Flash Feedback Results: GEM Marketing & Recruitment Practices

Which offices are primarily responsible for the following efforts on your campus? (select all that apply)

- **Graduate Department**
- **Centralized Admissions Office**
- **Graduate College/School**
- **Centralized Marketing Office**

<table>
<thead>
<tr>
<th>Efforts</th>
<th>Graduate Department</th>
<th>Centralized Admissions Office</th>
<th>Graduate College/School</th>
<th>Centralized Marketing Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recruitment efforts for graduate programs</td>
<td>89%</td>
<td>44%</td>
<td>19%</td>
<td>4%</td>
</tr>
<tr>
<td>Marketing efforts for graduate programs</td>
<td>78%</td>
<td>48%</td>
<td>11%</td>
<td>30%</td>
</tr>
<tr>
<td>Marketing strategies and/or 3rd party contracts for graduate programs</td>
<td>67%</td>
<td>52%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Funding the marketing efforts for graduate programs</td>
<td>85%</td>
<td>26%</td>
<td>15%</td>
<td>22%</td>
</tr>
</tbody>
</table>

What is the annual budget allocated for marketing graduate programs in your specific area?

- Less than $25,000: 42%
- I don't know the budget in my area: 23%
- $25,000 - $49,999: 19%
- No annual budget allocation: 8%
- $50,000 - $74,999: 5%
- $100,000 - $149,999: 5%

Do you use an external service to assist with your marketing or recruiting?

- Yes: 24%
- No: 76%

External services used:
- Blackboard
- Conduit
- Consulting services for campaign planning, SEO and analytics
- CRM system
- Our Marketing Office coordinates this so I don't know the company, but we use an advertising company and are looking at working with RNL.
What marketing and recruitment channels does your office utilize?

What are the major challenges you face with regard to marketing/recruiting budget and resources?

- As a centralized operation we do not have a marketing budget to market/advertise.
- Budget, time, knowledge.
- Dwindling funding.
- Finding the audience.
- Getting all to agree on strategies, especially for last minute opportunities that pop up.
- I don't have time to do it all myself and I don't have money to pay someone else to do it.
- Lack of budget.
- Lack of centralization across the university, which causes duplication of effort.
- Need for more manpower to provide more opportunities for prospective students to engage with University.
- Not knowing what budget and resources are available.
- Recruiting and marketing budget is provided through our department and is very limited.
- Resources are normally allocated as top priority first to undergraduate efforts while graduate programs are secondary in the centralized environment; this limits our funding which is more complex in the graduate world.
- Since marketing and graduate student recruitment are functions of a specific academic school/college, there are limited financial resources and a general lack of undergraduate of Graduate Enrollment Management practices and strategies.
- The lack of university resources and budget. Our programs are self-sustaining and our specific program is only 2.5 years old so operating budget is small.
- The overall cost of everything; having to pick/choose what we buy or invest in, knowing we simply can't reach all of our target audiences.
- Time to implement grass-roots (low cost) marketing action plans.
- Very limited budget and personnel.
- Very limited budget. Third party contracts take months to approve.
- We have never done marketing/recruiting for our MA program. As a result, there is no budget or resources allocated.
Respondent & Institutional Demographics:

n=27

Size of Institution:

- 25,000+ total students: 31%
- 20,000 - 24,999 total students: 27%
- 15,000 - 19,999 total students: 8%
- 10,000 - 14,999 total students: 15%
- 5,000 - 9,999 total students: 4%
- Fewer than 5,000 total students: 15%

Public or Private:

- Public: 85%
- Private, non-profit: 15%
- 0% (not selected):
  - Private for-profit

Functional Area of Work:

- A Specific Graduate Department or Academic Program: 57%
- Centralized Admissions Office: 18%
- The Graduate College or Graduate School: 25%
- Other (write-in):
  - Graduate Admissions Office
  - We are housed at a non-traditional institution with just one graduate school / academic department.