

ARKANSAS TECH
UNIVERSITY

Graduate College



Presented to the
Enrollment and Marketing Working Group

October 2015

Our Vision

The vision of the Graduate College of Arkansas Tech University is to empower students through advanced degrees to meet the demands of a global society through intellectual inquiry, scholarly attainment, artistic endeavors, and creative pursuits within and across disciplines.

Our Mission

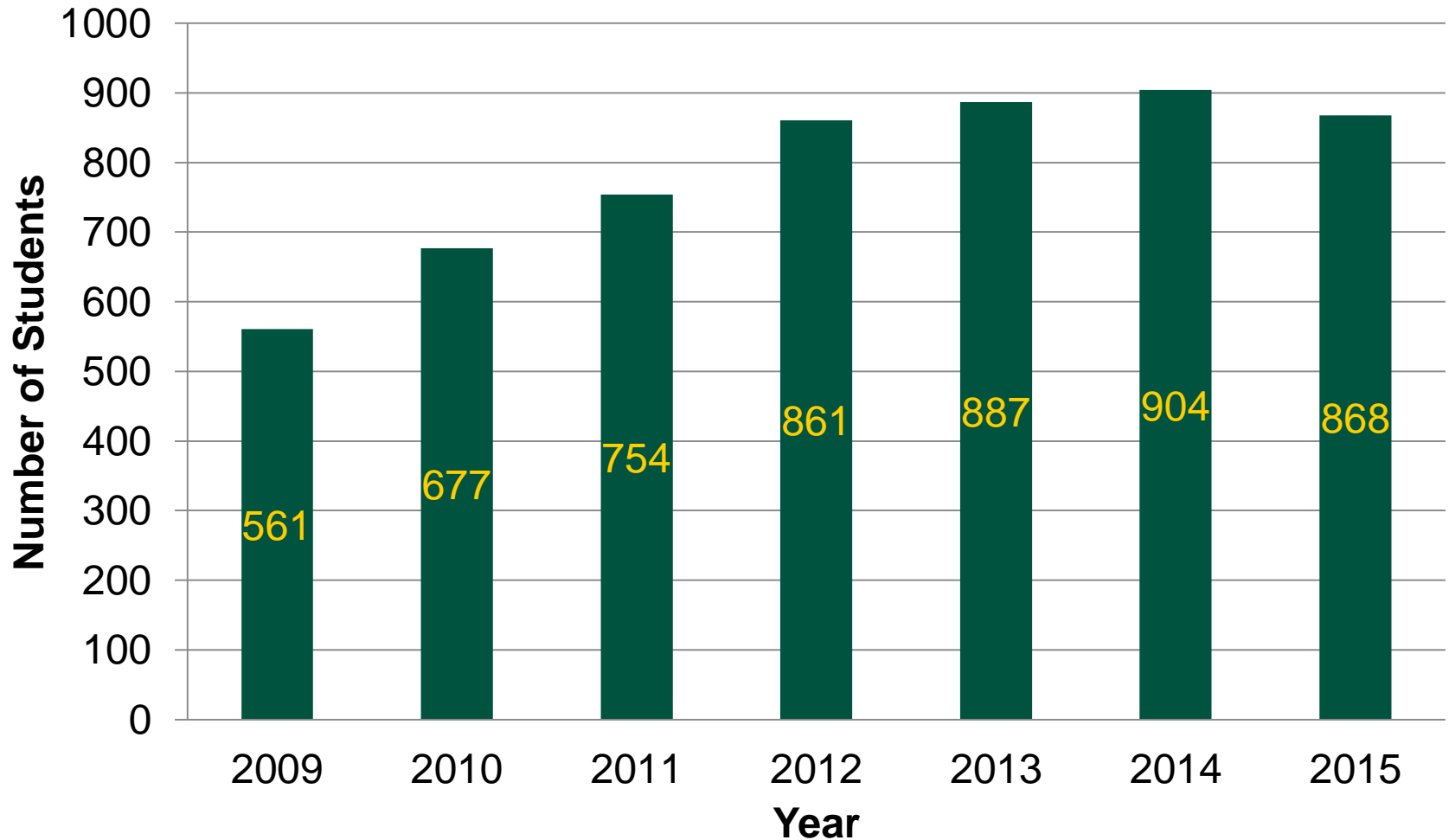
The mission of the Graduate College of Arkansas Tech University is to encourage a diversity of ideas in a climate of academic freedom and integrity. Advanced degrees are designed to complement and enhance undergraduate programs.

The Graduate College is an advocate for graduate study and seeks partnership with other entities to accomplish our goals more efficiently. The Graduate College serves to nurture and preserve academic excellence by taking the lead in shaping policy and assisting faculty in guiding and mentoring graduate students in becoming accomplished and ethical scholars, researchers and practitioners in their disciplines.

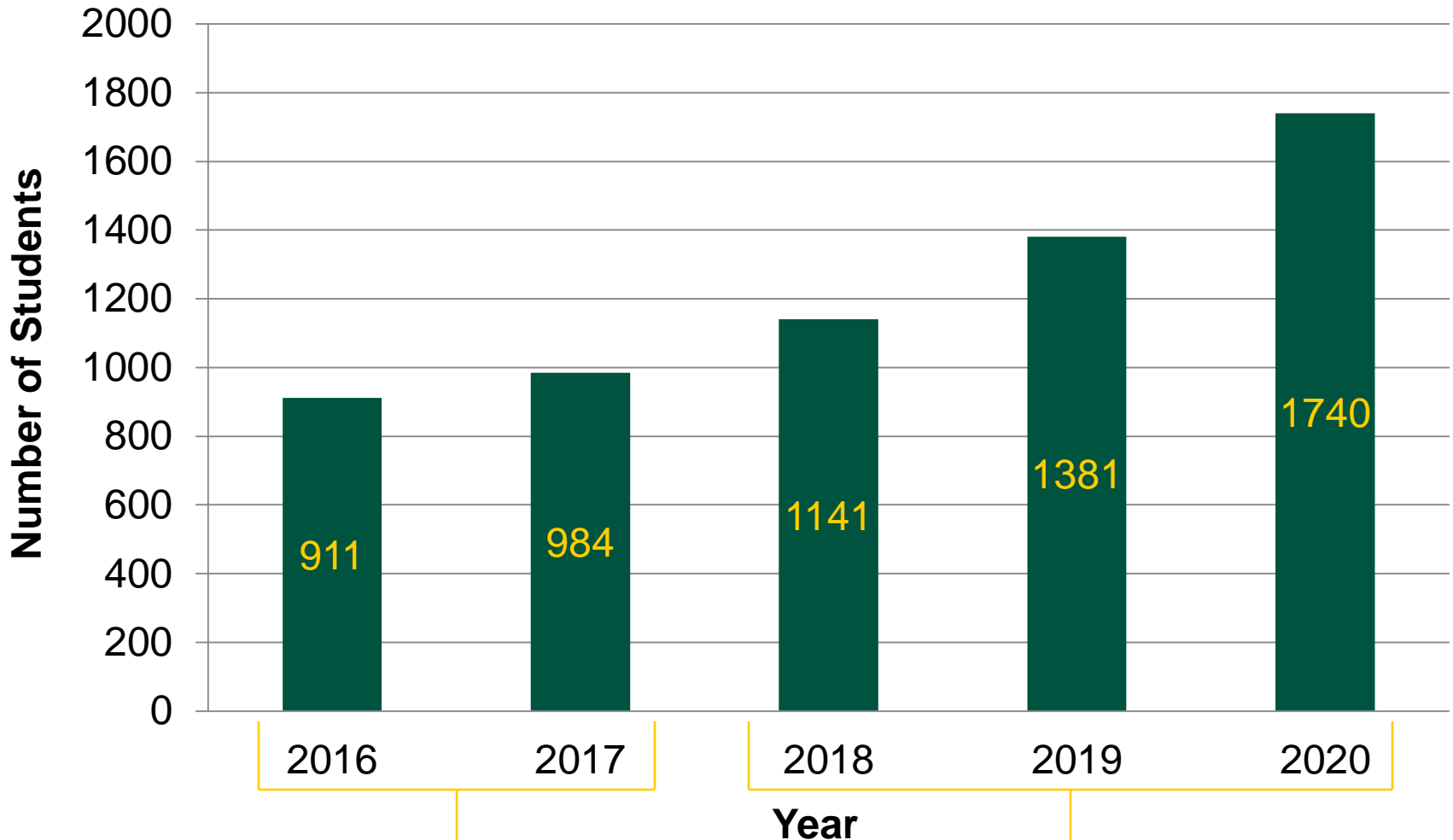
- Revised January 2014

GRADUATE COLLEGE DATA

Fall Term 11th Class Day Enrollment



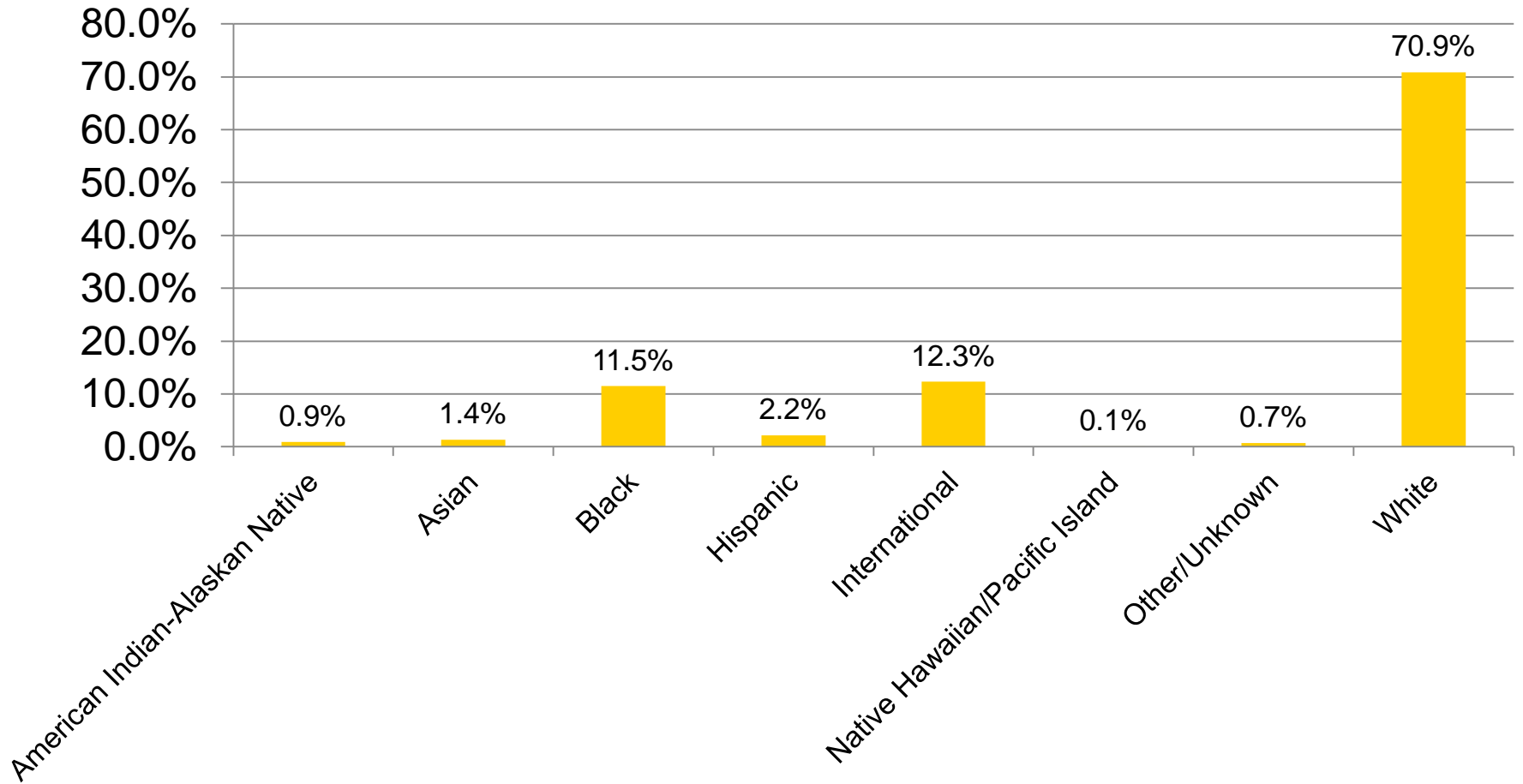
Fall 5-Year Enrollment Projections



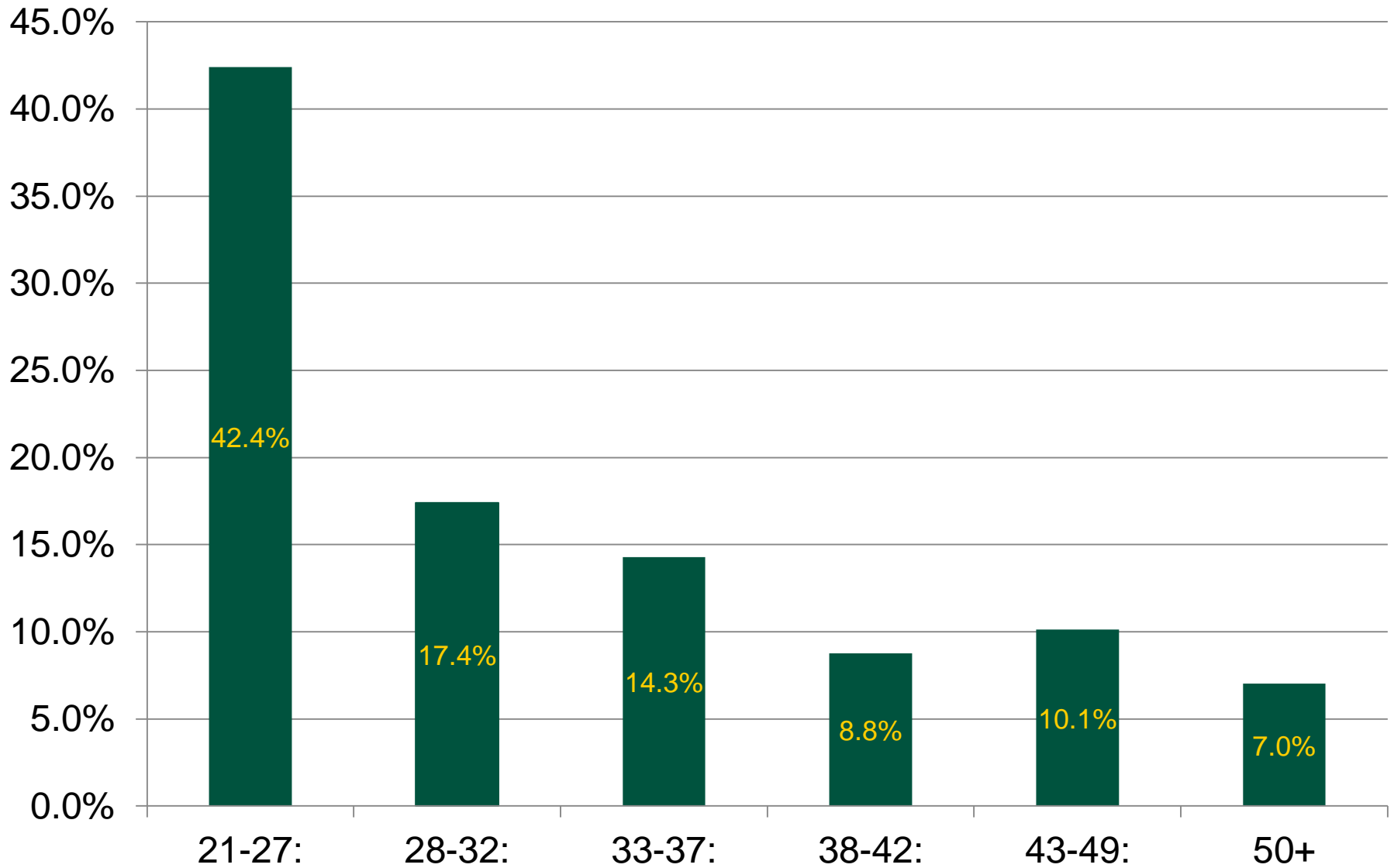
Based on current programming and existing recruitment budget. No more than 5-8% enrollment growth.

Desired enrollment based on expanded marketing and recruiting efforts. Double Fall 2015 enrollment by 2020.

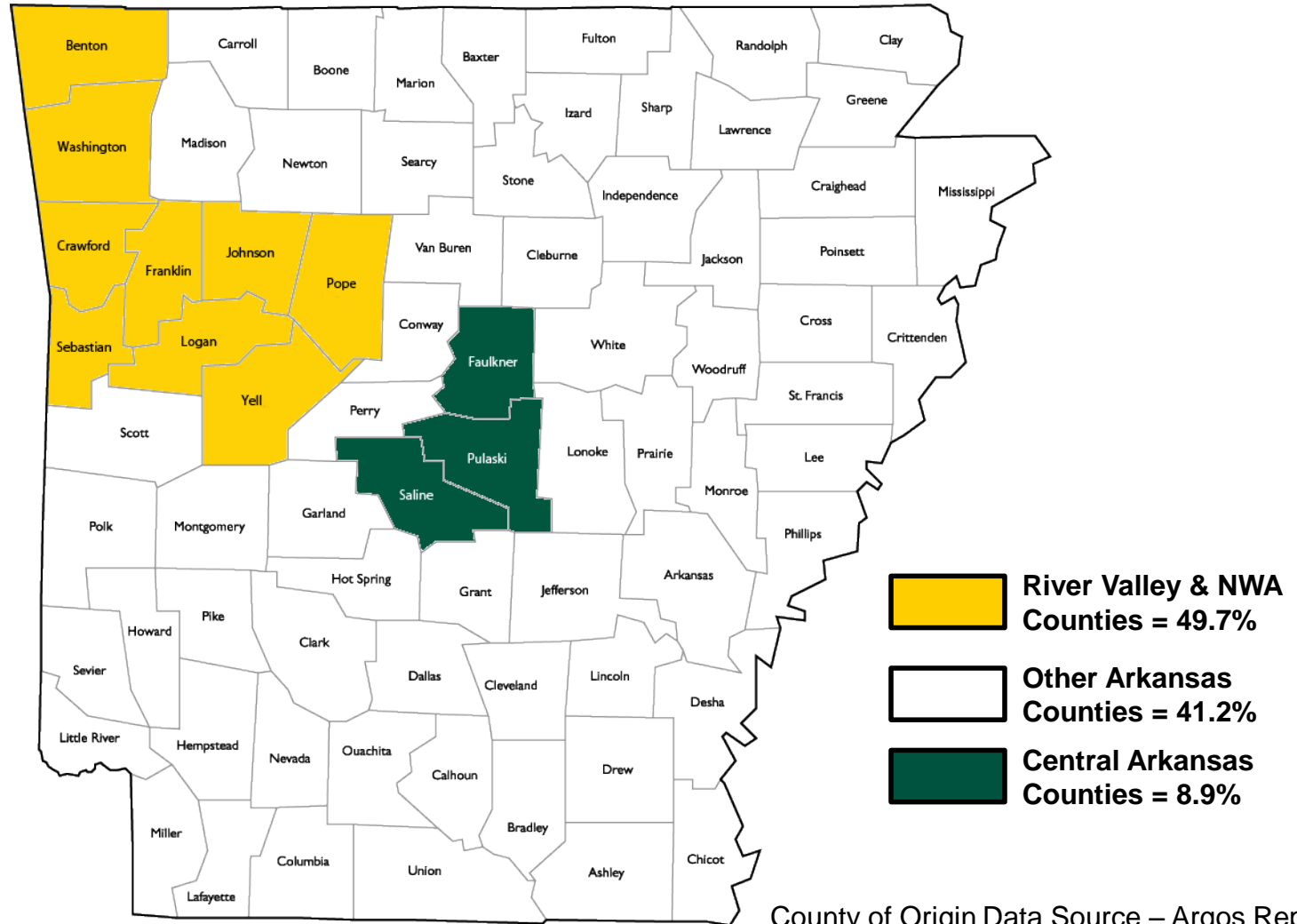
Fall 2015 Ethnicity Profile



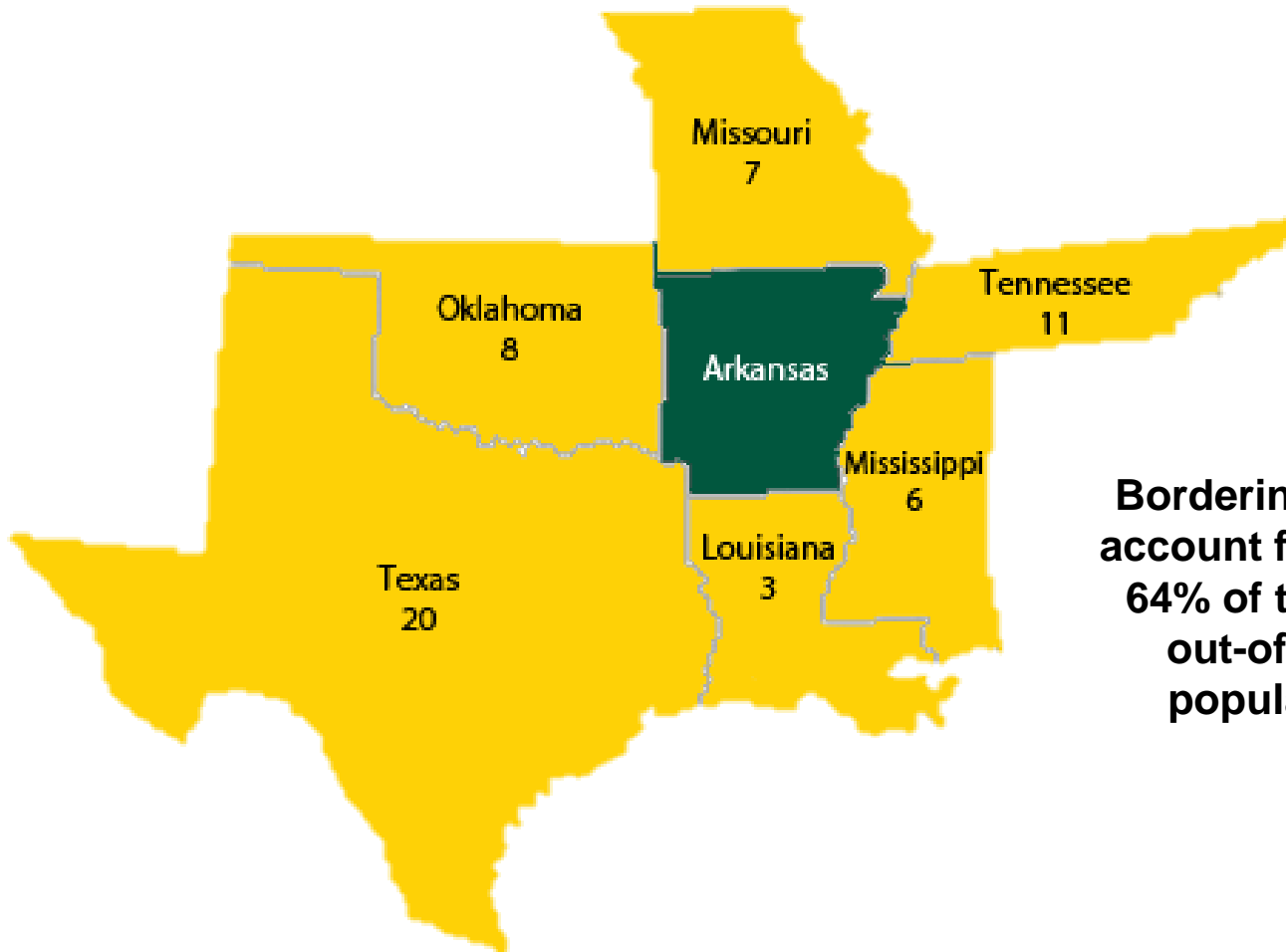
Fall 2015 Age Profile



Fall 2015 Arkansas County Representation

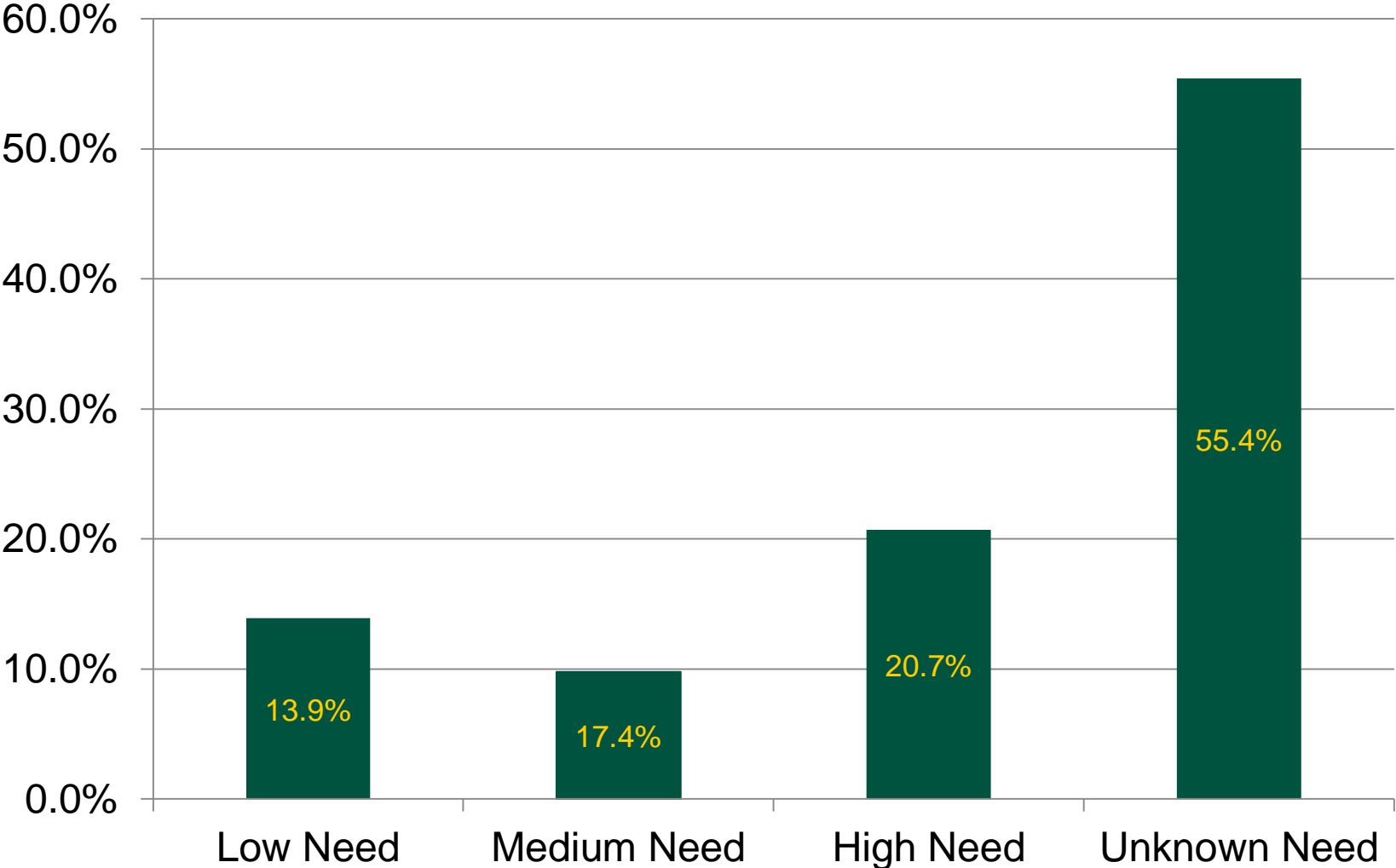


Fall 2015 Bordering State Representation



Bordering states account for nearly 64% of the total out-of-state population.

Fall 2014 Financial Aid Need



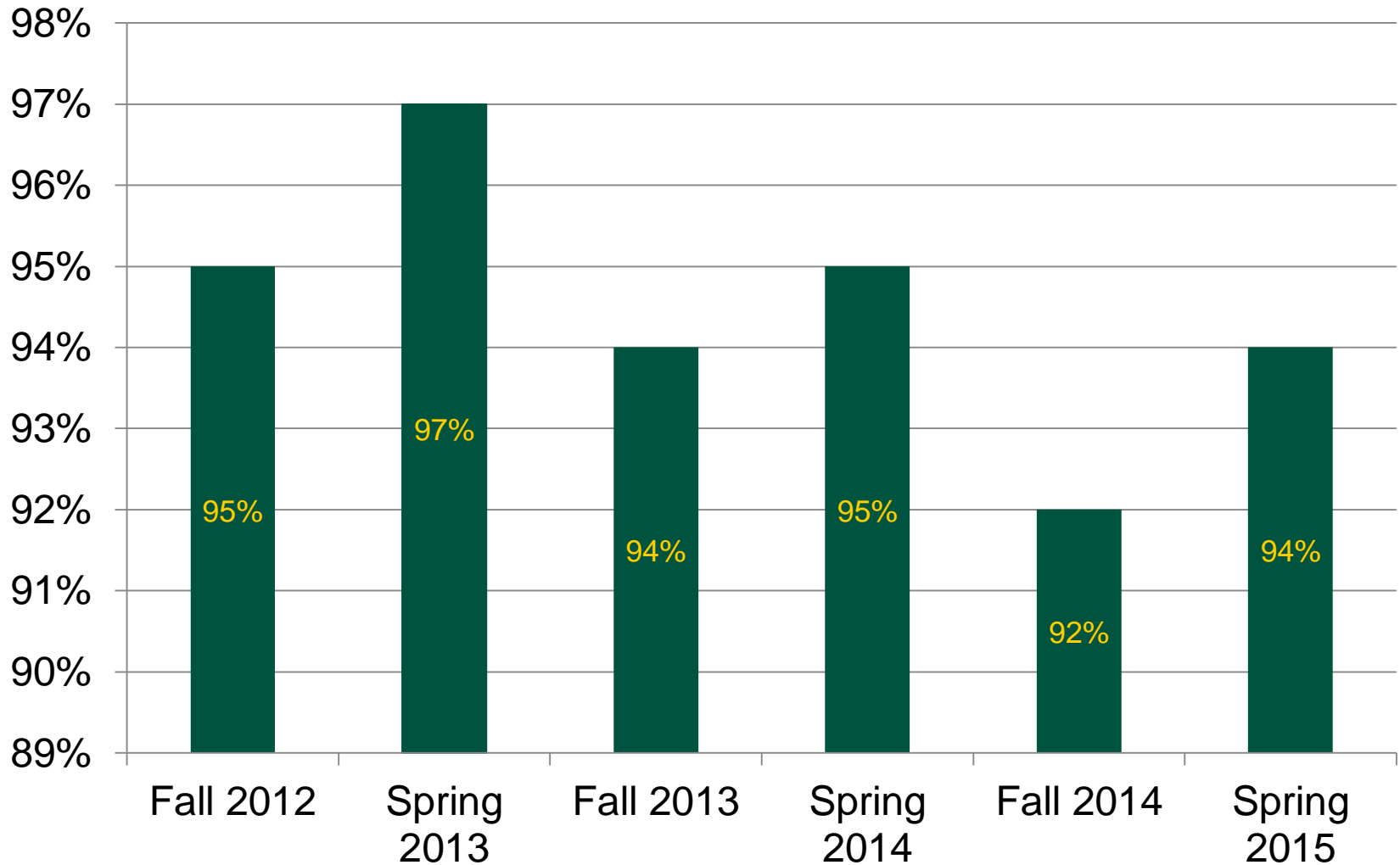
Data Source – Institutional Research Report

GRADUATE COLLEGE ENROLLMENT

Graduate College Degree Offerings

- Doctorate of Education: 1
- Educational Specialist: 1
- Master of Science: 9
- Master of Arts: 5
- Master of Education: 5
- Master of Engineering: 1
- Master of Liberal Arts: 1
- Master of Science in Nursing: 1

Graduate College Retention Data



Data Source – Self-Reported Graduate College Data
No Institutional Research Data available

Highest Enrollment Graduate Programs

FALL 2015 11TH DAY ENROLLMENT BY PROGRAM

PROGRAM NAME	DEGREE TYPE	TOTAL ENROLLED
College Student Personnel	MS	127
Teaching English to Speakers of Other Languages	MA	85
Master of Arts in Teaching	MAT	82
Business Administration*	MS	66
Educational Leadership	MED	61

*No longer accepting applications after Fall 2015

Lowest Enrollment Graduate Programs

PROGRAMS WITH FEWER THAN 15 STUDENTS ENROLLED FALL 2015 11TH DAY ENROLLMENT

PROGRAM NAME	DEGREE TYPE	TOTAL ENROLLED
Engineering	MENGR	6
Educational Leadership	Ed.S.	7
Applied Sociology	MS	7
Multimedia Journalism	MA	13
Psychology	MS	13
English	MA	14

Programs Approved for Online Delivery

PROGRAM NAME	DEGREE TYPE
Educational Specialist	Ed.S.
Teaching English to Speakers of Other Languages	MA
Educational Leadership	MED
Business Administration*	MS
College Student Personnel	MS
Emergency Management and Homeland Security	MS
Health Informatics	MS

*No longer accepting applications after Fall 2015

Programs Pending for Online Delivery

PROGRAM NAME	DEGREE TYPE
Special Education with Dyslexia option	MED
Instructional Technology with Library Media option	MED

Factors that Drive Graduate Enrollment

- The nation's economy can play a significant factor with students choosing to pursue a graduate education.
- Employment opportunities can be a strong reason for students to continue their education for potential promotions and additional compensation.
- Personal growth and a sense of accomplishment – Some people consider themselves life learners.

Enrollment Opportunities Not Pursued

- The opportunity to recruit from a strong prospect pool of students rather than waiting for students to apply and then begin sending them information. A tool such as Hobson's would be very beneficial.
- Television, print media, or billboard ads targeted specifically for the Graduate College.
- Adding Graduate Certificate options to some degree programs.
- Not utilizing online marketing tools such as www.gradschools.com due to cost.
- Hiring a full-time Graduate Recruiter who travels across the state and region.
- Add an instant chat feature to our website to communicate with potential Graduate College students.

Barriers to Enrolling More Students

- Limited number of desired online graduate degree programs available to students.
- Limited funds/resources to support advanced research at the graduate level.
- Barriers to develop online courses (i.e. e-Tech certification).
- The nation's economy when it is on an up-swing can impact a student's decision to pursue a graduate education.
- Limited travel funds to recruit potential new recruitment territories.

Barriers to Enrolling More Students

- Non-competitive Graduate Assistantship compensation pay.
- Lack of funding/scholarships at the graduate level beyond Graduate Assistantships.
- Limited online student services for online graduate students.
 - Campus Involvement
 - On-Campus Resources
- International student travel regulation changes.
- International students must take a minimum number of hours in traditional in-class courses to meet international requirements. This can limit what program they can pursue.

Potential Future Degree Programs

- The Graduate College is documenting programs we receive the most interest from students which helps determine what programs are considered to be in-demand from prospective students.
- Potential Future Degrees:
 - Doctoral Degree
 - Higher Education/Student Affairs Leadership
 - Masters Degree
 - MBA (Marketing/Management)
 - Professional Studies/Human Resource Management
 - Sport Administration/Coaching
 - Computer Science
 - Hospitality Management

Enrollment Concerns

- Continued competition from in-state institutions offering similar degree programs.
- Online In-State Institutional Offerings
 - University of Arkansas eVersity.
 - University Central Arkansas.
 - Arkansas State University – Jonesboro.
 - Academic Partnership online degree options.
 - Highest online enrollment in the state Fall 2015 with over 3,000 students.
- Limited recruitment efforts due to constrained travel funds.
- Requiring immunization records as part of the application for online degree programs.
- State higher education acts prohibit ATU from recruiting certain states.

GRADUATE COLLEGE PROGRAM MARKETING

Internal Marketing Strategy

- Make contact with students to acknowledge their application has been received (automatic email confirmation).
- The Graduate College will continue to actively contact students that have missing documents each semester and encourage them to send them in as soon as possible.
- As students are admitted, the staff will also encourage them to contact their advisor to get registered for classes.
- Academic Coaching for graduate students with low GPA.
- Updating the Graduate College website to make it more visual appealing, easier to navigate, updated information, etc.

Internal Marketing Strategy

- Continue the recruitment of ATU undergraduate students by contacting them as graduation nears through emails.
- Graduate Student Council members will actively be recruiting their own colleges to encourage students to pursue graduate school and holding information sessions about ATU.
- Graduate Assistantship program promotion and increase numbers.
- Career and Graduate Fair attendance.
- Create optional Graduate Student Orientation for new graduate students. This will help with retention.

Social Media Channels

- Our Administrative Assistant I will be responsible for updating our social media outlets.
- The Graduate College currently utilizes Facebook and Twitter.
 - Facebook: www.facebook.com/ATUGraduateCollege
 - Twitter: @atugradcollege
- We are looking at possibly adding Instagram, YouTube, etc. to attract more interest.

How Our Programs Differentiate from Comparable In-State Institutions

- We offer specialty emphasis areas in some degree programs.
- ATU tuition and fees tend to be less compared to other in-state institutions.
- We offer bordering state residents in-state tuition rates while other institutions only offer bordering counties.
- Relatively small class sizes.
- Student-centered success philosophy emphasized.

Faculty/Staff Recruitment Involvement

- Some faculty and staff are actively involved in the recruitment process for their programs.
 - However, there is little to no funding available to support their promotional materials.
 - Department recruiting is done on a limited basis.
- Hold a yearly in-service with Program Directors from each department to learn more about their programs and changes to programs.
- Increase promotion of graduate programs with discipline-specific professional organizations.

GRADUATE COLLEGE BIG IDEAS

Enrollment/Marketing Strategic Initiatives

- Increase Recruitment Budget
 - Additional funds will help support and increase the recruitment and travel of the Graduate College.
 - It is critical to increase our presence in the southeast region.
 - Begin marketing areas with certain CIP codes.
- Fort Smith, Arkansas
 - The creation of an ATU Customer Service Center in the area.
 - Begin a full-time presence in this vital market.
- Terminal Degrees
 - The addition of more terminal degrees will require more resources and a staff position as a Graduate Reader will be needed.

Enrollment/Marketing Strategic Initiatives

- The Addition of Professional Programs
 - Veterinary School
 - There is not a Veterinary school in the state of Arkansas.
 - Doctor of Nursing Practice
 - UAMS and U of A offer the program
 - ASU offers the program online
 - Doctor of Physical Therapy
 - Only three schools in the state offer this competitive program (UCA, ASU, Harding).
 - Doctor of Occupational Therapy
 - Only three schools in the state offer this competitive program (UCA, ASU, U of A).
 - Optometry School
 - There is not an Optometry school in the state of Arkansas.

Enrollment/Marketing Strategic Initiatives

- Graduate Ambassador Program
 - Work with alumni to recruit across the country for ATU.
- Support Study Abroad opportunities at graduate level.

Questions?

ARKANSAS TECH
UNIVERSITY

Graduate College



Presented to the
Enrollment and Marketing Working Group

October 2015