



Intro & Instructions

2019 RNL & NAGAP GRADUATE STUDENT RECRUITMENT AND SUCCESS PRACTICES POLL

Thank you for participating in the 2019 RNL & NAGAP Graduate Student Recruitment and Success Poll.

By participating, you will receive important data and benchmarks related to the increasingly important graduate student population. The recruitment and success of this important segment of learners is key and we hope that our poll aids you and your team in achieving your goals. As an added bonus, the first 150 completed surveys will be awarded with a \$15 Amazon gift card.

Please submit your responses by close of business September 18, 2019. Findings will be sent to you in January of 2020. All information is strictly confidential and will only be used for this study.

To receive the results, please ensure you complete the “contact information” below. Remember this information will only be used to send you the final report in December. Your data will only be used for the purposes of this study and will not be shared with anyone. All data will be reported anonymously.

Note: All responses you enter will be saved automatically, allowing you to leave the survey and return to complete questions later (as long as you use the same computer). Your responses will only be used to gather data for this report and will not be shared.

Questions? [Email me at Raquel.bermejo@Ruffalonl.com](mailto:Raquel.bermejo@Ruffalonl.com)

Thank you!

Raquel Bermejo, Ed.D.
AVP for Market Research, Ruffalo Noel Levitz

CONTACT INFORMATION

Please identify yourself. Your personal information will be confidential but require an email to send you the final benchmarks.

Prefix	<input type="text"/>
First Name	<input type="text"/>
Last Name	<input type="text"/>
Title	<input type="text"/>
Email Address	<input type="text"/>
Institution Name (full) If your institution has multiple campuses, please specify what campus you are responding for.	<input type="text"/>
Institution State (use two letter abbreviation)	<input type="text"/>

Part 2: Background questions

At what level do you offer graduate programs? (Select all that apply.)

- Post baccalaureate certificate
- Post baccalaureate certification prep/licensure
- Master's degree
- Post graduate certificate
- Post graduate certification prep/licensure
- Doctorate degree
- Professional doctorate (JD, MD, DO, etc.)
- Other

Select your academic calendar offerings for graduate students. (Select all that apply.)

- Full semester
- 12-weeks
- 10-weeks
- 8-weeks
- 6-weeks
- 4-weeks
- Other

Which formats do your graduate program(s) offer for graduate students? (Select all that apply.)

- Cohort-based
- Evening classes
- Weekend-based
- On-Ground, on-campus
- On-Ground, off-campus (e.g., satellite learning center)
- 100% Online
- Online classes
- Self-paced
- Other

Part 5: Budget for Marketing and Recruitment of Graduate Students

Do you have a separate budget for marketing and recruitment of graduate students?

- Yes
- No

What was your marketing and recruitment budget for graduate students in 2018?

How does your institution organize its recruitment, admissions, and marketing for graduate students?

- Centralized: Solely or primarily handled within a single unit.
- Decentralized: Coordinated and staffed by individual schools or programs. (May have central application management.)
- Collaborative: Shared responsibility for achieving enrollment goals across multiple units with no single unit bearing primary responsibility.

Part 6: Graduate Student Communication

Graduate Student Communication Practices

After you receive an inquiry from prospective graduate student, how quickly do you make your first contact with that inquiry and which of the following methods do you use?

	Immediately	Within hours	Within a day	Within 3 days	Within a week
Personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Material mailed to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital or social media advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<div style="border: 1px solid #ccc; height: 80px; width: 100%;"></div>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Who is the first to respond to your graduate inquiries?

- Internal lead qualification call center
- Graduate admissions counselor
- Graduate program coordinator
- Faculty member
- Whoever is available at the time of inquiry
- 3rd party partner call center
- Other

How effective is each mode of communication to reach a new graduate student inquiry for the first time?

	Highly Effective	Effective	Not Effective	Not Used
Personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Material mailed to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital or social media advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How long do you keep inquiries from graduate students in your system before you remove them?

- 6 weeks
- 3 months

- 6 months
- 1 year
- 2 years

On average, what is the time lapse between your initial follow-up contact(s) and an appointment of any type (phone or in person) with an enrollment representative?

- Less than 24 hours
- 24 hours
- 1-3 days
- 4-7 days
- More than 7 days

After you make the initial contact(s), how frequently do you continue to contact the graduate student inquiry and through which methods? (Select all that apply.)

	Daily	Weekly	Every two weeks	Monthly
Personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Non-personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Material mailed to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital or social media advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input style="width: 150px; height: 15px;" type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How effective is each mode of communication to reach graduate student inquiries for follow-up contact?

	Highly Effective	Effective	Not effective	Not used
Personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<input type="radio"/> Highly Effective	<input type="radio"/> Effective	<input type="radio"/> Not effective	<input type="radio"/> Not Used
Non-personalized email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Text message	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Phone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Material mailed to home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital or social media advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Graduate Student Prospective Communications

Do you have a formal communication plan for graduate students?

- Yes
- No

On average, what is the time lapse between your receipt of a completed application from a graduate student and an admission decision?

- Less than 24 hours
- 24 hours
- 1-3 days
- 4-7 days
- More than 7 days
- Longer than a week

On average, what is the time lapse between receiving an application from a graduate student (complete or incomplete) and the first day of enrollment?

- Less than 24 hours
- 24 hours
- 1-3 days
- 4-7 days
- More than 7 days
- Longer than a week

Under-represented Population Recruitment Strategies

Do you have specific strategies for the recruitment of graduate students in the following groups?

	Yes	No, not currently considering	No, but currently studying strategies
Hispanic	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
African American	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 2 <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other 3 <input type="text"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What recruitment materials or communications for graduate students do you currently have available in Spanish? (Select all that apply.)

- Search emails
- Direct mail search pieces
- Phone calls
- View-book
- Digital or social media advertising
- Website
- Campus visits
- We currently do not have any recruitment materials in Spanish, but are working on having them in the near future.
- We do not have any recruitment materials in Spanish, and we are not planning to have any in the near future.

Enrollment Office Strategies for Graduate Students

Indicate if you use the following strategies for the recruitment of graduate students, and if you currently manage them in-house or use an outside vendor:

Yes, do in-house	Yes, use outside vendor	Practice not used
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	Yes, do in-house	Yes, use outside vendor	Practice not used
Systematically contacting graduate student inquiries to assess their level of interest in enrolling at your institution ("qualifying inquiries")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Systematically contacting graduate admitted students to assess their level of interest in enrolling at your institution ("qualifying admits")	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Statistical modeling to predict the likelihood of a prospective graduate student enrolling at your institution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of behavioral/engagement scoring with digital/web tracking for graduate students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of financial aid resources to determine ability to pay in relation to financing education, scholarship distribution, and managing the discount rate percentage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Graduate Student Mobile Communications

Do you collect graduate student mobile/cell phone numbers? If so, how do you use them? (Select all that apply.)

- Notifications of impending deadlines, events, acceptance, etc.
- Calls simply to build a relationship between the caller and the learner
- Calls from telecounseling call centers
- Mass text messages
- Individual text messages
- We do not collect cell/mobile numbers

Section 7: Internal Operation Practices for Graduate Student Recruitment

Internal Operations Practices

Do you have a formal marketing and recruitment plan for graduate students aligned with your institutional goals and plan?

- Yes
- No

Which best describes your graduate student recruitment plan?

- 100% focused on graduate programs
- Sub-plan of a larger recruitment plan which is not 100% focused on graduate programs
- Plan focuses on recruiting graduate students into specific programs
- Other (please specify):

Who is primarily responsible for generating inquiries from prospective graduate students?

- Adult and/or online enrollment department
- Traditional undergraduate enrollment department (undergraduate admissions department)
- Traditional graduate enrollment department (graduate admissions department)
- Marketing department
- Faculty
- A third party partner
- Other (please specify):

Who is primarily responsible for following up with inquiries from prospective graduate students?

- Adult and/or online enrollment department
- Traditional undergraduate enrollment department (undergraduate admissions department)
- Traditional graduate enrollment department (graduate admissions department)
- Faculty
- A third party partner
- Other (please specify):

Who makes admission decisions for graduate students?

- Graduate admissions department
- Graduate academic program coordinators
- Admissions review committee
- Other (please specify):

Below is a list of strategies to generate inquiries from prospective graduate students. For each, indicate how effective this has been for your institution. If you do not utilize one of these strategies with graduate students, please be sure to check "Not Used."

	Highly Effective	Effective	Not effective	Not used
Web presence in general	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website presence focused on graduate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	<input checked="" type="radio"/> Highly Effective	<input type="radio"/> Effective	<input checked="" type="radio"/> Not effective	<input type="radio"/> Not used
website pages focused on graduate recruitment	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Search engine optimization (SEO) to improve organic search results	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online chat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Website "request information" form	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web scheduling tool for appointments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Degree completion/recruit back	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchasing names of prospective learners from list vendors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-mail blasts to purchased email lists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outbound phone calling campaigns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free application	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Referral program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strategies to generate inquiries from prospective graduate students (continued)

	Highly Effective	Effective	Not Effective	Not Used
Information sessions, face-to-face	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Information sessions via webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current undergraduate students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open houses (ground)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Open houses (virtual)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Faculty/departmental events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business/community development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnerships with businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnerships with other colleges or schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Partnerships with military	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Veteran Yellow Ribbon Program participant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Award credits for nontraditional learning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct mail (USPS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Advertising Strategies

Below is a list of advertising strategies to generate inquiries from prospective graduate students. For each, indicate how effective this has been for your institution. If you do not utilize one of these strategies with graduate students, please be sure to check "Not Used."

	Highly Effective	Effective	Not Effective	Not Used
Print media ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Television ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online display advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay-per-click keywords and ads on search sites like Google, Bing, or Yahoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pay-per-click ads on Facebook or other social media sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Re-targeted ads that appear on other websites after learners visit your campus website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Billboard, bus, or other outdoor advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section 8: Graduate Student Success

Graduate Student Success

Retention of Graduate Students - Planning

	Yes	No
Do you have an annual retention plan in place that includes graduate students?	<input type="radio"/>	<input type="radio"/>

Retention of Graduate Students - Support Program

	Yes	No
Do you have graduate student success coaches?	<input type="radio"/>	<input type="radio"/>
Do you have graduate student orientation?	<input type="radio"/>	<input type="radio"/>

	Yes	No
Do you have specific transition programs for graduate students?	<input checked="" type="radio"/>	<input type="radio"/>
Do you have a designated gathering spot/center for graduate students on your campus?	<input type="radio"/>	<input type="radio"/>
Do you offer classes after 6:00 PM?	<input type="radio"/>	<input type="radio"/>
Are your administrative offices open after 5:00 PM?	<input type="radio"/>	<input type="radio"/>
Do you have graduate student support program in place?	<input type="radio"/>	<input type="radio"/>
Do you have a designated virtual gathering spot/center for graduate students online?	<input type="radio"/>	<input type="radio"/>

Closing

Thank you for completing the 2019 RNL & NAGAP Graduate Student Recruitment and Success Poll. Your participation will help us provide valuable benchmarks to you and others in higher education.

After you hit the submit button, you will have a chance to save a copy of your responses to your computer. We recommend you do that, so that you can compare your responses to the national results when the report is published in January.

Remember that the first 150 completed surveys will be awarded with a \$15 Amazon gift card! We will let you know at the closing of the survey if you are one of the lucky 150 gift card recipients.

If you have any questions about this research and/or the upcoming report, please contact me at Raquel.bermejo@Ruffalonl.com.

Thank you again!

**Raquel Bermejo, Ed.D.
AVP for Market Research, Ruffalo Noel Levitz**