Graduate Admissions

Communication And Recruitment

Goal Description:

Improve the marketing and recruitment for the 56+ master's degrees and 8 doctoral degrees currently offered at SHSU and be able to support new and emerging programs.

RELATED ITEMS

RELATED ITEM LEVEL 1

Hobson Connect Application

Performance Objective Description:

Maintain and improve the application to accept communications plan utilizing Hobson's Connect. Approach needed can be customized by program to increase transparency in the application proccess for both the applicant and the graduate program faculty.

RELATED ITEM LEVEL 2

Program Reporting

KPI Description:

CONGNOS reports in place for each program showing applicants by program and status. Develop a report for programs to query a program by date of activity on application checklist items.

Results Description:

RELATED ITEM LEVEL 1

Streamline Admissions Process

Performance Objective Description:

Currently the graduate application process from time of application to receipt of department recomendation is a paper-based, manual process that does not support timely matriculation of students thus hindering the ability to effectively market, grow graduate admissions, and speed-up the financial aid and scholarship award process. Critical to graduate admissions is the need for a supplemental application system that can accommodate the specialized needs of the 80 graduate master's, doctoral, and certificate programs. We are seeking a method to allow for admissions materials to be uploaded at time of application and a system that will support online faculty review of admissions applications that is not campus-bound. We seek a fully functioning online status check page.

RELATED ITEM LEVEL 2

Admissions Process Implementation

KPI Description:

The implementation of a priority and secondary deadline to eliminate the gridlock created by applications received in the four weeks prior to the start of a term. Develop an online admissions decision form using PerfectForms. Monitor receipt date applications as compared to program deadline and start of term as compared to last year. Set-up an adivsory council of Deans to develop some best practices and explore options like revising application requirements to reduce materials overhead.

Results Description:

Several programs have implemented a priority deadline; however the lingering reviews by program committees still exists as a problem that affects application processing time. Due to a change in staffing and departmental structure, not all plans were able to be addressed. Perfect forms for decisions were not created (some programs just utilize Recruit) and exploration of a council of advisory deans was not completed.

Graduate Admissions Process

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Improve and streamline graduate admissions process.

RELATED ITEMS ---

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Marketing Strategy

Goal Description:

Develop a marketing strategy to increase applicant pools for those programs indentifited to have growth potentional and capacity.

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Results Description:

Marketing Strategy And Plan Development

Performance Objective Description:

Identify graduate programs that have growth and capacity. Develop a program specific strategic marketing plan that includes online and print communications to increase quality and in some cases quantity of applicants. Funding will be needed to include higher quality pringing on-demand, working with external vendors like Zinch and CollegeWeek Live to improve online footpring, and purchase of print advertisements. We will needto provide additional tracking and reporting to measure return on investment.

Solidify Communication Plan

KPI Description:

Expand and refine prospective communication plans to be more specific. Work on the ability to track performance by monitoring program pool size. Develop a comprehensive recruitment print piece. Identify program metrics;competitors, peer programs, capacity, desired pool size, and a prospective student profile.

Results Description:

Graduate programs produced a letter-sized brochure for general graduate programs used for recruiting purposes. Admissions staff members worked with Enrollment Communications and Program Marketing to target specific prospects to increase applicant pool for desired programs. Also worked with Graduate Studies to identify programs needing attention and growth.

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