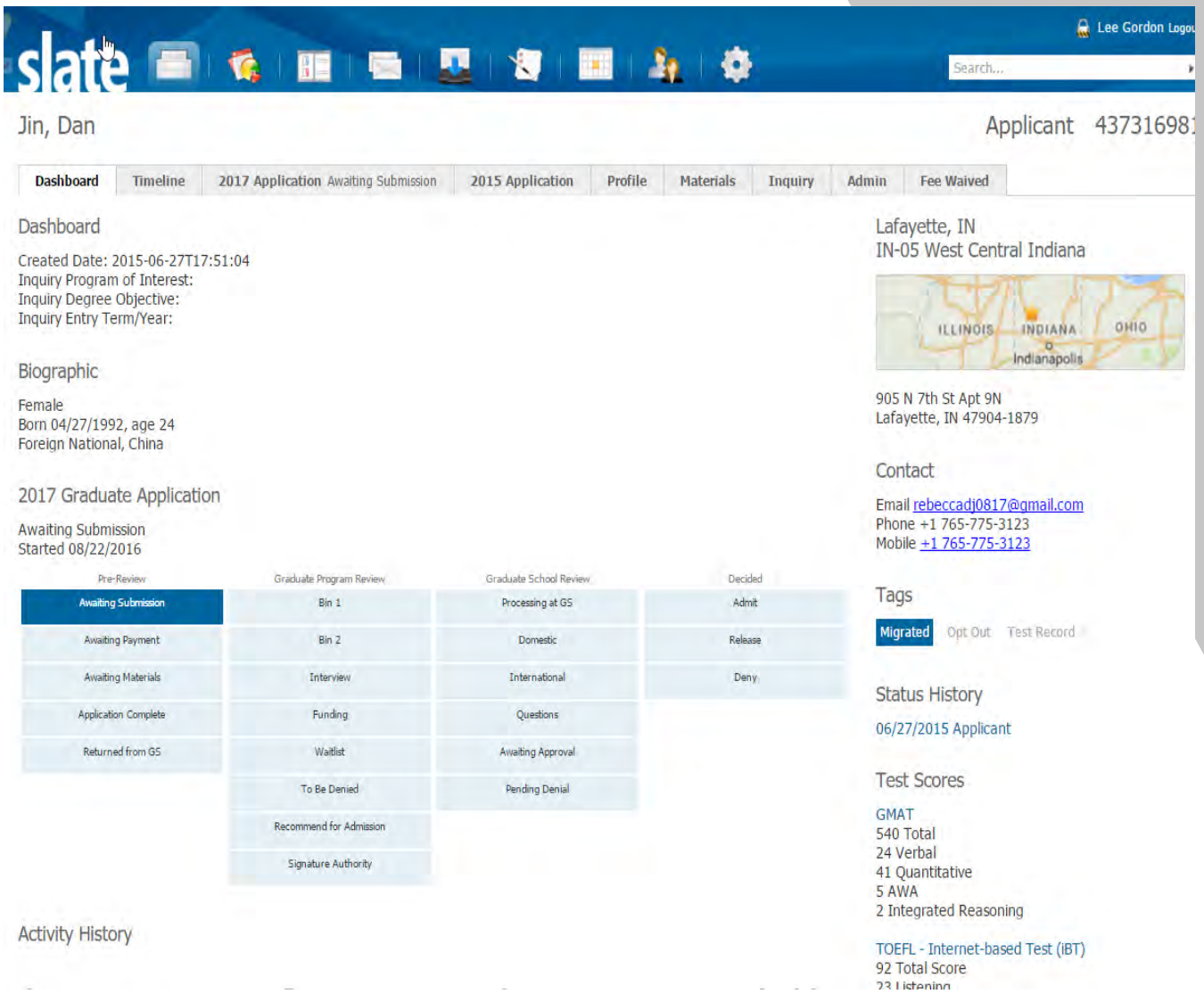
TOPICS

- Using a Comprehensive CRM System (Slate) for Best Practice and Supporting a Multi-Campus Institution
- CRM Effects on Graduate Student Recruitment
- Online Education
- Using Research and Advisory Firms to Identify New Markets and Optimize Enrollment Growth

PURDUE UNIVERSITY

Comprehensive CRM

Manage:
communications
applications
test scores
relationships
materials



Comprehensive CRM

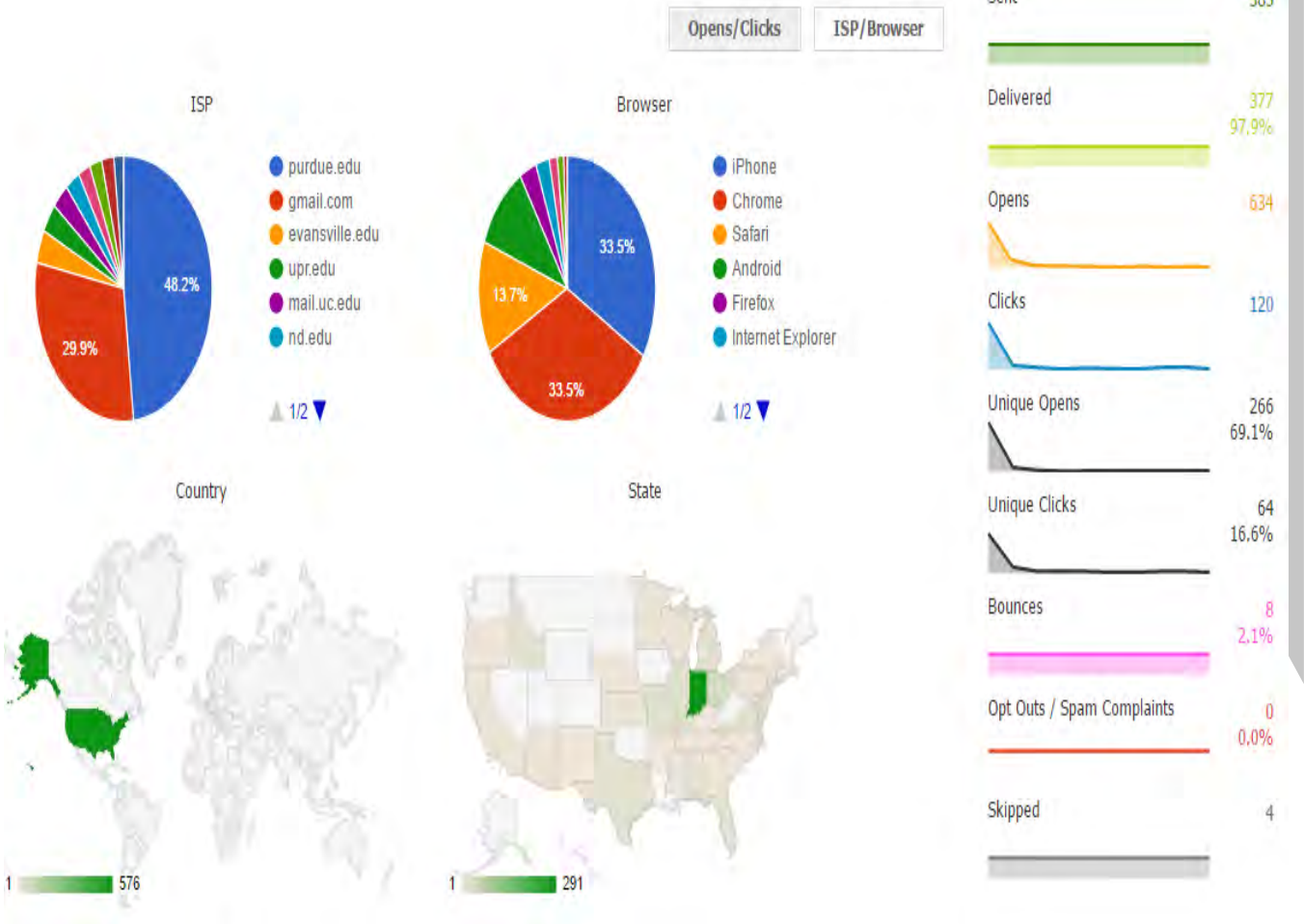
Emailing and Text Messaging

750+ million email messages through Slate each year.

Conditional logic.

Responsive email templates.

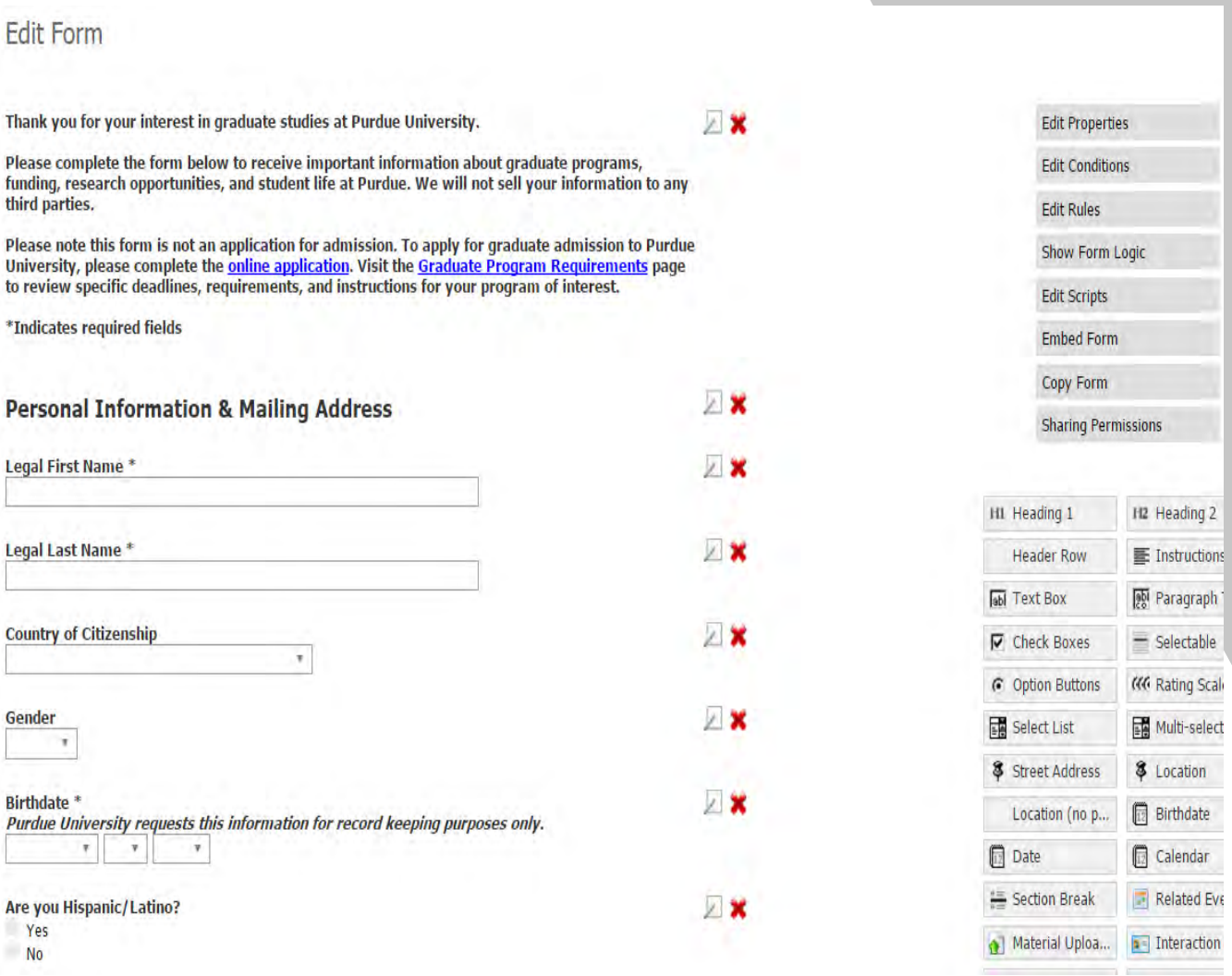
SMS texts to target mobile users.



Comprehensive CRM

Forms

Build forms using the drag-and-drop form builder, and add user-configurable conditional logic, automated communications, embedded forms, and direct integration with the student record.



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Comprehensive CRM

Everything Online

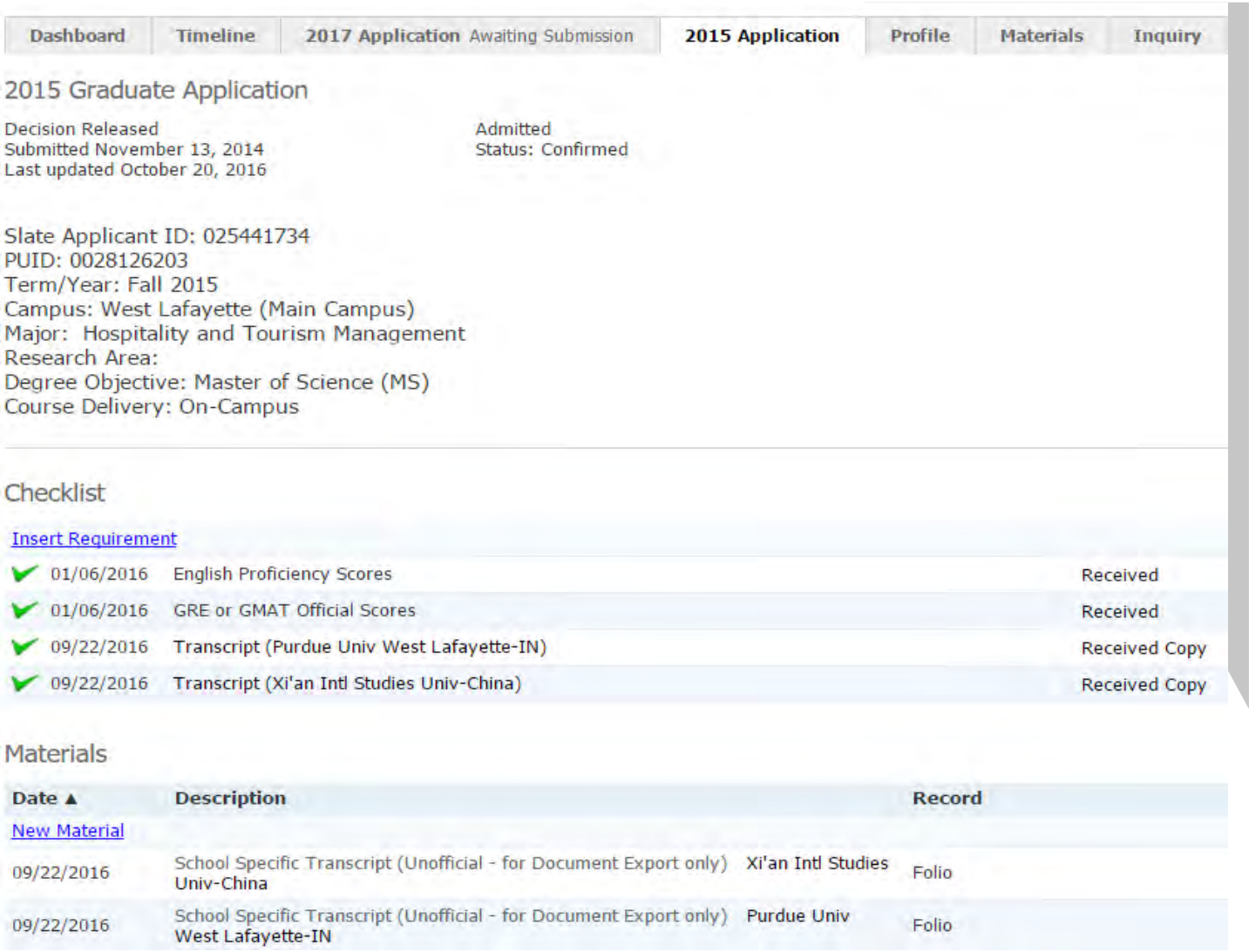
View applications.

Secure env.

All platforms

Students see checklist

Security alert feature



Dashboard | Timeline | 2017 Application Awaiting Submission | 2015 Application | Profile | Materials | Inquiry

2015 Graduate Application

Decision Released
Submitted November 13, 2014
Last updated October 20, 2016

Admitted
Status: Confirmed

Slate Applicant ID: 025441734
PUID: 0028126203
Term/Year: Fall 2015
Campus: West Lafayette (Main Campus)
Major: Hospitality and Tourism Management
Research Area:
Degree Objective: Master of Science (MS)
Course Delivery: On-Campus

Checklist

Insert Requirement

01/06/2016	English Proficiency Scores	Received
01/06/2016	GRE or GMAT Official Scores	Received
09/22/2016	Transcript (Purdue Univ West Lafayette-IN)	Received Copy
09/22/2016	Transcript (Xi'an Intl Studies Univ-China)	Received Copy

Materials

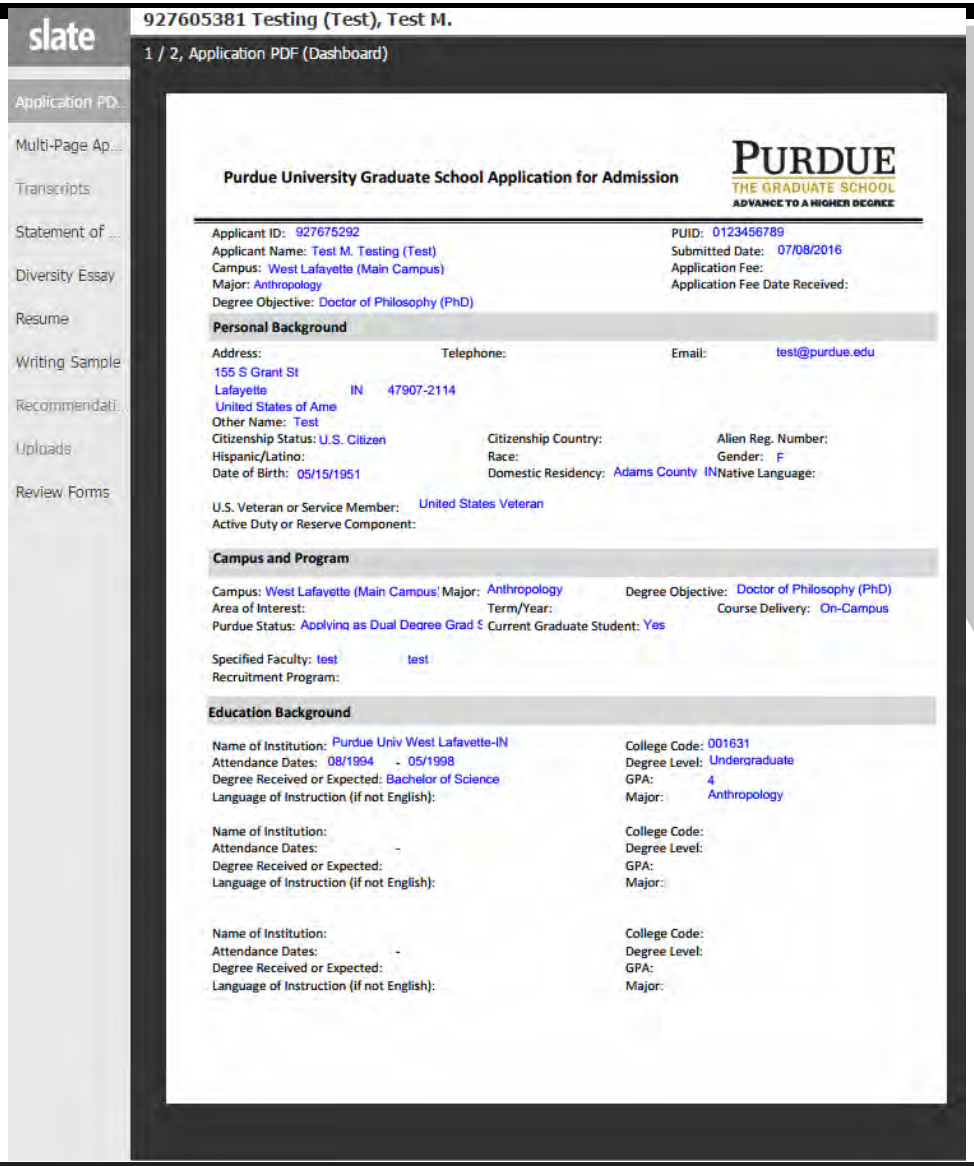
Date ▲	Description		Record
New Material			
09/22/2016	School Specific Transcript (Unofficial - for Document Export only)	Xi'an Intl Studies Univ-China	Folio
09/22/2016	School Specific Transcript (Unofficial - for Document Export only)	Purdue Univ West Lafayette-IN	Folio

Comprehensive CRM

Slate Reader

PDF interface allows faculty to review application materials electronically.

transcripts,
statement of purpose,
diversity essay,
writing samples,
recommendation letters,
other supporting documents

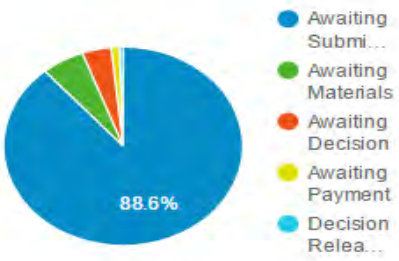


Comprehensive CRM

Dynamic Reporting
Examine applicant pool

Applicant status
Appl by research area
Appl by citizenship status
Appl by URM status

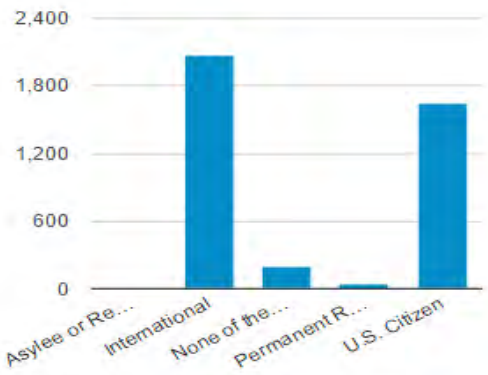
Fall 2017 Applications by Status



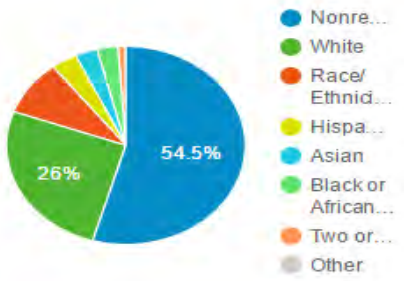
Fall 2017 Applications by Research Area

PWL Applicant Research Area ▲	count
Accounting	13
Accounting (Spring or F...	29
Acoustics and Noise Co...	4
Activism/Resistance/an...	1
Adult Gerontology Prim...	5
Advanced Methods of A...	1
Aerodynamics	41
Aeronautics and Astron...	1
Aeronautics and Astron...	3
Aerospace Systems	17
Agricultural and Extensi	1

Fall 2017 Applicants by Citizenship Status



Fall 2017 Underrepresented Applicants



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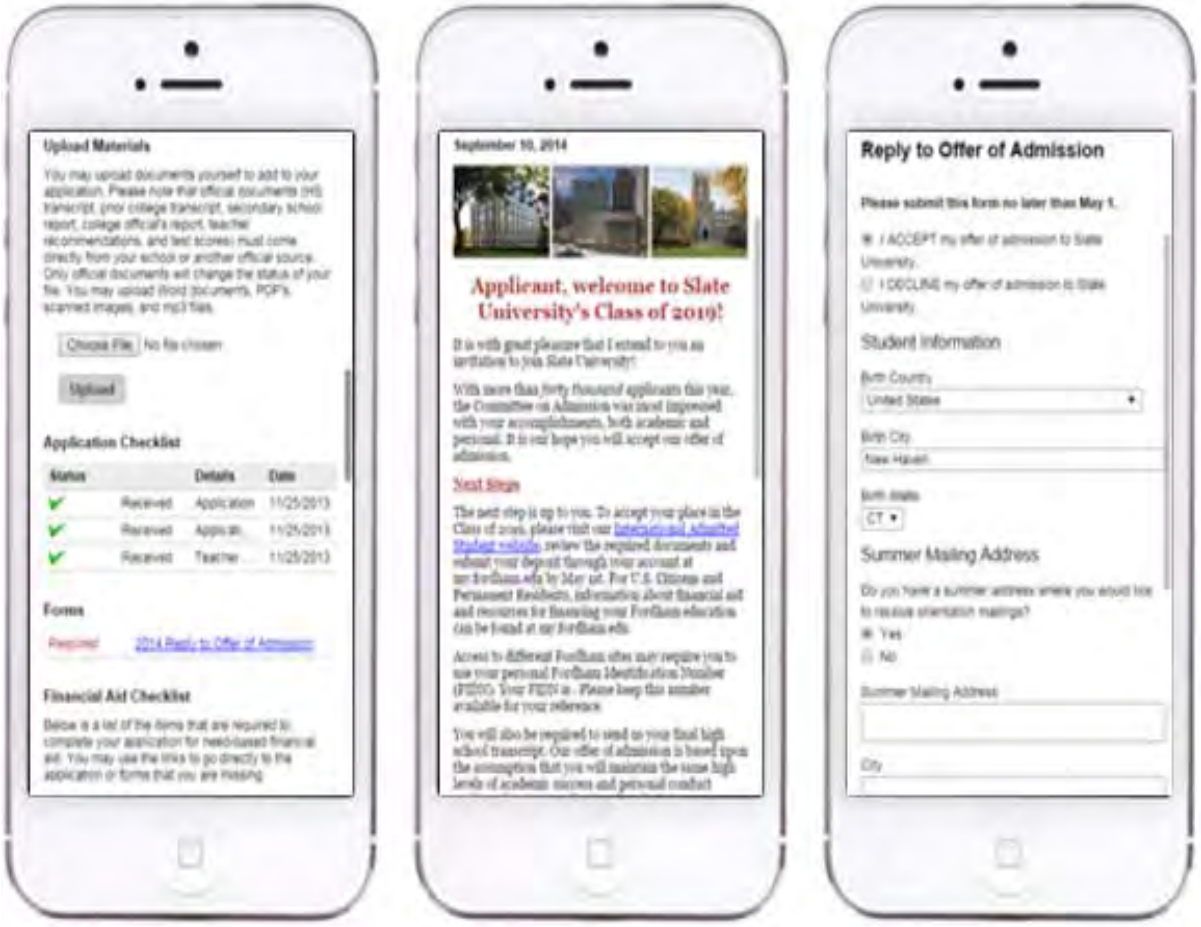
Comprehensive CRM

Provides students with secure portals. Review requirements, submit additional documents and review decisions of admission. Personalized content. 25% using mobile.



Comprehensive CRM

Support of a Multi-Campus Environment

Integrates well with Banner-auto transfers

Can load GMAT, GRE, IELTS, TOEFL—all campuses

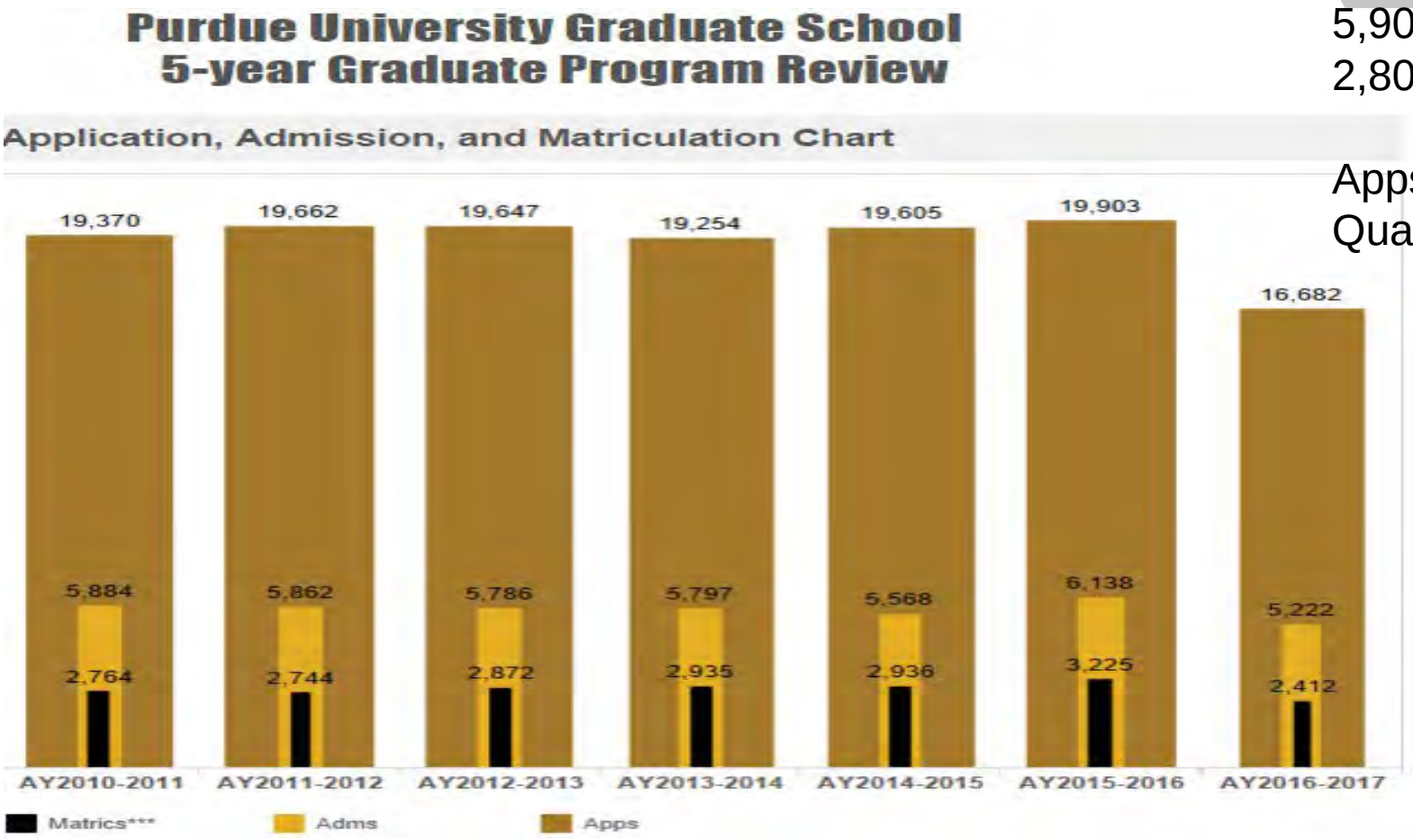
Security profiles by Program Area e.g. ECE only sees ECE

Easy import and export functions- e.g. can export to banner extender.

Conditional admissions functionality for customized admission letters

Single Sign-on (use PUID)

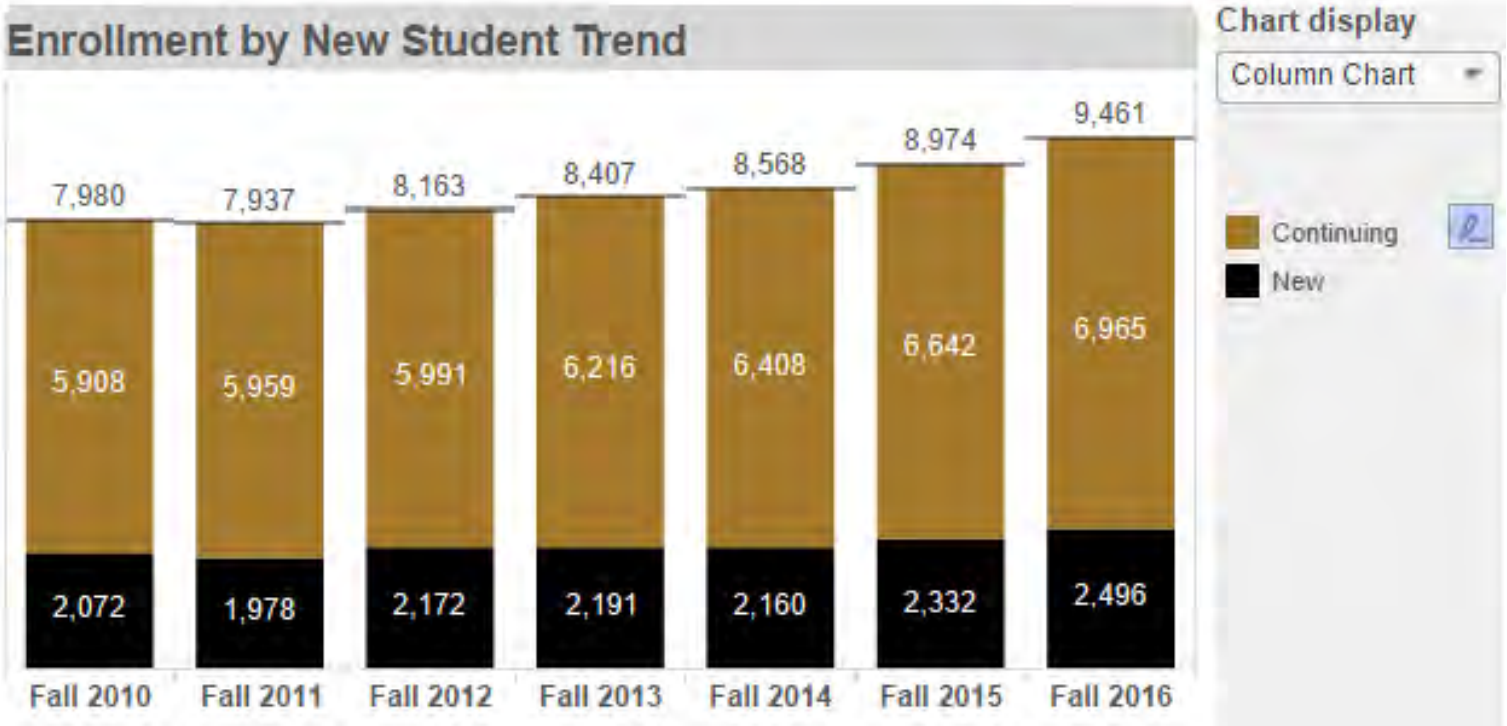
RECRUITMENT AND ADMISSIONS



Forecast: 18,500
5,900,
2,800

Apps down
Quality up

RECRUITMENT AND ADMISSIONS



RECRUITMENT AND ADMISSIONS

Strategies to improve recruiting and admissions

Weekly application and admission scorecard

Drip Marketing – automated email campaigns and segmented marketing

Heat map for geographic recruitment

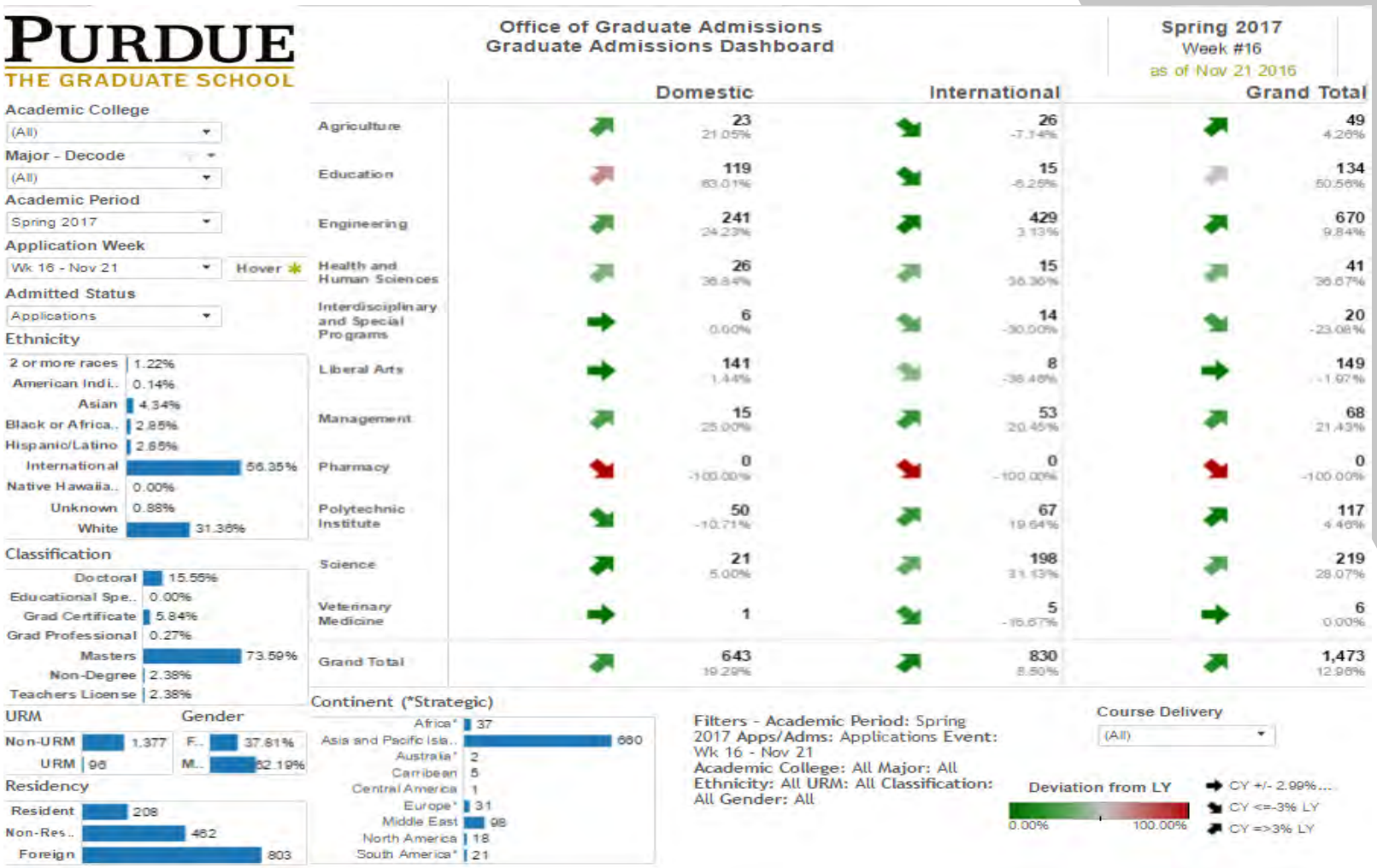
Competition analysis

New admit survey analysis

RECRUITMENT AND ADMISSIONS

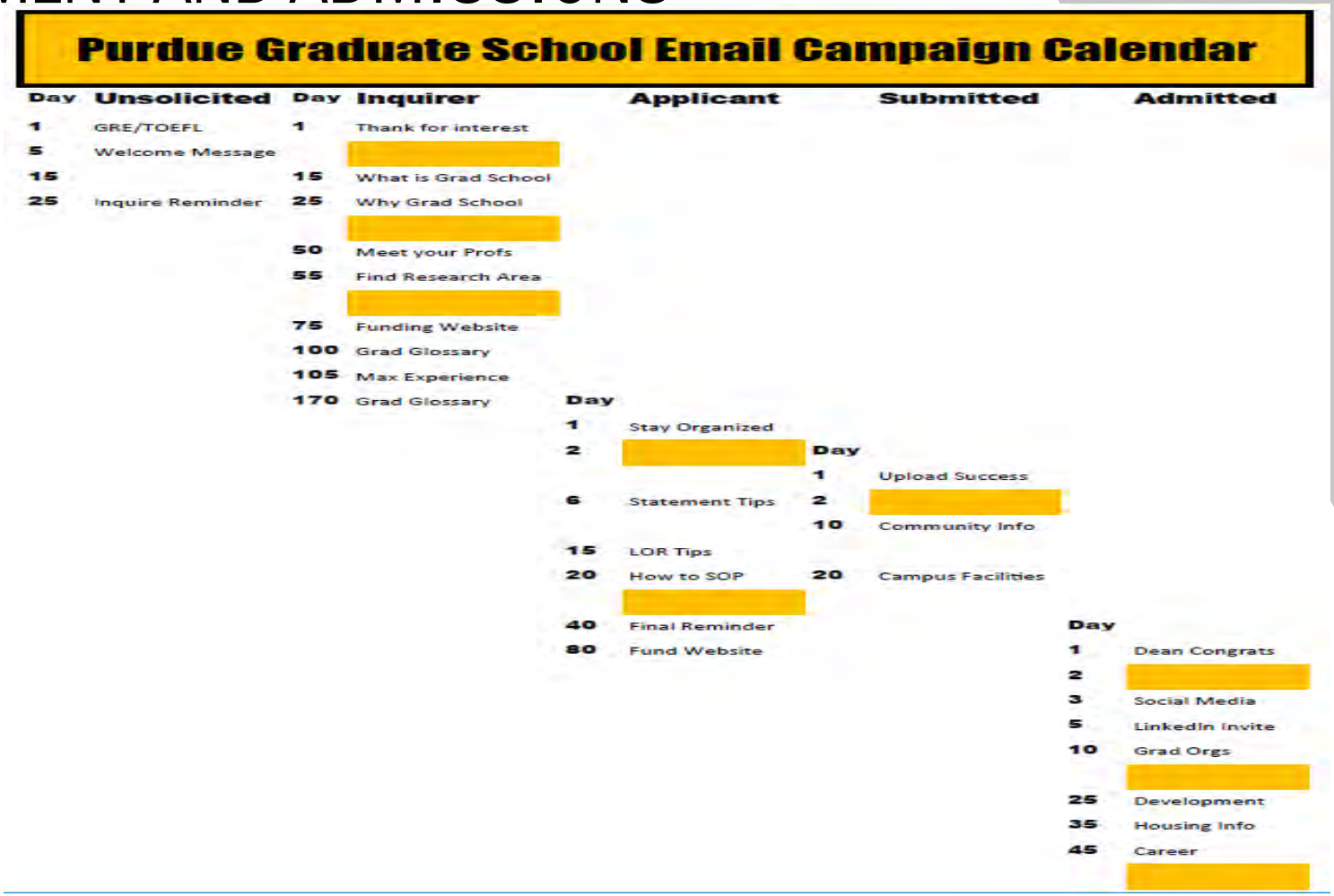
Weekly application and admission scorecard

e.g. admit status comparison with last yr same time.



RECRUITMENT AND ADMISSIONS

Drip Marketing

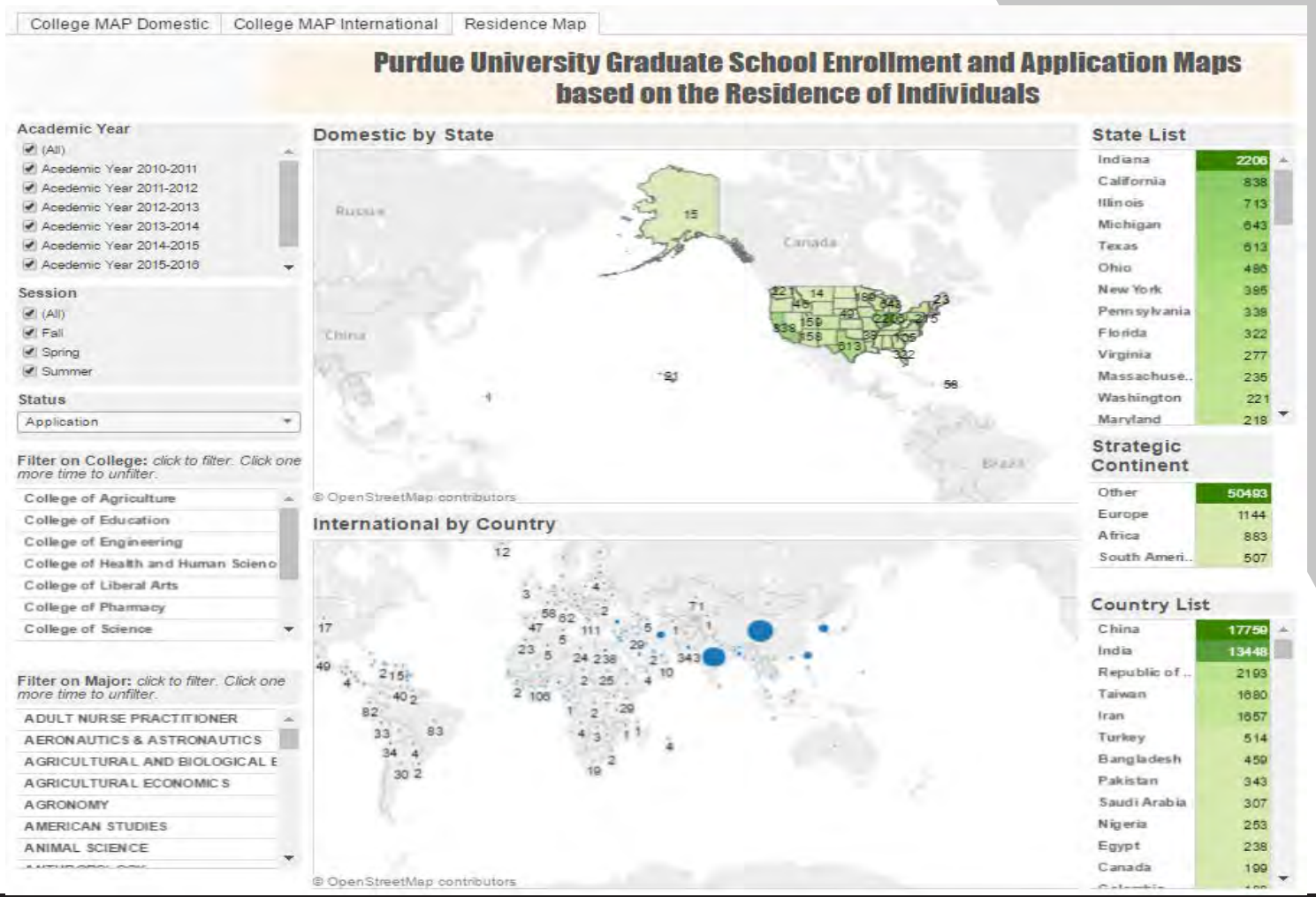


RECRUITMENT AND ADMISSIONS

Heat map

College map= Where BS was earned vs Residence Map

Applicants
Admits
Enrollees

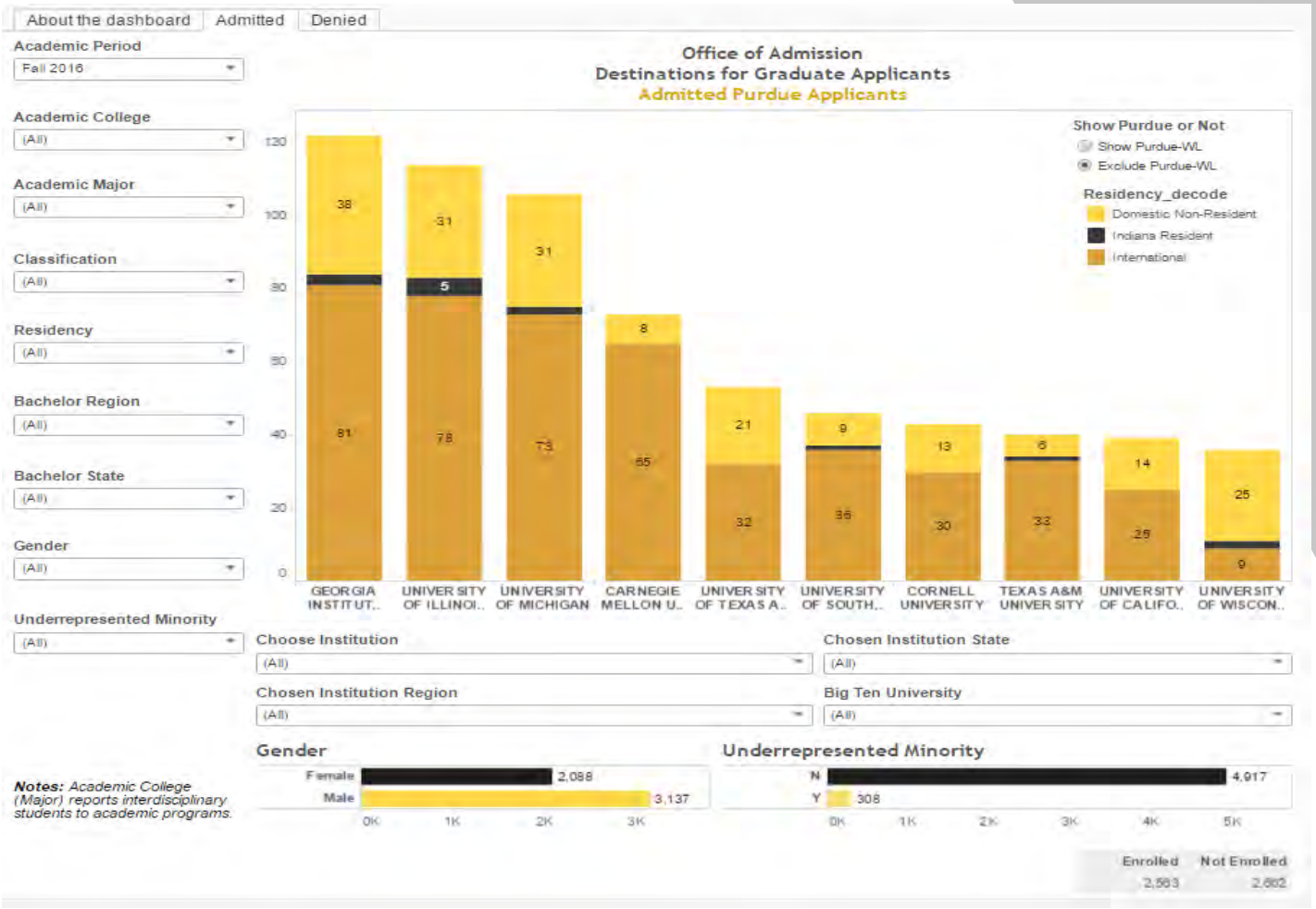


RECRUITMENT AND ADMISSIONS

Competition Analysis

Uses student clearinghouse

Can facilitate targeted marketing



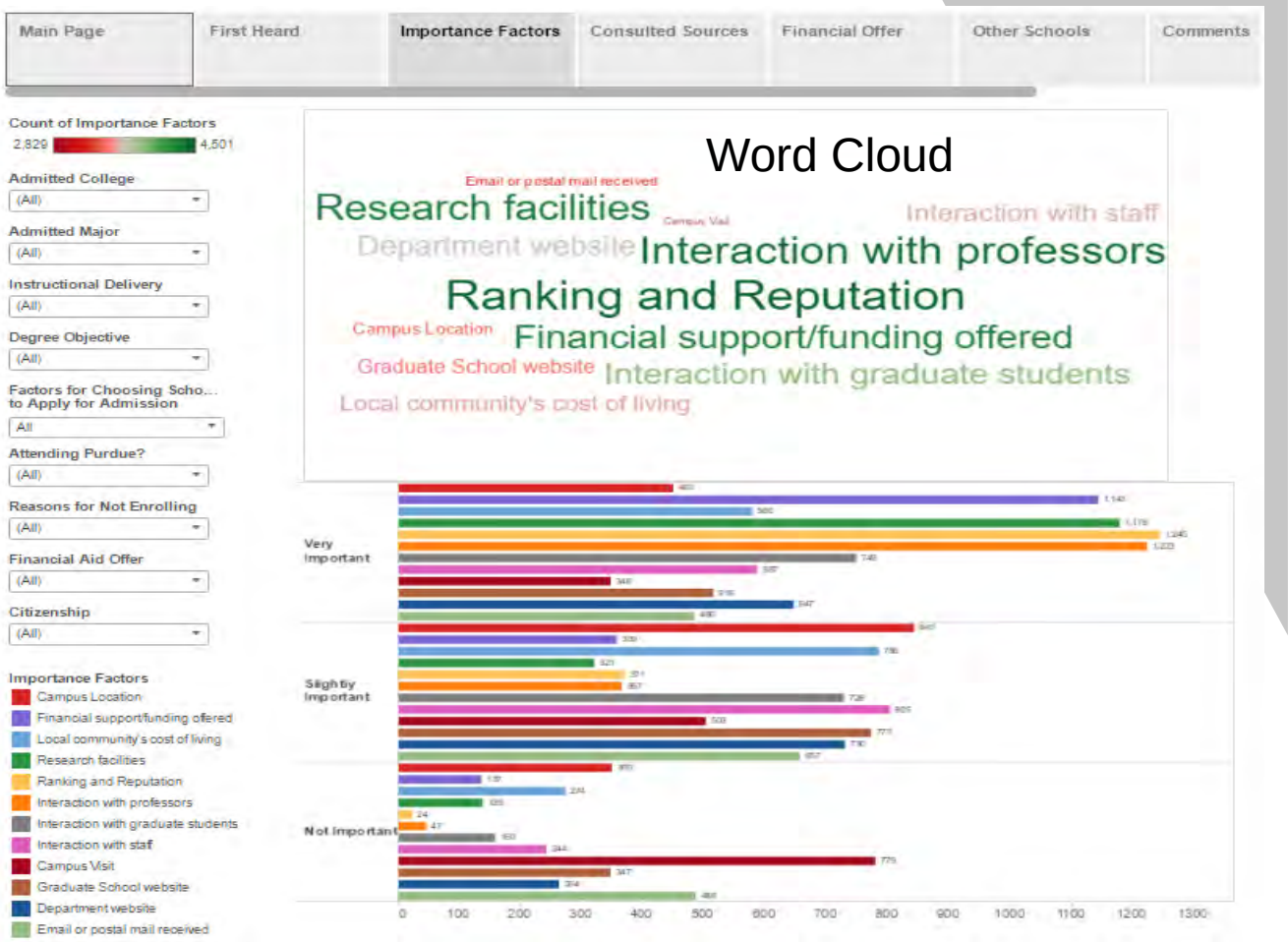
RECRUITMENT AND ADMISSIONS

New Admit Survey Analysis

Factors influencing student decisions:

Location
Funding
Cost of living
Ranking
Interactions w stud.

4.5k were sent survey.
39% responded

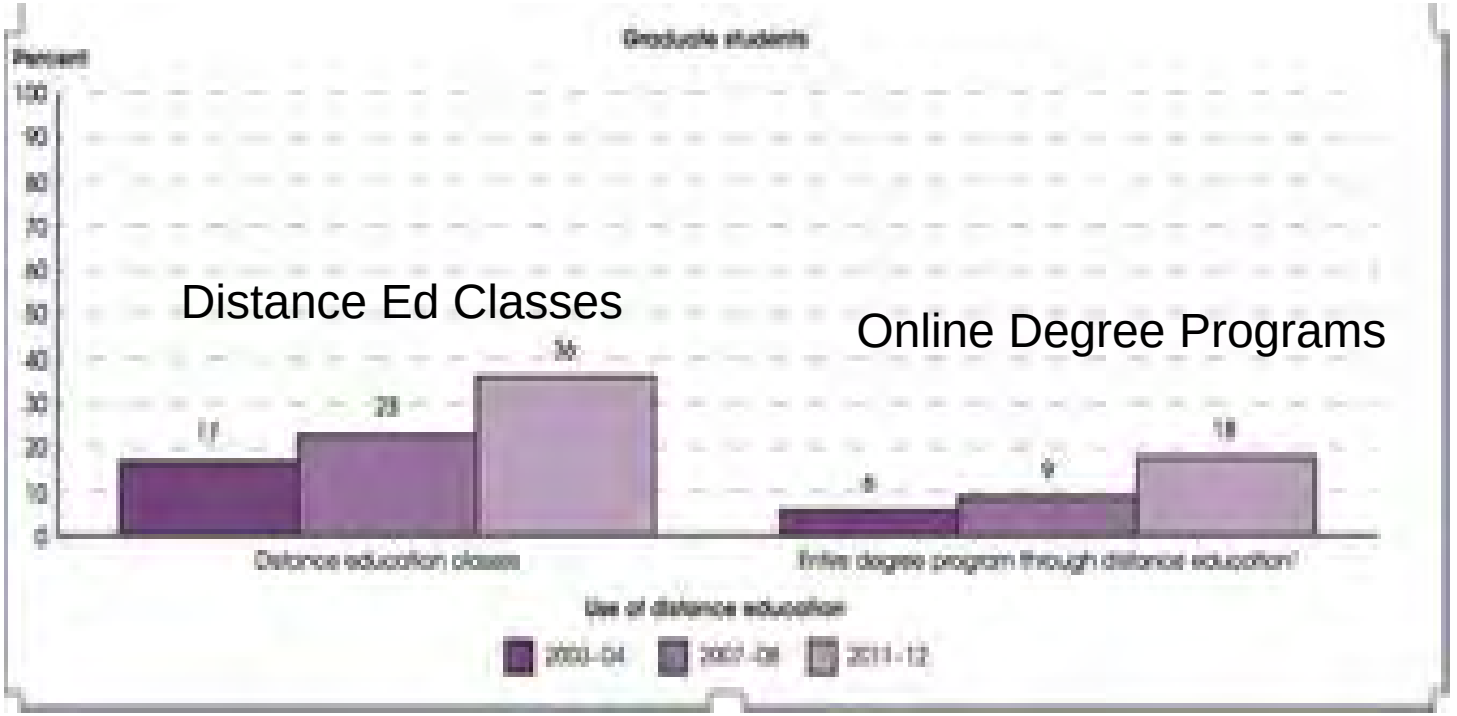


ONLINE MASTER'S PROGRAMS

Growing in popularity, both nationally and at Purdue.

72.7% of undergrad online distance education students are at public institutions, 38.7% for grad students.

ONLINE GRADUATE STUDIES NATIONALLY



SOURCE: U.S. Department of Education, National Center for Education Statistics, 2003–04, 2007–08, and 2011–12 National Postsecondary Student Aid Study (NPSAS:04, NPSAS:08, and NPSAS:12). See Digest of Education Statistics 2014, tables 311.22 and 311.32.

ONLINE GRADUATE STUDIES NATIONALLY

25% of grad enrollment was exclusively Distance Ed in 2014**

Postbaccalaureate Enrollment	Fall 2013	Fall 2014	
Total enrollment	2.90 million	2.91 million	▲
Full-time enrollment	1.66 million	1.67 million	▲
Part-time enrollment	1.24 million	1.24 million	▲[2]
Percentage enrolled in any distance education course	31%	33%	▲
Percentage enrolled exclusively in distance education	23%	25%	▲

*WCET Distance Education Enrollment Report, 2016, Using U.S. Department of Education Data
**The Condition of Education, IES, NCIS, http://nces.ed.gov/programs/coe/

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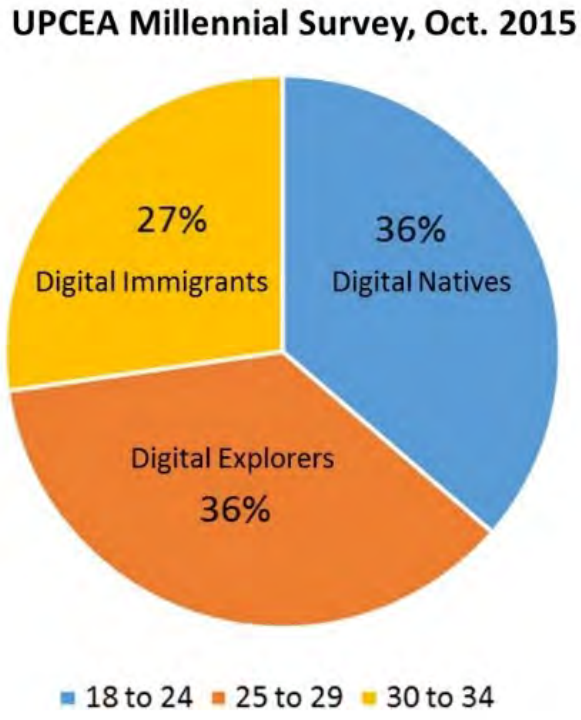
ONLINE GRADUATE STUDENTS HAVE DIFFERENT NEEDS

Adult learners are different from traditional college students. Many adult learners have responsibilities (e.g., families and jobs) and situations (e.g., transportation, childcare, domestic violence and the need to earn an income) that can interfere with the learning process. Most adults enter educational programs voluntarily and manage their classes around work and family responsibilities. Additionally, most adult learners are highly motivated and task-oriented (Merriam & Caffarella, 1999).

ONLINE GRADUATE STUDENTS HAVE DIFFERENT NEEDS

- **Digital immigrants** (aged 30-34) are those who grew up before technology saturated the world, and learned to use technology as a tool. They remember Windows 95, eBay and dial-up Internet.
- **Digital explorers** followed and are aged 25-29. They began to see the true power of technology as part of everyday life. Controversially, as the Internet was the Wild West for them, they illegally downloaded music through Napster while watching adults use the only true smartphone at the time, the Blackberry.
- **Digital natives** (aged 18-24), are those who have grown up with technology as a crucial part of their lives and with less digital uncertainty. They connect with their friends on Facebook, check Twitter often and network professionally on LinkedIn, all from their iPhones



EDUCATING ONLINE STUDENTS

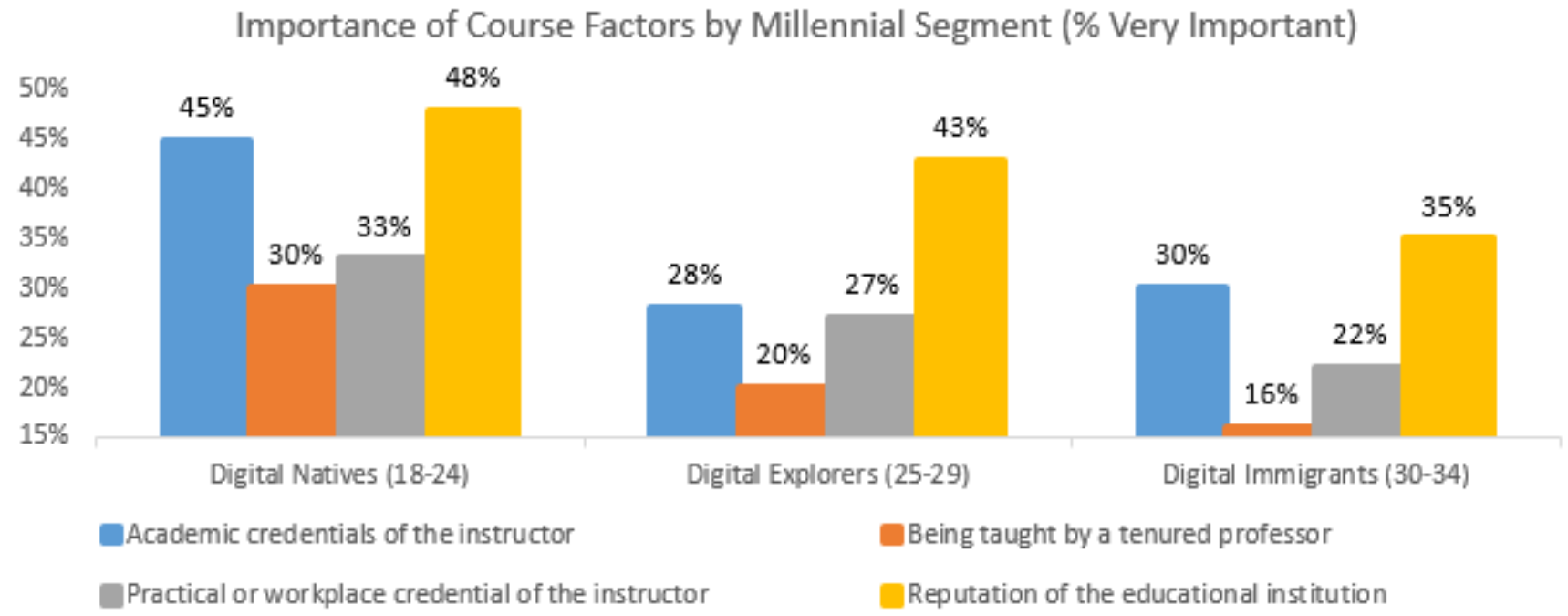
Students Who Know Only Digital

"They've grown up researching and buying products online, browsing social media and have evolved to innately filter information and advertising that [doesn't]… interest them…They've been brand managers their entire lives, putting their own brand on social media for everyone to see.

UPCEA, Benchmark This! - The Segmentation of Millennials http://www.upcea.edu/benchmarkthis

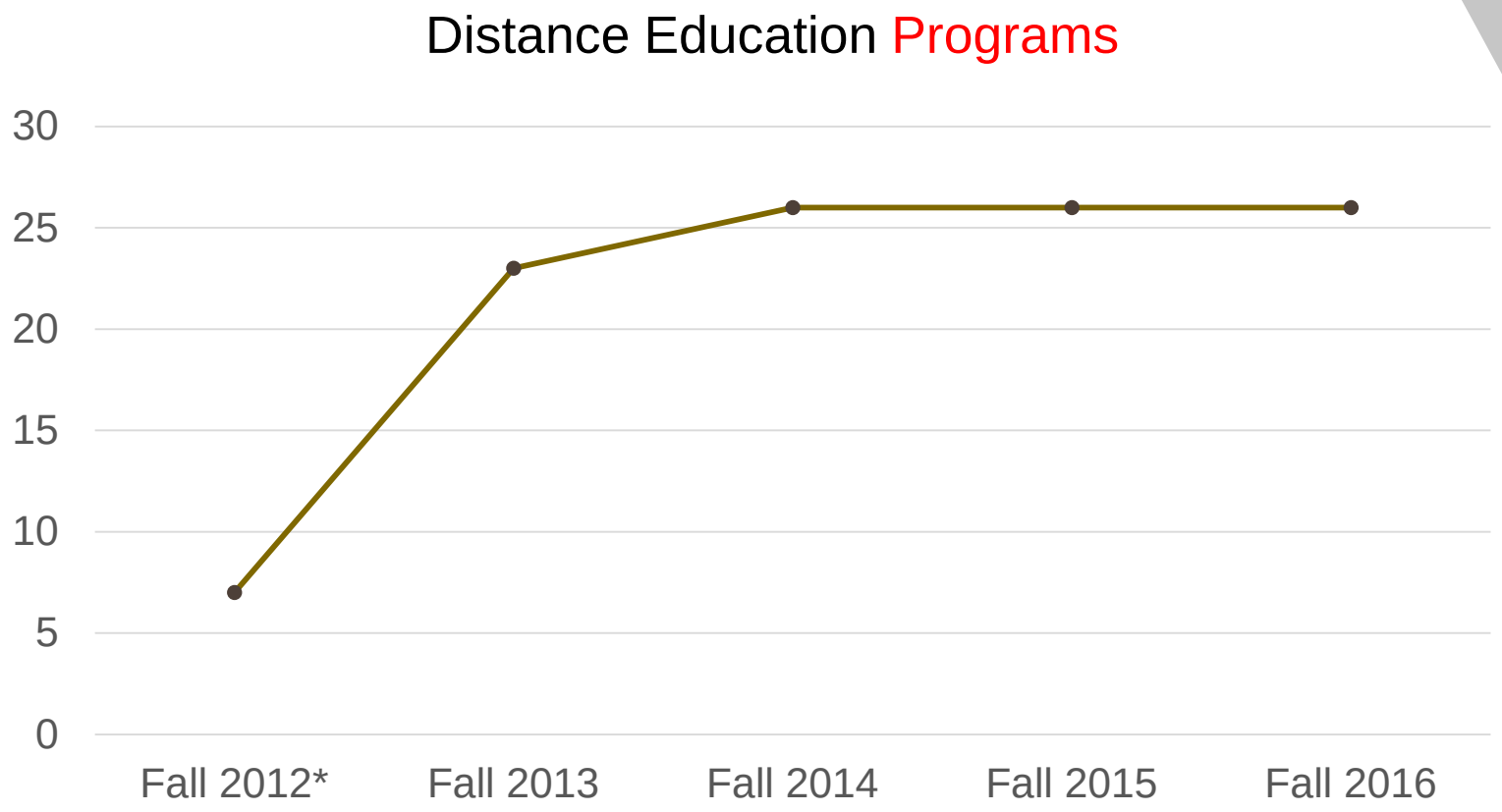
ONLINE GRADUATE STUDENTS MAKE DECISIONS DIFFERENTLY

Be Ready for Digital Natives – Brand May Not Be Enough



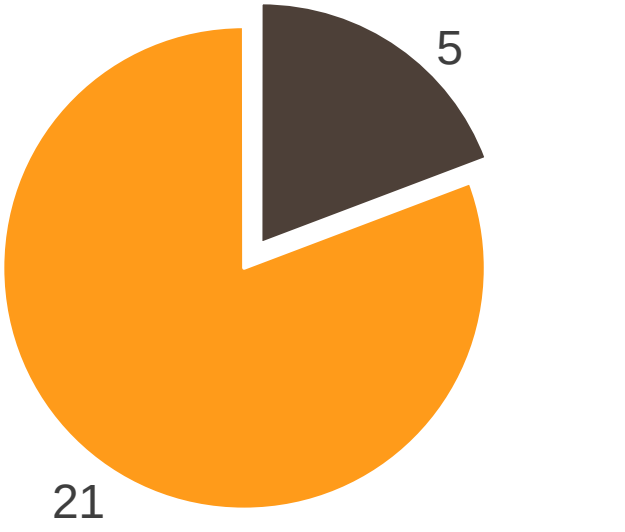
UPCEA Center for Research and Marketing Strategy Survey, October 2015

PURDUE ONLINE MASTER'S DEGREE & CERTIFICATE PROGRAMS



ONLINE MASTER'S DEGREE PROGRAMS

Provider of Online Programs



AY 2016-2017

ONLINE PROGRAM PARTNERSHIP WITH WILEY

Wiley (Deltak)

Deltak is an Online Program Management (OPM) firm owned by John Wiley and Sons, Inc.

In 2010, Purdue explored using a vendor.

Procurement negotiated a seven-year exclusive contract with Deltak, and the Purdue/Deltak relationship has been managed through Purdue Digital Education..

ONLINE PROGRAM PARTNERSHIP WITH WILEY

Wiley (Deltak)

16 week -> 8 week course conversion
Focus on learning outcomes (often project based)
Mostly asynchronous

Work with professor.
Technologist designs the course
Mix of text, audio, video, interactions(blog and chat).

ONLINE PROGRAM PARTNERSHIP WITH WILEY

- Services include market analysis, online course development (in cooperation with faculty) marketing, recruitment, and retention activities.
- Provides hosting services, 24/7 web support, and learning analytics
- Launched three successful online masters degrees
- Since 2011, has generated $6 million in tuition

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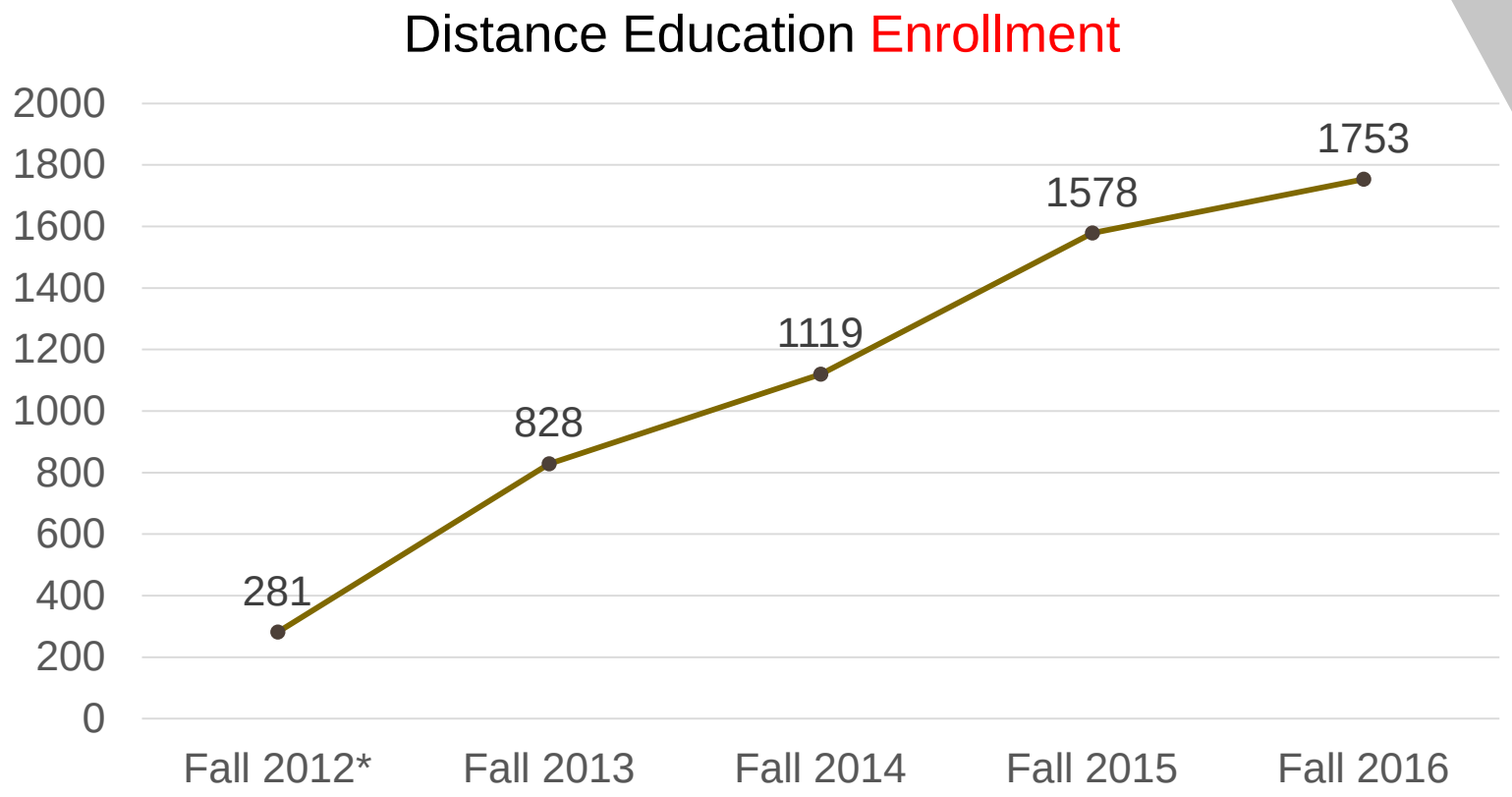
ONLINE MASTER'S DEGREE PROGRAMS 32

Major	Area of Interest	Degree Objective	Administering Office
Aeronautics & Astronautics		MS in Aeronautics & Astronautics	ProEd
Agricultural Ecomonics	Food & Agribusiness Managmenet	Master of Science	Krannert
Aviation Technology	Aviation Management (Distance Only)	MS in Aviation & Aerospace Management	ProSTAR
Building Construction Management	Building Construction Management	MS in Building Construction Management	ProSTAR
Building Construction Management	Sustainability (Online)	MS in Building Construction Management	ProSTAR
Communications		Master of Science	Wiley
Communications		Strategic Communication Management Graduate Certificate	Wiley
Computer and Information Technology	IT Business Analysis (Online)	Master of Science	ProSTAR
Computer and Information Technology	IT Project Management (Online)	Master of Science	ProSTAR
Computer Science		Master of Science	ProEd
Continuing Education		Non Degree	Digital Education
Curriculum and Instruction	Learning Design & Technology	Master of Science in Education	Wiley
Economics		Master of Science	Krannert
Educational Studies	Special Education	Master of Science in Education	Wiley
Electrical and Computer Engineering		MS in Electrical & Computer Engineering	ProEd
Hospitality & Tourism Management		Master of Science	Wiley
Industrial Engineering		MS in Industrial Engineering	ProEd
Interdisciplinary Engineering		Master of Science	ProEd
Interdisciplinary Engineering		Applied Heat Transfer Gradaute Certificate	ProEd
Interdisciplinary Engineering		Non Degree	ProEd
Interdisciplinary Engineering		Noise Control Engineering Graduate Certificate	ProEd
Managmenet (Executive MBA)		Master of Business Administration	Krannert
Mechanical Engineering		MS in Mechanical Engineering	ProEd
Nursing		Collaborative Doctor of Nursing Practice	Nursing
Technology Leadership and Innovation	Biotechnology Innovation and Regulatory Scienc	Master of Science	ProSTAR
Technology Leadership and Innovation	Industrial Distribution	Master of Science	ProSTAR
Technology Leadership and Innovation	Leadership (Weekend)	Master of Science	ProSTAR
Technology Leadership and Innovation	Industrial Engineering Technology	Master of Science	ProSTAR
Technology Leadership and Innovation	Technology Management (Rolls Royce Employe	Master of Science	ProSTAR
Technology Leadership and Innovation		Biotechnology Quality and Regulatory Compliance Graduate Cer	ProSTAR

PURDUE ONLINE MASTER'S DEGREE & CERTIFICATE PROGRAMS



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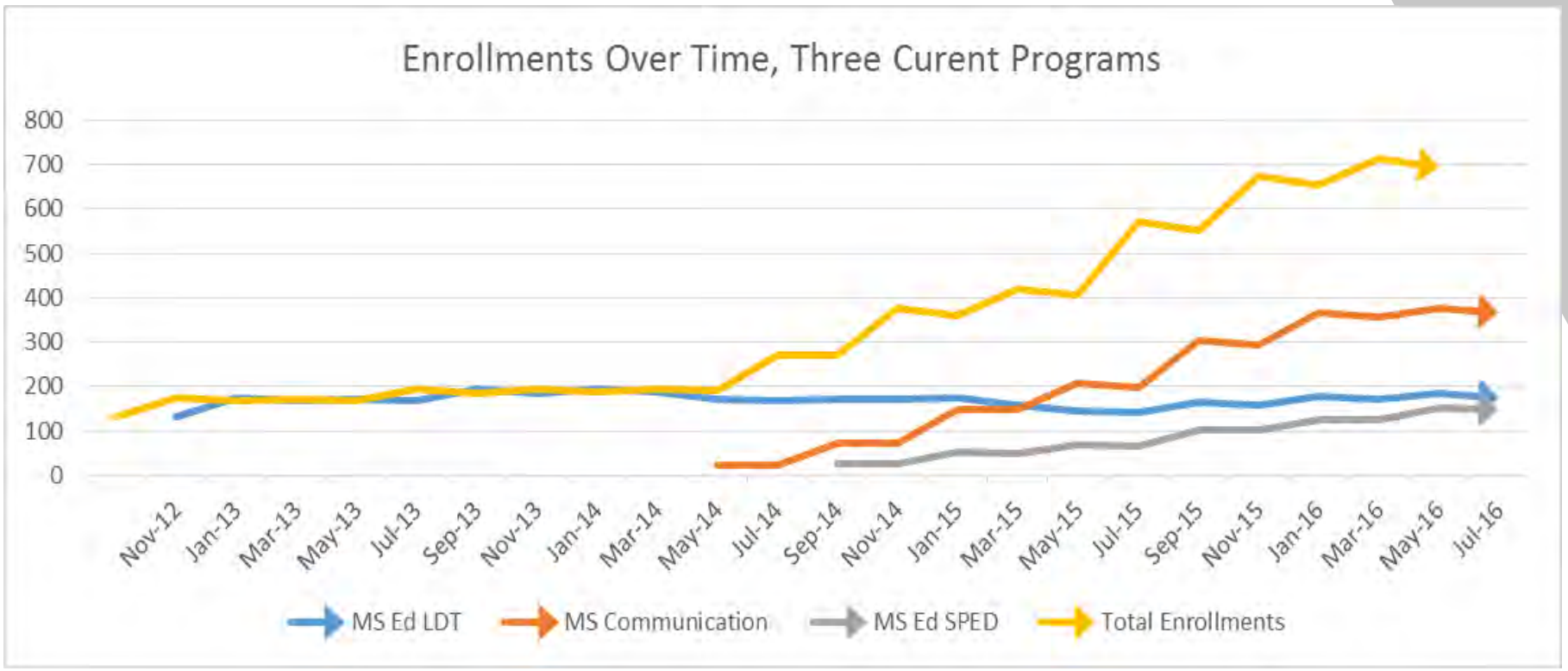
ONLINE MASTER'S DEGREE PROGRAMS

Total Fall 2016 Enrollment: 9,461

	Number	% of Total
Distance	1,755	18.5%
Campus	7,706	81.5%
Total Enrolled	**9,461**	**100.0%**

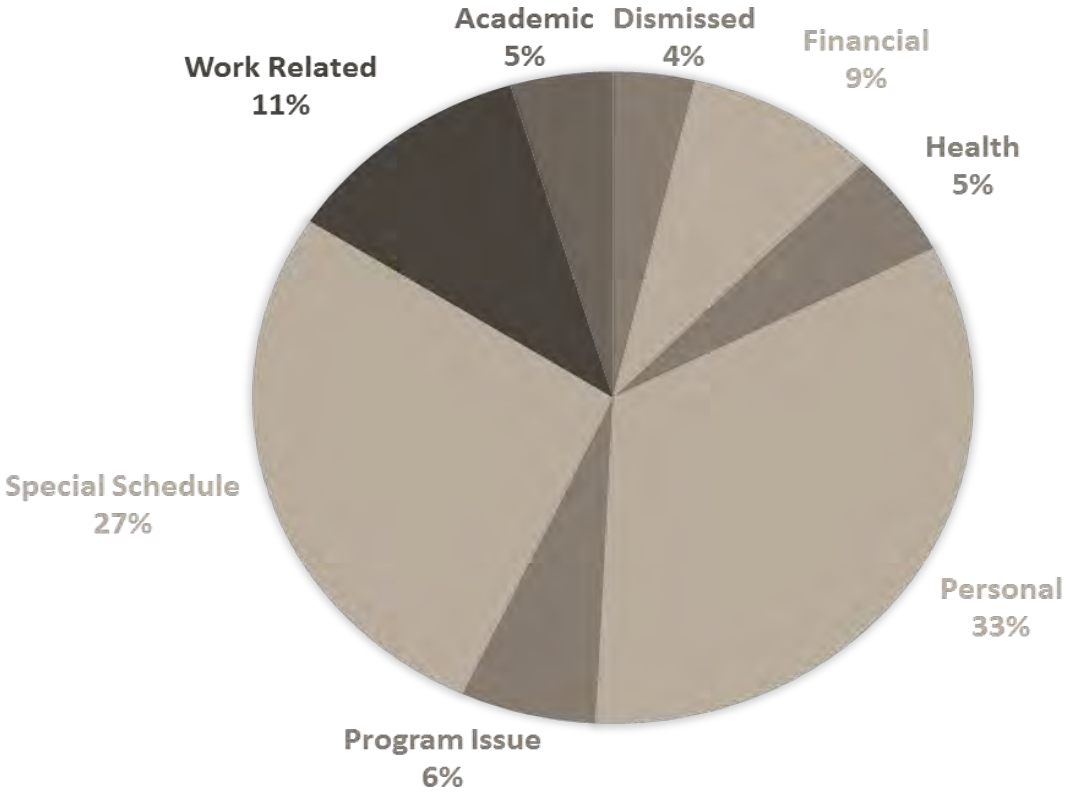
PURDUE ONLINE MASTER'S DEGREE & CERTIFICATE PROGRAMS

3 Programs Partnered with Wiley



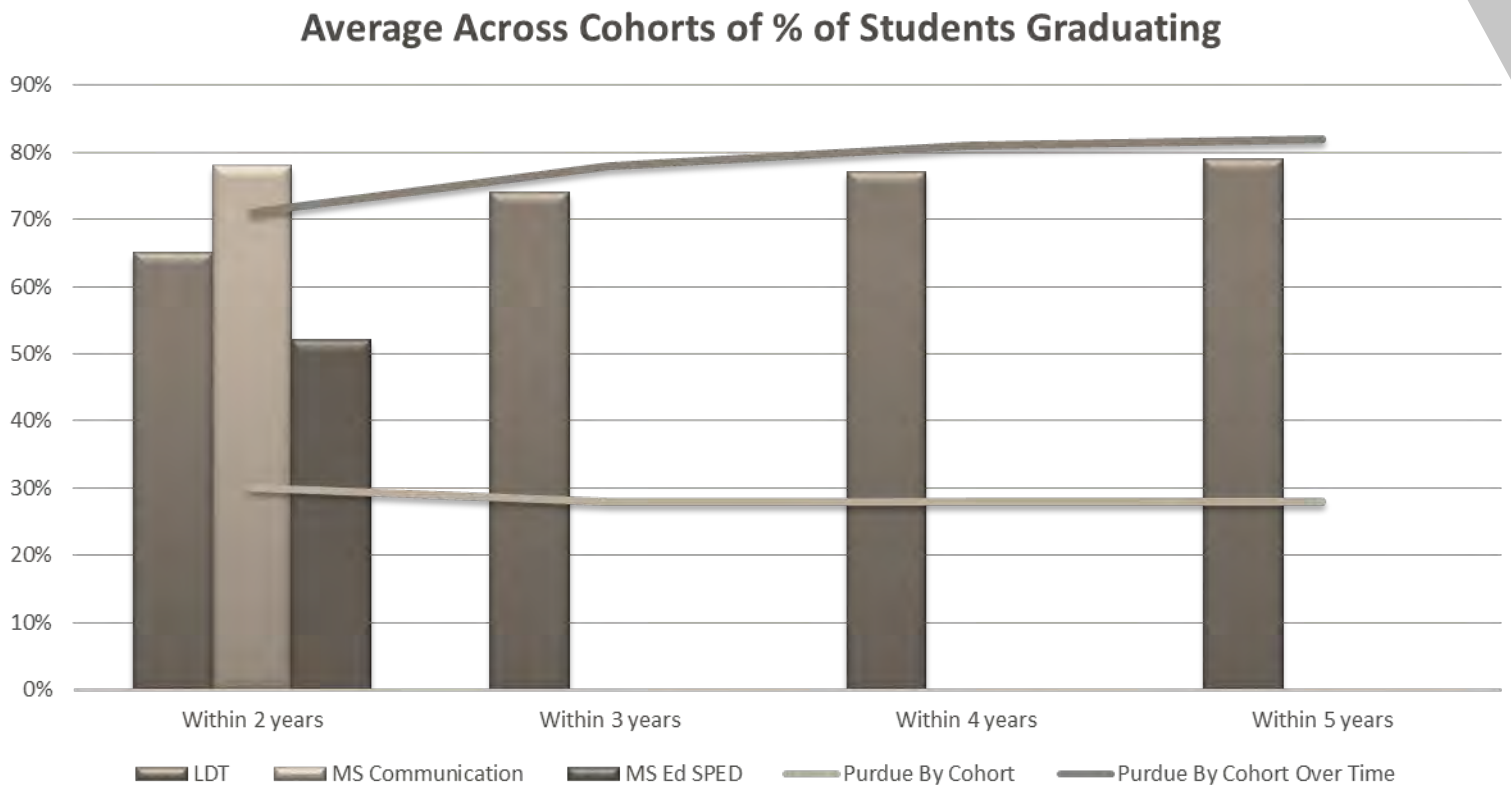
ONLINE MASTER'S DEGREE & CERTIFICATE PROGRAMS

Why Online Students in Partnered Programs Stopped



ONLINE MASTER'S DEGREE & CERTIFICATE PROGRAMS

Purdue Online Partnered Program Persistence Rates
Closely Match Purdue Overall Cohort Grad Rates



RESEARCH AND ADVISORY FIRMS

Eduventures provides primary research, analysis, and advisory services to support decision-making throughout the student lifecycle. Higher education leaders engage with Eduventures to make informed decisions about setting strategy, ensuring the financial sustainability of their institutions, boosting student success, and selecting and implementing technology.

HOW PURDUE IS USING EDUVENTURES

Market Analysis for New Professional Masters Programs

- Campus or Online Programs
- Demand for degree
- Pricing

SUCCESS STORY AT PURDUE

The Outcome: **Guidelines adopted by the Board of Trustees**

The Results: All units proposing a professional masters program will have access to market analysis service of Eduventures and Education Advisory Board

RESEARCH AND ADVISORY FIRMS – ANOTHER PARTNER

Education Advisory Board – Providing research answering education's most pressing issues.

Purdue is using EAB in similar ways as Eduventures to Perform Market Analysis for New Professional Masters Programs

- Campus or Online Programs
- Demand and Forecasts
- Pricing

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THANK YOU!

Questions and Comments