

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Graduate Asmissions

Goal	Communication And Recruitment 🔑 Improve the marketing and recruitment for the 60+ master's degrees and 8 doctoral degrees currently offered at SHSU and be able to support new and emerging programs.
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Objective (P)	Program Advisor Training 🔑 Streamline the process of onboarding new graduate admissions program advisors and develop a plan to maintain support for each advisor, department and related staff.
KPI Performance Indicator	Graduate Program Advisor Meetings 🔑 Meet with each graduate program advisor.
Result	Program Advisor Meetings 🔑 Meetings were scheduled with either individual programs or individual departments throughout the year.
There are no actions for this objective.	

Objective (P)	Addition Of New Graduate Programs 🔑 Streamline the process of adding new programs to the catalog of available graduate degree programs offered at SHSU.
KPI Performance Indicator	New Programs 🔑 Develop and communicate the process by which new programs are created. These are multifaceted implementations that delve across units. Programs are crated by the Registrar, added to BANNER checklist rules, added to ApplyTexas, and added to Hobson's Connect for request for information pages and digital marketing. Additionally SHSU online must develop the new program landing, pages and a blurb about the new program must be captured for subsequent inclusion in print materials. Finally, the program advisor must be trained on graduate admissions processing and Graduate Admissions staff retraining must occur.
Result	OneNote 🔑 An onboarding process that includes a meeting with Director of Graduate Admissions was documented in OneNote and is implemented. We need to work on better communicating the process by which new programs are created starting with Graduate Studies and THECB approval.

Objective (P)	Miller Cook & Associates 🔑 Work with incomplete applicants, identify where accepted not enrolled students are going, set-up focus groups with students in programs to learn more about a typical SHSU graduate students.
KPI Performance Indicator	Accepted Not Enrolled 🔑 Accepted not enrolled students are pulled and sent to ClearingHouse each fall and this task was completed in 2014 and is slated for 2015.
KPI Performance Indicator	Focus Groups 🔑 Hold focus groups with students who are in programs to determine what a typical student is like.
Result	Focus Groups 🔑 Focus groups were held for Kinesiology and Counseling. Student attendance was less than 2 each and discussion centered around issues specific to the academic college and department. These were ceased.
KPI Performance Indicator	Waitlist 🔑 Develop a waitlist in BANNER for programs for those that could be accepted but didn't make the initial cut.
KPI Performance Indicator	Reactivate Applications 🔑 Communicate with incomplete applications that stalled through the cycle and promote to a future term.
Result	SWAAPCO 🔑 Graduate Admissions is using the copy application to promote applicants to a future semester.
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Goal	Marketing Strategy 🔑 Develop a marketing strategy to increase applicant pools for those programs identified to have growth potential and capacity.
Objective (P)	Marketing Strategy And Plan Development 🔑 Identify graduate programs that have growth and capacity. Develop a program specific strategic marketing plan that includes online and print communications to increase quality of

prospective students and in some cases quantity of applicants. Funding will be needed to include printing on-demand, working with external vendors like Zinch and CollegeWeek Live to improve online footprint, and purchase of print advertisements. We will need to provide additional tracking and reporting to measure return on investment.

**KPI
Performance
Indicator**

Prospective Student And Applicant Communication Plans 🔑

Continue to monitor read-rate and open-rate on all Hobson's emails. Adjust plans accordingly. Fully utilize Hobson's Telecenter and Instant Chat functionality.

Result

Hobson's Connect Instant Chat 🔑

Instant Chat is used to communicate with individuals who visit the shsu.edu/grad web page.

Result

Mobile Friendly 🔑

Hobson's Connect email formats were updated to be easily read on mobile devices to improve read rate. Content for all emails and the timing and campaign were updated.

Result

Telecenter 🔑

Comprehensive call jobs with associated scripts were developed in Hobson's Connect filtering by prospective student or application status. Calls were scheduled and queued and associated with required job duties of the Grad Admissions Recruiter role.

Result

Recruitment Piece 🔑 🔑

A professional designed and comprehensive recruitment piece focusing on each academic college was developed for use by campus to recruit graduate students.

Result

Marketing Campaigns 🔑 🔑

Marketing campaigns to organize recruitment tasks into broad categories were developed.

There are no actions for this objective.

Goal

Graduate Admissions Process 🔑

Improve and streamline graduate admissions process.

Objective (P)

Streamline Admission Decision Processing 🔑

Utilize BANNER workflow and PerfectForms to improve the turnaround time of admission decision from graduate programs into BANNER.

**KPI
Performance
Indicator**

Perfect Forms 🔑

Utilize PerfectForms to create an online admission decision form with workflow to route from program advisor to chair

to academic dean for each program by college and department.

Result

Admission Decision Form In PerfectForms 🔑

This project was canceled by the ITS Director due to Recruiter implementation and time/scope constraints of developing appropriate routing logic on form.

**KPI
Performance
Indicator**

GRE Scores 🔑

Improve GRE score loading into BANNER. Better identify students seeking GRE waivers to move incomplete applications to a status of complete more quickly.

Result

GRE Score Loading 🔑

Implementation of Ellucian Recruiter resulted in ITS suspending GRE score loading for one year. This was revisited June of 2015 and is in-process to be completed.

There are no actions for this objective.

Objective (P)

Implement A New CRM For Graduate Admissions 🔑

Implement a CRM and application processing software program for Graduate Admissions.

**KPI
Performance
Indicator**

Upload Capability For Graduate Applications 🔑

Provide a method whereby graduate applicants can upload materials supporting their application for admission rather than emailing, mailing or faxing documents.

Result

Upload Capability 🔑

Project software did not deliver on promised features and after a six-month investment, CRM Recruiter Implementation was put on pause by implementation team and VP of EM until a future release was available.

There are no actions for this objective.

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