Graduate Enrollment Management Services Update

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Assistant Dean for Graduate Enrollment Management Services
2014-15 OVERVIEW

- 4% overall increase in new graduate student enrollment

- 2% increase in new graduate student enrollment yield
  - Measurable increases in CAS, GSE, LAW, PHHP.

- Admissions Decline Survey:
  - Response rate 58%
  - Prefer another institution, geographic location, funding
  - More faculty involvement
  - Concerns raised regarding timeliness of offers received
  - 93% good or very good application experience

- Concerns regarding declining trends but mirroring national picture.
  - Many peers rethinking, reframing, retooling (SEP)
2014-15 OVERVIEW

• Responsive Web Design (RWD) on the Graduate School website (grad.buffalo.edu)

• Enhanced accuracy of Graduate Enrollment Projections
  • Current enrollment (9,490) .002% difference from projected enrollment reported to SUNY last Spring.

• Revised Graduate School Dean’s Acceptance letters
  • Measurable increase in open and click through rates.

• Provided Academic unit access to GrAdMIT E-mail Manager
  • Communication Plans

• Launched on demand Graduate application dashboards and factbooks (grad.buffalo.edu/internal)
2015-16 PROJECTS

1. New Graduate School Academic Programs Page *(Completed)*

2. Constituent Relationship Management (CRM)

3. Revised Graduate School Messaging to UB Undergraduates

4. Graduate School website optimization project

5. Admissions Survey & Graduate Student National Clearinghouse Data

6. ETS/CGS Grant: “Master’s 360...Academic Success and Professional Development”
   - Holistic Admissions Review
1. REVISIONS TO ACADEMIC PROGRAMS PAGE

SCHOOL OF ENGINEERING AND APPLIED SCIENCES

Biomedical Engineering

Biomedical Engineering at UB is a vibrant, growing department that spans the Schools of Engineering & Medicine/Biomedical Sciences. BME offers a Master of Science (MS) degree and a Doctor of Philosophy (Ph.D.) degree. The M.S. program is designed to provide a fundamental/research-oriented program of advanced study for students wishing to enhance their knowledge and understanding within a specialized discipline. The Ph.D. degree provides an opportunity for students to pursue a program of research in a specialized area and to develop a dissertation that embodies the results of original research.

<table>
<thead>
<tr>
<th>MS</th>
<th>PhD</th>
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<tbody>
<tr>
<td><strong>AVAILABLE INSTRUCTION OPTIONS</strong></td>
<td><strong>CREDITS REQUIRED</strong></td>
</tr>
<tr>
<td>IN PERSON</td>
<td>FULL TIME</td>
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<tr>
<td><strong>HOURS</strong></td>
<td><strong>YEAR(S)</strong></td>
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Application Fee

At least one of the following tests are required for admission. Test and score requirements/exceptions vary by program. Contact the department for details.

GRE

* Online programs/courses may require students to come to campus on occasion. Time to Degree and number of Credit Hours may vary based on Full Time/Part Time status, degree, track, and/or certification option chosen. Time to Degree is based on calendar year(s). Contact the department for details.
2. CONSTITUENT RELATIONSHIP MANAGEMENT (CRM)

- Strong support from Senior Leadership
- More than managing communication
- Establishing and nurturing relationships
- Analyzing data, behaviors and modifying tactics to support strategies
  - ROI
2. CONSTITUENT RELATIONSHIP MANAGEMENT (CRM)
3. REVISED MESSAGING FOR UB UNDERGRADUATES

Uncover the opportunities.

Learn more about graduate school at grad.buffalo.edu
3. REVISED MESSAGING FOR UB UNDERGRADUATES

Reach your goals.

Learn more about graduate school at grad.buffalo.edu
Envision your future.

Learn more about graduate school at grad.buffalo.edu
Find the right choice, right here.

Learn more about graduate school at grad.buffalo.edu
Discover new opportunities.

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4. GRADUATE SCHOOL WEBSITE OPTIMIZATION

- Primary: admissions and recruitment information... goal to drive traffic to academic unit pages/application.
- Improve overall look and feel as a promotional tool
  - Academic unit research, events, etc.
- Reduce number of pages, redundancy and internal vernacular
  - Migrated Graduate School internal documents to GEMS internal website (grad.buffalo.edu/internal)
- Electronic Communications
What was the MOST IMPORTANT factor in your decision?

- Received admission offer from preferred institution: 33%
- Concerns about academic reputation/ranking of program: 18%
- Received better funding/financial aid package: 16%
- Preferred different geographical location: 13%
- Preferred program of study areas at chosen institution: 10%
- Better research opportunities at chosen institution: 5%
- Faculty at chosen institution: 2%
- Other: 3%
### School of Architecture and Planning
- Syracuse University: 16
- University of Michigan: 14
- University of Florida: 13
- Clemson University: 10
- Texas A&M University: 10
- University of Cincinnati: 10
- Cornell University: 8
- Illinois Institute of Technology: 8
- Rutgers - New Brunswick: 8
- Washington University: 8
- CUNY City College: 7
- Pratt Institute: 7
- The Ohio State University: 7
- University of Pennsylvania: 7
- University of Illinois at Chicago: 6
- University of Southern California: 6
- North Carolina State University: 5
- Southern California Institute of Architecture: 5
- University of Illinois @ Urbana: 5
- University of Maryland - College Park: 5

### School of Engineering and Applied Sciences
- University of Texas at Dallas: 52
- Texas A&M University: 39
- SUNY Stony Brook University: 37
- University of Houston: 35
- Syracuse University: 32
- Rutgers - New Brunswick: 30
- The Ohio State University: 27
- Carnegie Mellon University: 24
- New York University: 24
- Indiana University - Bloomington: 23
- University of Illinois at Chicago: 21
- Cornell University: 21
- Rochester Institute of Technology: 19
- University of Cincinnati: 18
- University of Illinois at Urbana: 18
- Polytechnic Institute of New York University: 16
- San Jose State University: 16
- Pennsylvania State University: 16
- Purdue University - West Lafayette: 15
- University of Maryland - College Park: 15
- Michigan Technological University: 13
- University of Utah: 13
- University of Texas at Arlington: 12
- Stevens Institute of Technology: 12
- SUNY Binghamton: 11
- University of Illinois @ Urbana: 11
- University of Rochester: 11

### School of Management
- University of Texas at Dallas: 56
- University of Maryland - College Park: 44
- Syracuse University: 36
- Case Western Reserve University: 26
- University of Cincinnati: 26
- Fordham University: 25
- Texas A&M University: 24
- University of Rochester - School of Business: 24
- University of Connecticut: 20
- Drexel University: 16
- Tulane University: 15
- University of Arizona: 15
- University of Illinois at Chicago: 15
- Rutgers - The State University of NJ - Newark: 13
- Carnegie Mellon University: 12
- Pepperdine University: 12
- Clark University: 11
- University of Delaware: 11
- Temple University: 10
- The Ohio State University: 10
- University of Florida: 10

**Major Competitors for Masters Students Who Are Accepted to UB and Enroll Elsewhere**
ETS/CGS Award for Innovation in Promoting Success in Graduate Education: From Admission through Completion

This program recognizes promising efforts in initiating or scaling up innovations in graduate education that occur from admission through successful completion of a degree program. It is designed to link innovative admissions practices with other institutional practices including, but not limited to, mentoring, support programs, intellectual enrichment, and social support, that will improve student success once students are enrolled in their graduate programs.

This award program is especially interested in encouraging innovations that promise to improve the success of a diverse and inclusive student population.

Application deadline is September 11, 2015.

Past Winners:
- 2009: The University of California, Davis
- 2010: Michigan State University
  - Honorable Mention: Morehouse School of Medicine; The University of California, Irvine
- 2011: Eastern Illinois University
  - Honorable Mention: Florida International University; Morehouse School of Medicine
- 2012: University of Illinois at Chicago
  - Honorable Mention: Loyola University Chicago

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QUESTIONS?

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