

# The Handbook of Graduate Enrollment Management

## Call for Proposals Deadline: October 31, 2019

NAGAP, the Association for Graduate Enrollment Management, invites you to submit a 250-500 word proposal for possible inclusion in the volume entitled **The Handbook of Graduate Enrollment Management** to be published by Stylus Publishing, LLC.

### Book Summary

NAGAP, the Leaders in Graduate Enrollment Management, is the only professional organization dedicated exclusively to the needs and concerns of professionals working in the graduate enrollment management (GEM) environment. As an association, we see the publication of this edited book as a way to serve the graduate education community by compiling a comprehensive text addressing the academic research, policies and best practices of GEM.

Graduate students are a distinct population from undergraduate students, with unique needs, challenges, and opportunities. Currently, academic research on this population is sprinkled across many journals and siloed by discipline and function by many professional organizations. GEM represents a holistic understanding of the graduate student life-cycle, from pre-admission through the student experience, graduation, and alumni engagement.

A white paper published by NAGAP in 2015 articulates the Integrated Interdependence Model of GEM. This holistic model was adapted from strategic enrollment management research based on survey feedback from GEM professionals. Best practice expertise is drawn from leaders in GEM, an active membership of more than 1500 professionals working in diverse organizational contexts. This volume will leverage the expertise of GEM practitioners at many of the world's most prestigious universities as well as prominent academic researchers examining the graduate student experience.

With the population of traditional aged undergraduates declining, many university leaders have awakened to the potential of expanding their graduate program offerings. Global universities are engaging in GEM activities like marketing, admissions, and graduate student affairs for the first time. Higher education graduate programs have started to recognize the distinctiveness of graduate students and the university professionals that support them. All of this points to the increasing demand for a comprehensive understanding of GEM theory and best practices that bridge the gap from an undergraduate student mindset to the graduate student experience.

## Who Can Submit

Both GEM practitioners and academics are encouraged to submit proposals. The intent of this publication is that it is practical and useful to GEM professionals, so vignettes from experience to complement research-based chapters are desirable. Individual authors and co-authorship are encouraged for both vignettes and research-based chapters.

## Submission Guidelines

If you are interested in contributing to this unique publication, **please submit by October 31, 2019** a 250-500 word chapter proposal (submission details below) that explains how your chapter will help answer one of the two guiding descriptions:

1. 1000-2500 word vignettes. These vignettes can take the form of case studies, cautionary tales, blueprints for practice, and personal development.
2. 2500-5000 word chapters. The purpose of this publication is to offer the reader a comprehensive resource addressing the full graduate student lifecycle in a variety of organizational contexts. Inclusion of existing academic research is highly desirable as a foundation for best practice and policy.

In addition to your 250-500 word proposal, please provide a copy of your CV or resume and **briefly answer** (50 words or less per question) the following questions in bulleted list format:

1. Title: What is your draft chapter title?
2. Background: What theories, research, and personal and/or professional experiences ground your submission?
3. Approach: Vignette or full chapter?
4. Findings: Describe the call(s) to action or actionable take-aways you intend for the readers.
5. Implications and applications: Describe the settings in which your chapters would be of greatest use.
6. Keywords: List up to 5 keywords and/or key phrases that reflect the chapter's main topic(s).

## Important Dates

Please send your submission by **October 31, 2019** to [nelsonjs@wfu.edu](mailto:nelsonjs@wfu.edu). All proposals will be reviewed by November 30, 2019, and selected chapters will have first drafts due by February 28, 2020. Final drafts will be due by May 31, 2020.

## Ideas for Inspiration

The following is a brainstormed list of possible sections and topics, not intended to be considered comprehensive or final in any way.

1. The GEM Leader
  - a. Individual competencies
  - b. Hiring, training, and building strong teams
  - c. Navigating campus politics
  - d. Change and conflict management
  - e. Budgeting and financial management
2. Strategic Planning
  - a. Determining priorities and setting goals
  - b. Developing strategies and tactics
  - c. Assessing return and outcomes
3. Marketing
  - a. Factors influencing student choice
  - b. Developing personas
  - c. Analyzing the competitive landscape
  - d. Brand management
  - e. Digital marketing
  - f. National rankings
4. Recruitment
  - a. Recruitment strategies
  - b. Strategic communication
  - c. Website best practices in the age of Google
  - d. Data-driven decision-making
5. Diversity and Inclusion
  - a. Access and graduate education
  - b. The value of diversity in graduate education
  - c. Best practices for recruiting a diverse graduate class
  - d. Affirmative Action
  - e. The inclusive campus and classroom
6. Admissions Operations
  - a. Use of standardized tests
  - b. Holistic admissions
  - c. The admissions committee
  - d. Yield management
7. Financial Aid, Grants, and Scholarships
  - a. Strategic funding models
  - b. ROI
  - c. Student loan debt and its influence on student decisions
8. Student Support Services
  - a. Varying needs of full-time, part-time, and online students
  - b. Orientation and onboarding
  - c. Career Services
  - d. Health and wellness
  - e. Advising models
  - f. Retention strategies
  - g. Time to completion and graduation rates
9. Alumni Relations
  - a. Alumni engagement beyond fundraising
  - b. Alumni ambassadors
  - c. Alumni chapters and affinity groups

10. The Role of Faculty
  - a. Academic affairs and policy
  - b. Faculty program directors
  - c. Faculty-staff dynamics
  - d. Classroom experiences
  - e. Graduate and adult student pedagogy
11. Technology
  - a. CRM systems
  - b. Student information systems
  - c. Learning management systems
12. Legal Issues
  - a. Compliance
  - b. Accreditation
  - c. Unions
  - d. Affirmative Action
13. International
  - a. Factors influencing student choice
  - b. Marketing and recruitment strategies
  - c. Unique support for international graduate students
  - d. Impact of politics
14. Ethics
  - a. Creating a culture of ethics
  - b. Current ethical issues and challenges in GEM
15. New Program Development
  - a. Strategies for new program development
  - b. Assessing market demand
  - c. Pricing and budgeting
  - d. Marketing and promotion of new programs