



Graduate Recruitment Strategies That Make the Dean's List


Presented by:

*Jack Klett, M.A., Director of Recruitment, Jefferson
(Philadelphia University + Thomas Jefferson University)*

Amanda Scott, M.A.Ed., Senior Director, Capture Higher Ed




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Identifying the Challenges: CGS 2017 Pressing Issues Survey

- ▶ In the next 12 months...
 - ▶ 80% of institutions are likely to create one or more graduate degree programs
 - ▶ 40% of institutions will not eliminate one or more program
 - ▶ 80% will adopt new student recruitment strategies to enhance diversity and inclusiveness
 - ▶ 72% will promote graduate student diversity



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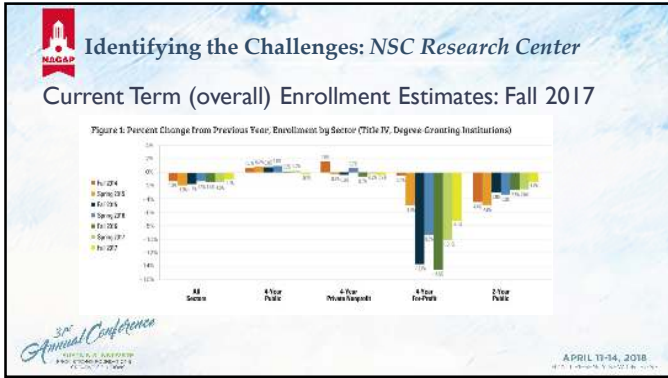


Identifying the Challenges: CGS 2017 Pressing Issues Survey

- ▶ Areas Graduate Deans are very likely to devote substantial energy:
 - ▶ Promoting Diversity in Graduate Student Body
 - ▶ Leadership in Graduate Enrollment Management
 - ▶ Institutional Resources



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Identifying the Challenges: NSC Research Center
Overall Postsecondary Enrollment

- 1.0% across all sectors
- 0.2% four-year public
- 0.4% four-year private non-profit
- 7.1% four-year for-profit
- 1.7% two-year public

Table 4: Estimated National Enrollment by Sector Program Level (TIV, Degree-Granting Inst.)

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Identifying the Challenges: NSC Research Center
Graduate Enrollment

- +0.9% across all sectors
- 0.1% four-year public
- +0.8% four-year private non-profit
- 3.0% four-year for-profit

Table 4: Estimated National Enrollment by Sector Program Level (TIV, Degree-Granting Inst.)

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Top Challenges in Graduate & Professional Recruitment


1. The Political and Economic Climate
2. Increased Competition
3. Shaping the Class
4. Organic Lead Generation
5. Limited Resources

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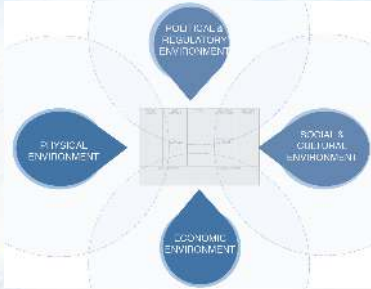



THE POLITICAL & ECONOMIC CLIMATE

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**This if your business model.
 This is your business model on environmental factors.**



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The Political & Economic Climate

Problem

- Proposed tax reform to tax graduate school waivers
- Proposed bill The PROSPER Act
- Increase in tuition across most institutions
- 4 out of 10 schools seeing drop in international enrollment
- Despite increase in applications and first-time graduate enrollment, total enrollment is largely unchanged since its peak in 2013

Solution

- Be aware and advocate
- **Affordability** continues to be #1 – must connect on ROI
- Put potential students on your campus with **visuals** – showcase people with “my” story
- **Testimonials** from graduates students work

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INCREASED COMPETITION

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Identifying the Challenges: PharmCAS Trends: Pharm.D.

Programs are increasing...Yet...applications are decreasing.

Year	Programs
2013	120
2014	124
2015	128
2016	134
2017	138

Year	Applications
2013	17,000
2014	16,000
2015	15,000
2016	14,000
2017	13,000

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Increased Competition

Problem	Solution
<ul style="list-style-type: none"> - Existing pipelines are drying up – alternatives are needed - Graduate programs are forced to take on increased pressure to make-up for losses in undergraduate programs 	<ul style="list-style-type: none"> - Create internal feeder programs - Foster external feeder networks - Add NEW marketing macro strategies: digital display targeting, social, marketing automation, campaign specific landing pages, dynamic content, smart direct mail - Less brand. More benefit.

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SHAPING THE CLASS



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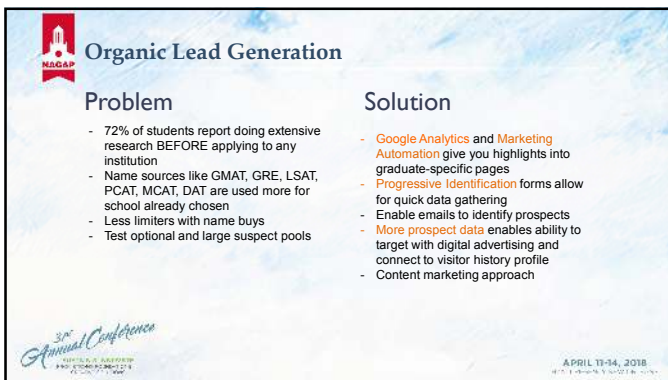
Shaping the Class

Problem	Solution
<ul style="list-style-type: none"> - Student decision journey is different than undergrad - Less inquiries, more direct applications - Finding the right kind of applicants – quality, diversity, work experience - Hyper competitive program applicant pool – MBA, Nursing, etc. 	<ul style="list-style-type: none"> - Digital advertising options can lead the way - 1:1 marketing automation at individual level to influence behavior - Five star recruitment - Online info sessions: content marketing - Stay in tune with workforce trends and market demands


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Limited Resources

Problem	Solution
<ul style="list-style-type: none"> - Small budget compared to traditional undergraduate - Often SAME enrollment expectations with 20% of the resources as traditional undergraduate - Increased competition changed the graduate enrollment game; proactive vs. passive recruitment 	<ul style="list-style-type: none"> - Managed services bring bandwidth to office - Less chasing and more identification of stealth applicants - Predictive scoring via engagement levels lead to smarter spending – CAI & CES - Send smarter direct mail - Spend smarter digital display dollars


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