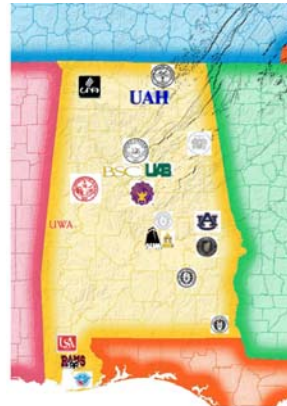


Making the Case for Graduate Education: The Alabama Experience



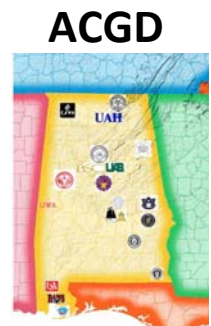
Jeffrey Engler, Ph.D.
Associate Dean
UAB Graduate
School

Alabama Council of
Graduate Deans

David Francko, Ph.D.
Dean
UA Graduate School

What Was the Plan?

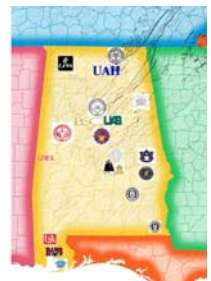
- **An earlier attempt (1998 – 2002) focused on number of degrees awarded and individual success stories.**
- **Decided to adopt a strategic, data-driven approach**
 - Identify partners to advise on questions
 - Identify databases: state and national
 - Look at outcomes and impacts
 - One data set to be personalized by individual deans, based on their institutional needs



It's Important to Have Partners

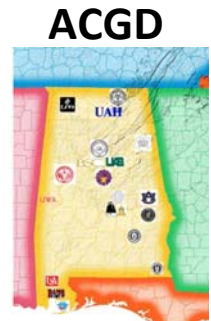
- **Economic Development Partnership of Alabama**
 - A private, non-profit organization dedicated to fostering economic growth in Alabama
 - Identified questions important to business leaders
- **Center for Business and Economic Research**
 - Produces forecasts and identifies trends in the Alabama economy
 - Identified sources of data that would be useful for our analysis of economic impact
- **State Senator Vivian Figures (Mobile)**

ACGD



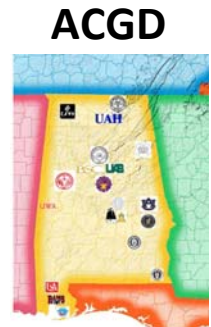
Craft the Message to the Audience

- Our partners advised us to tailor the message to our intended audience.**
- **Show specific contributions of our graduates to the Alabama economy**
 - **Engage the business community in the discussion**
 - **Augment the existing messages of our respective institutions**
 - **What outcomes do you want?**

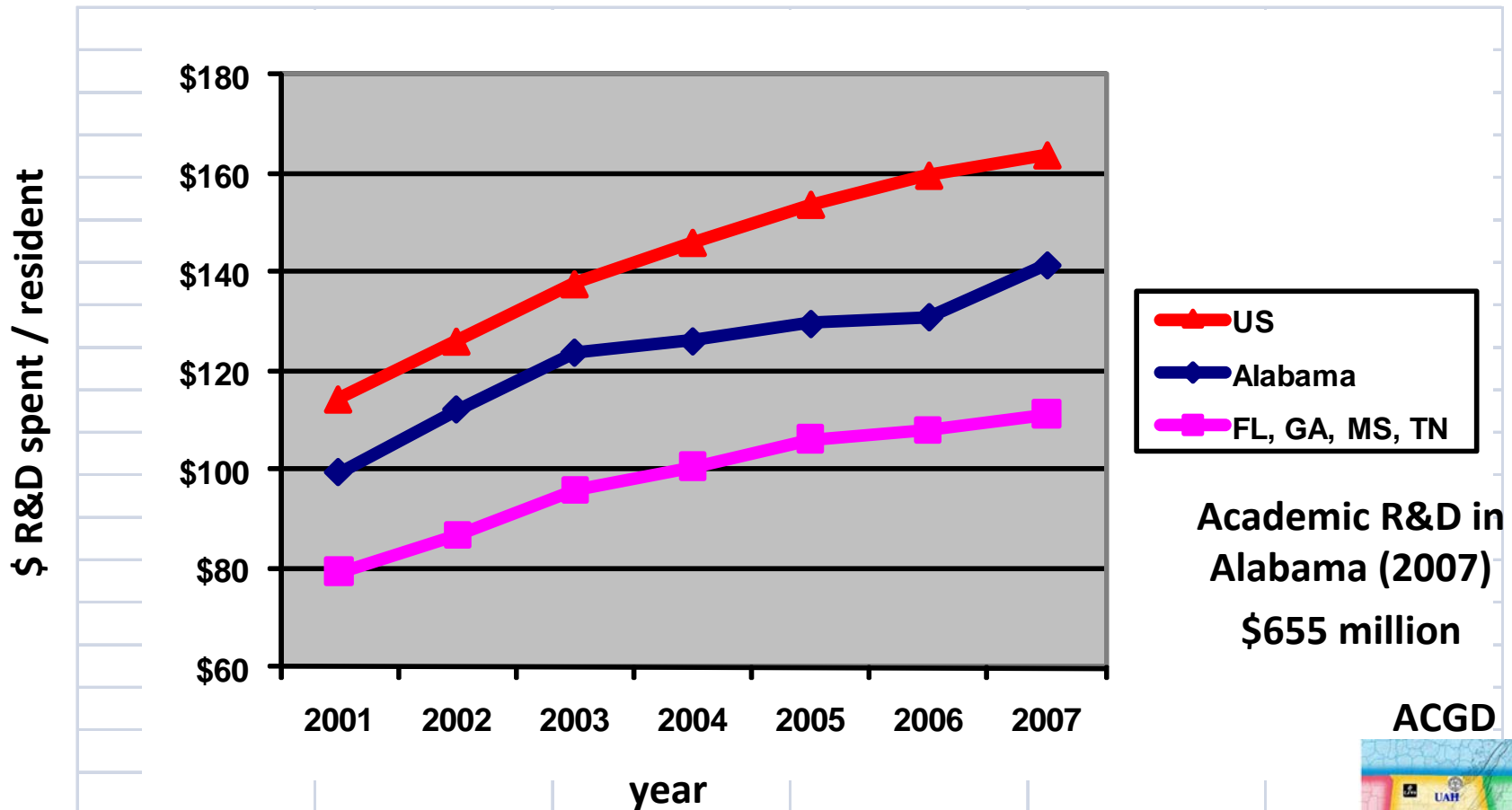


Sources of Data

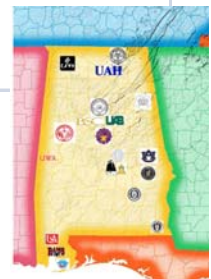
- U.S. Census Bureau
- National Science Foundation
- Survey of Earned Doctorates
- National Center for Higher Education Management Systems www.higheredinfo.org
- Alabama Commission on Higher Education
- Southern Regional Education Board
(www.sreb.org)



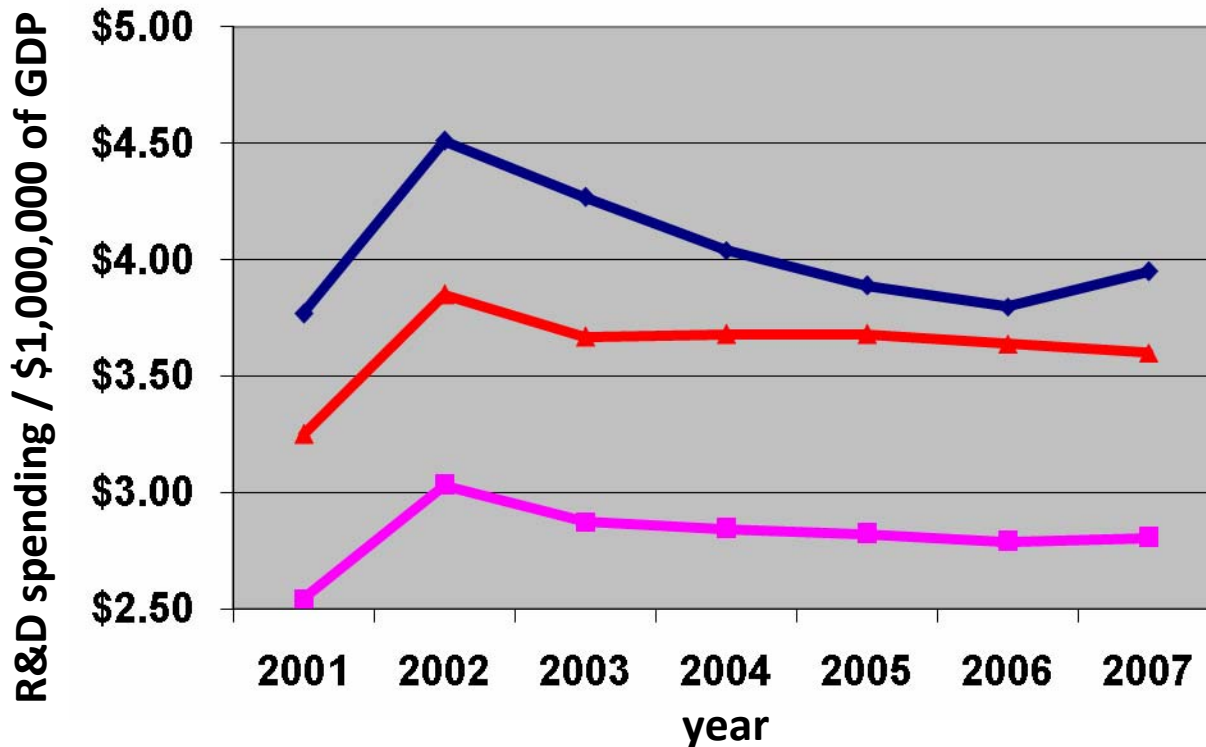
Academic R&D Expenditures per Capita Alabama 2001 - 2007



Source: data taken from National Center for Higher Education Management Systems.
www.higheredinfo.org. Data retrieved on March 5, 2009



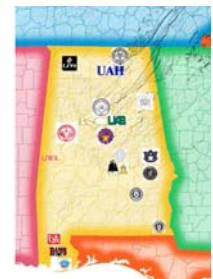
Academic R&D Expenditures per \$1,000,000 of GDP Alabama 2001 - 2007



Academic R&D in
Alabama (2007)
\$655 million

- Alabama
- US
- FL + GA +
MS + TN

ACGD



Source: data taken from National Center for Higher Education Management Systems. www.higheredinfo.org.
Data accessed on March 5, 2009

Projected Earnings Differential for Alabama MS and Doctoral Graduates – 2007

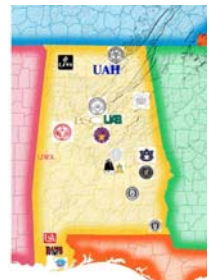
Degree	total degrees	Projected lifetime earnings differential
MS + Post-MS	7,974	\$3.19 billion
Doctoral	709	<u>\$0.85 billion</u>
	total:	\$4.04 billion

If 62% of these 2007 graduates remain in Alabama after graduation:

\$2.52 billion more earned in and spent in Alabama

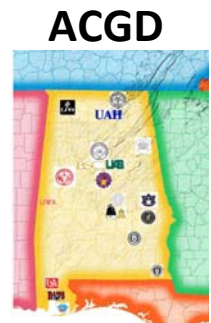
Data on Degree Completions 2007 taken from the Alabama Commission on Higher Education and includes graduates of public and private universities.

ACGD



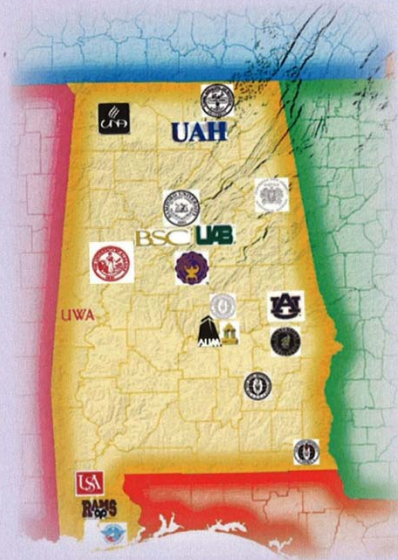
What Outcomes Thus Far?

- **Information provided to all graduate deans**
 - Personalized approach for their specific institution
- **Brochures: “Graduate Education: It’s a Great Investment**
 - UA, UAB, Univ. of South Alabama, University of Montevallo
- **Web pages: UAB – modeled after Georgia Southern approach (Tim Mack)**
- **Videos: UA, UAB (in progress)**
- **Article: CGS Communicator (Oct. 2009)**
- **Invited presentation to ACHE (March, 2010).**



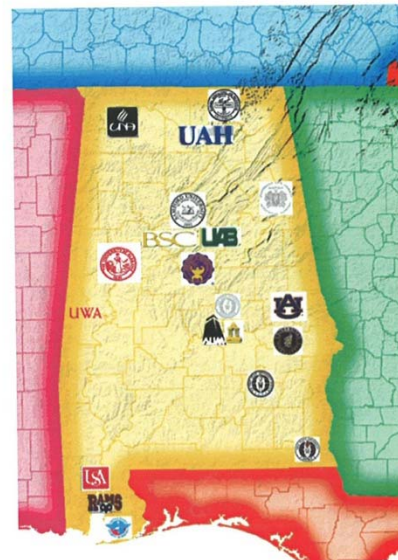
Examples of Brochures

**Graduate Education:
It's a great investment!**



UM Office of Graduate Studies
graduate@montevallo.edu
205.665.6350

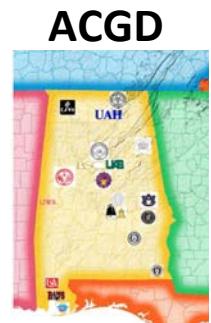
**Graduate
Education:
It's a Great
Investment!**



B. Keith Harrison, Ph.D.
Dean, USA Graduate School

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Graduate Education:
It's a Great Investment



Dr. Bryan D. Noe

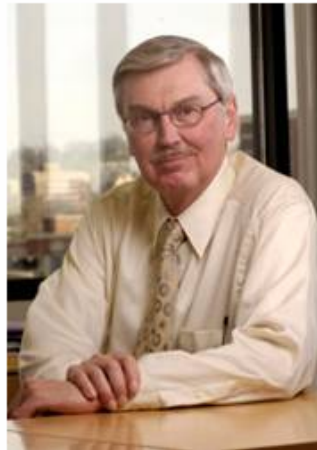
Dean, UAB Graduate
School

Bio | Contact

Play Full Slide Presentation

Slide Title	Duration
How Graduate Education...	00:19
What Does It Take to Build...	00:26
Building Alabama's Econo...	00:32
Academic R&D Expenditures...	01:00
Academic R&D Expenditures...	00:30
We're training Alabama Citiz...	00:25
Holders of advanced degrees...	00:41
Having and Advanced Degree...	00:26
Projected Earning Differential...	00:50
UAB Graduate: Michael Stephens	00:30
UAB Graduate: Stephen Brossette	00:31
What Can You Do to Help...	00:40

Graduate Education: It's a Great Investment



Bryan D. Noe, Ph.D.
Dean, UAB Graduate
School



Presentation prepared by
the Alabama Council of Graduate Deans
and the UAB Graduate School.

<http://www.uab.edu/graduate/gradedu/Frameset6.html>

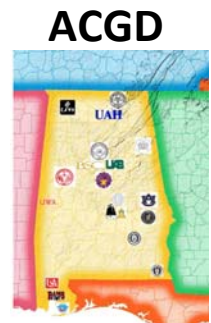
UAB Graduates Contribute to Alabama and Nationally

Stephen Brossette (M.D./Ph.D. – Computer and Information Sciences, 1998)

- **President and Co-Founder of MedMined, Inc.**
 - **Developed data mining techniques to assess the frequency with which hospital patients contract infections**
 - **Tracks chronic infection patterns among patients at more than 90 hospitals and health care facilities in 24 states**
 - **Allows hospitals to detect patterns and devise remedies**
 - **Pioneered electronic medical data management leading to modern paradigms for Medical Informatics**
- **In 2002, Dr. Brossette received the Outstanding Incubator Client Award from the National Business Incubator Association**

What Outcomes Thus Far?

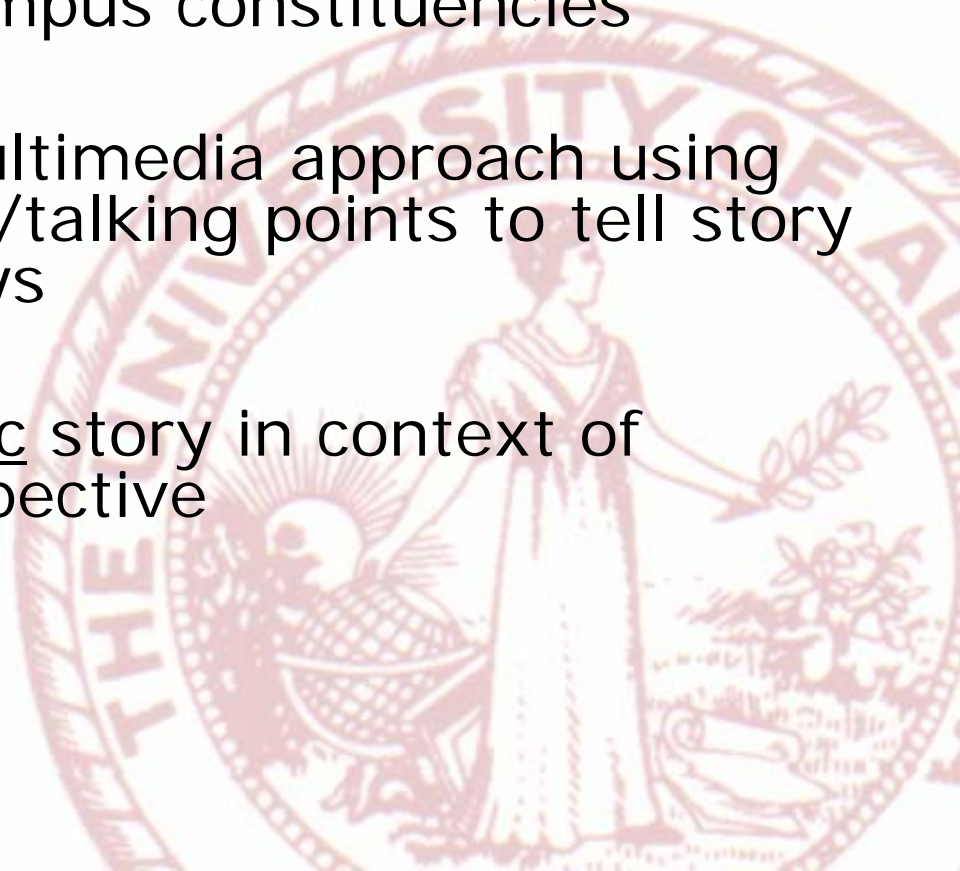
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The Graduate School of The University of Alabama

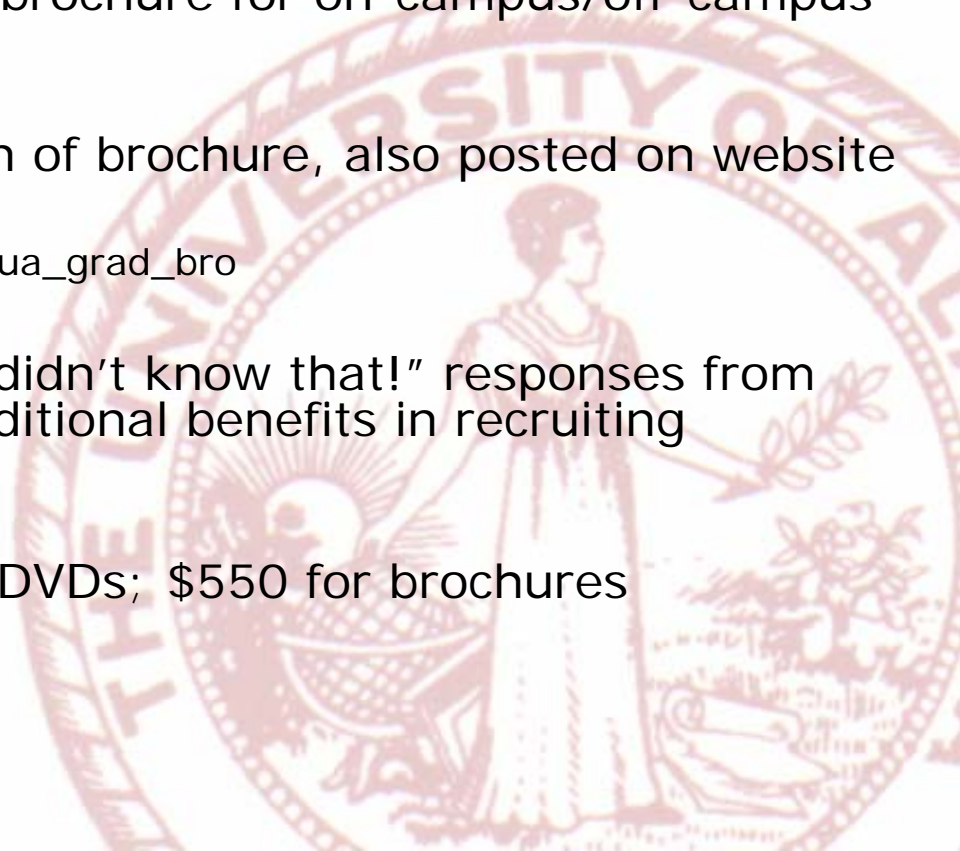
Dissemination Plan for Economic Development Message

- On- and off-campus constituencies
- Employed a multimedia approach using one set of data/talking points to tell story in different ways
- Cast UA-specific story in context of statewide perspective



Three Finished Products Emerged

- Short video (9 min 30 sec; high-def) for DVD/posting on GS homepage, iTunesU, YouTube
<http://graduate.ua.edu/publications/econimpact.wmv> or
<http://graduate.ua.edu/publications/econimpact.mov>
- Companion hard-copy brochure for on-campus/off-campus mail distribution
- Interactive PDF version of brochure, also posted on website and other e-venues
http://issuu.com/reata/docs/ua_grad_bro
- Bottom Line: many “I didn’t know that!” responses from constituencies AND additional benefits in recruiting students (and faculty)
- Costs: \$990 for video/DVDs; \$550 for brochures



What Did We Learn?

- Working together, we could pool data.
- No single dean can make the case alone.
- Consensus building to make the strongest case.

What's Next?

- Further critiques by partners; additional partners?
- Identify target audiences for specially focused contact: engineering, biotechnology, agriculture
- Keep the data up-to-date
- Contacts with news media

