

JULY 2020



# MANAGING ENROLLMENT, RECRUITING, ADMISSIONS AND FUNDING

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**New Deans Institute**

MARK J. T. SMITH  
Dean of The Graduate School  
Senior Vice Provost for Academic Affairs

“Unlike undergraduate enrollment management, graduate enrollment management is a decentralized and complex enterprise in which graduate schools, programs, and faculty collaborate closely to recruit excellent students, manage transparent and efficient admissions processes, and ensure adequate and effective student funding packages.”

# About UT Austin Enrollment

## Undergraduate Enrollment

Top 6 percent are automatically admitted  
90 percent must be Texas residents

## Graduate Student Enrollment:

Not constrained in this way.

Historically, 11,000 graduate students.

# GIAC: Graduate and International Admissions Center

GIAC processes applications. Applications are checked for completeness. The graduate program then review applications and recommend admission.

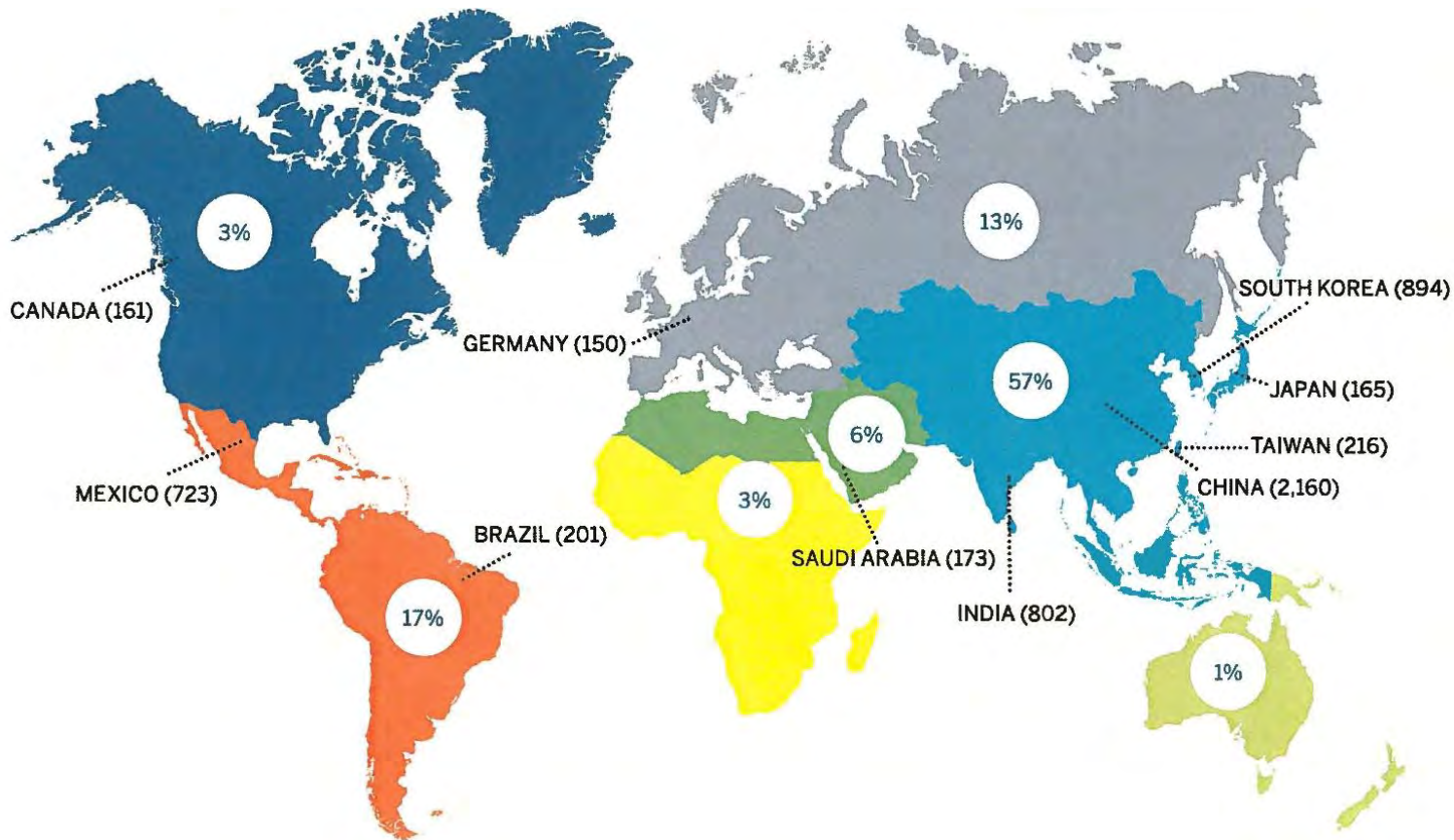
# Recruiting

We recruit both centrally and at the department level.

## **Goals and challenges:**

- Attracting top international students.
- Achieving good international/geographic representation.
- Recruiting a pool of diverse applicants.

# Set goals. Understand your challenges.





Austin is not as well known internationally, compared to many east and west coast cities.



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OR



# Attracting/Recruiting International Students

- Survey your students.
- Engage your on-campus international students in recruiting conversations.
- Develop a strategy informed by findings.



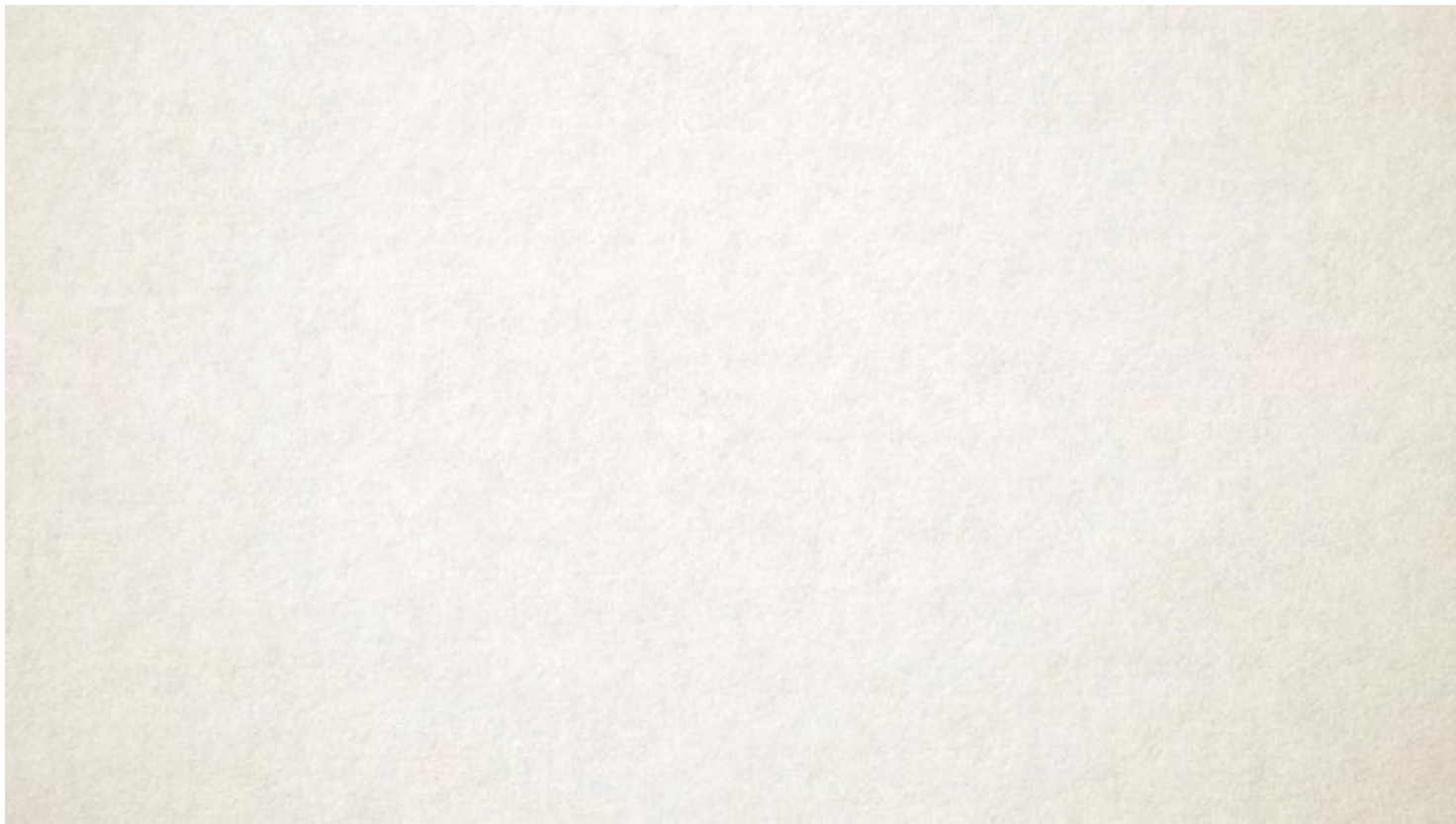
# Strategies and Suggestions

- Coordinate visits to fairs
- Engage alums who are professors at other schools
- Consider an email campaign

# Electronic Communication and Social Media

Develop messages customized for the target audience.

# Social media recruiting video



# Electronic Communication and Social Media

We used GRE Search Service and contacted prospective students by email.

Recently we used the *HigherYield*<sup>™</sup> solution: which employs Liaison International's Enrollment Marketing Platform (EMP<sup>™</sup>).

# Electronic Communication and Social Media

Last year: 23,922 prospective students were contacted via email.

The social media campaign reached 4.5 million people, of which 700,000 watched a portion of a custom recruitment video.

The campaign received 17,188 likes, 408 shares, and 1,013 link clicks.



# Admitting and Enrolling Students

## Holistic Review ([see \[holisticadmissions.org\]\(https://holisticadmissions.org\)](https://holisticadmissions.org))

GPA general

GPA in discipline

GRE

Research experience

Awards

Letters of recommendation

Study abroad experience

Transcripts

Leadership experience

Team project experience

Industry/internship experience

English proficiency (TOEFL)

Career interest essay

Diversity essay

Other parameters

# Addressing Summer Melt

## Good or bad?

To reduce melt, consider aggressive campaign to follow up with students.

Consider if melt will offset student delays in graduation.



# Keeping students on track

Consider:

- Emergency funds
- Extend financial support, to extent possible
- Add curricular accommodations
- Assist students in finding jobs

# Thank you!

