

# Graduate Program Directors Meeting

April 30, 2008

12:00 Noon – Russell Union, Room 2047

**Present:** Dr. Mike McDonald (COBA), Mrs. Angela Leverett (COBA), Dr. Randy Carlson (COE), Dr. Yasar Bodur for Dr. Margaret LaMontagne (COE), Dr. Cordelia Zinskie (COE), Dr. Cassandra Arroyo (COPH), Dr. Greg Harwood (CLASS), Dr. Barbara Mallory (COE), Dr. Craig Roell (CLASS), Dr. Michael Moore (COE), Dr. Christina Lemon (CLASS), Dr. Bruce Schulte (COST), Dr. Bob Cook for Dr. Tom Case (CIT), Mr. Ron Jones (Admissions), Dr. Sam Todd (CHHS), Dr. Dick Diebolt (COGS), Dr. Doralina Martinez-Conde (CLASS), Dr. Yan Wu (COST), Dr. Ahmed Adu-Oppong (COPH)

**Absent with Notification:** Dr. Dan Czech (CHHS), Dr. Kathy Hubbard (CLASS), Dr. Doug Thomson (CLASS), Dr. Donna Hodnicki (CHHS), Dr. Edward Smith (CLASS), Dr. Jennie Rakestraw (COE)

**Absent without Notification:** Dr. George Cox (CLASS), Dr. Danny Dixon (CLASS), Dr. Jorge Suazo (CLASS), Dr. Barry Balleck (CLASS), Dr. William McIntosh (CLASS), Dr. Ronnie Sheppard (COE), Dr. David Williams (COST), Dr. Elizabeth Downs (COE), Dr. Jonathan Bryant (CLASS)

1. Announcements from the Program Directors:
  - Dr. Vogel asked about the Graduate Assistant algorithm and when the next distribution process would take place. Dr. Mack said that the process has not yet been finalized; however, once it is finalized, the current plan is that the colleges would be notified of their distribution 1 year in advance.
2. Guest Speaker – Angela Leverett (COBA) on ‘Developing a Graduate Student Recruiting Plan’: see attached PDF of handout.
  - Questions and Comments about Recruitment Plan from group:
    - i. Dr. Cordelia Zinskie asked if COBA had a recruitment budget to help fund their efforts. Angela stated that most of what COBA does is free; however, the items/events that cost are paid for from their Foundation funds.
    - ii. Dr. Vogel asked if there are dorms available for graduate students. Dr. Mack stated that there are a group of dorms reserved for graduate students – Southern Pines.
    - iii. Dr. Mack suggested that we look into new means of recruitment as well. For instance: YouTube, Facebook, and MySpace.
3. Upcoming Meetings -
  - It was decided by the group that no Program Directors’ meetings be held during the summer.
    - Dr. Mack asked if the PD meetings in the fall should remain on Wednesdays or if another day would be better. The group thought that it may be best to alternate

between days so that those who could not attend during a set day/time could possibly attend a different day/time the following month.

- Dr. Mack asked if the Program Directors would attend an appreciation reception on a Friday afternoon. After some discussion, it was agreed that it would be best to do this at the start of Fall semester.
  - The Graduate Program Director's Workshop has been scheduled for August 15.
4. Graduate Appreciation Week Comments/Suggestions –
- Dr. McDonald felt that the Research Symposium was a success.
  - Dr. Todd suggested that Graduate Appreciation Week be scheduled earlier in the semester.
  - Dr. McDonald noted that if the Faculty were told early in the Fall, they could prepare and have student projects completed in time for the event.
5. Announcements –
- Dr. Mack announced that a recruitment tool, Hobson's Connect, has been purchased by the University.
  - Dr. Mack announced that new graduate students in fully online degree programs would not be eligible to hold a Graduate Assistant position, as per a determination by the Dean's Council.
6. Dr. Mack's comments –
- Dr. Mack stated that the Blueprint was never supposed to be a strategic plan. Instead, it was supposed to be a 10-15 page document that suggests ways of getting to 20% of the University's enrollment being graduate students. It is a draft and input can be made.
  - Dr. Moore asked if there was an approval process by which the document must pass. Dr. Mack said that he will compile all input that he receives and ask the Graduate Committee to review it in the fall. The Graduate Committee is also receiving input directly.
7. Dr. Diebolt –
- Dr. Diebolt distributed the Graduate Enrollment report produced by the Registrar's office. He noted that the College of Graduate Studies has sent each of the students an email informing them of their eligibility to register for classes. Program Directors are being asked to make timely decisions on pending applications and to encourage students to register early.

# Graduate Recruiting Plan

Angela M. Leverett

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Slide 2

## Your Graduate Program

**Creating an  
Image of  
Quality**

**Enhance your  
reputation**

**Increased  
Enrollment**

**Develop a  
sense  
of Pride**

**Build a  
tradition**

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## Creating an Image of Quality

- Request Marketing and Communications Office to design advertisements
  - MBA in the City Event

The logo for 'MBA in the City' features the letters 'MBA' in a large, bold, serif font. Below 'MBA', the words 'in the' are written in a smaller, lowercase serif font, followed by a large 'D' and the word 'city' in a lowercase serif font. The 'D' is significantly larger than the other letters in the second line, creating a stylized 'Dcity' effect.



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## Build Your Inquiry Pool

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- Build an Inquiry Pool from sources below by sending a letter inviting one to apply.
  1. Obtain contact information from SAT test takers, graduate entrance exams, national organizations, and alumni
  2. Contact all GSU juniors and seniors
  3. Contact juniors and seniors at universities in a 90 mile radius
    - Augusta College, Paine, Savannah State, Armstrong Atlantic, etc.
  4. Do a presentation in Senior Level Classes
  5. Use Mailings.com
    - Offers list of people in genre for 4 cents per name
    - Send list of 5-7 reasons to come to Georgia Southern University.
  6. Purchase a banner on collegiate websites
    - Geteducated.com
  7. Place program on blogs
  8. Complete national surveys
  9. Use degree specific promotional medias
  10. Develop a web program to meet the needs of alumni

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# Obtain Demographics

- Based on current graduate students, determine the following to devise a recruitment advertisement campaign in those areas. *Do this during the month of November.*
  - Undergraduate degree university
  - International Country
  - Undergraduate Major
  - Zip code
  - State
  - Age
  - Gender
- Data can be obtained from Crystal Reports or request a report from College of Graduate Studies and/or Office of Strategic Research and Analysis
- Also determine target market from demographic report

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2'

## Spring Semester Marketing Schedule

July	Build Prospect Pool Generating Inquiries
July	Build Prospect Pool Generating Inquiries
July	Build Prospect Pool Converting Inquiries into Applications
August	Converting Inquiries into Applications Reading & Deciding on Applicants
September - October	Heavy Application Period Begins Reading & Deciding on Application
September - October	Reading & Deciding on Application Converting Accepts into Confirms/Deposits
September - October	Reading & Deciding on Application Converting Accepts into Confirms/Deposits
September	Graduate School Common reply Dates (CGS, GMAC, LSAC, etc.)
September - October	Following Up (Holding) Confirms/Deposits Reading & Deciding on Late Applicants
September - October	Following Up (Holding) Confirms/Deposits Program Evaluation and Planning
November - December	Professional Development & Staff Training R&R (Rest, Relaxation, & Recharge)
January	Finalize Class, Orientation, & Registration The Cycle Starts All Over Again

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**Summer Semester Marketing Schedule**

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January	Build Prospect Pool Generating Inquiries
January	Build Prospect Pool Generating Inquiries
January	Build Prospect Pool Converting Inquiries into Applications
January	Converting Inquiries into Applications Reading & Deciding on Applicants
February - April	Heavy Application Period Begins Reading & Deciding on Application
February - April	Reading & Deciding on Application Converting Accepts into Confirms/Deposits
February - April	Reading & Deciding on Application Converting Accepts into Confirms/Deposits
February	Graduate School Common reply Dates (CGS, GMAC, LSAC, etc.)
February - April	Following Up (Holding) Confirms/Deposits Reading & Deciding on Late Applicants
February - April	Following Up (Holding) Confirms/Deposits Program Evaluation and Planning
End of May	Professional Development & Staff Training R&R (Rest, Relaxation, & Recharge)
May	Finalize Class, Orientation, & Registration The Cycle Starts All Over Again

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**Fall Semester Marketing Schedule**

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January	Build Prospect Pool Generating Inquiries
January	Build Prospect Pool Generating Inquiries
January	Build Prospect Pool Converting Inquiries into Applications
January	Converting Inquiries into Applications Reading & Deciding on Applicants
April - June	Heavy Application Period Begins Reading & Deciding on Application
April - June	Reading & Deciding on Application Converting Accepts into Confirms/Deposits
April - June	Reading & Deciding on Application Converting Accepts into Confirms/Deposits
April	Graduate School Common reply Dates (CGS, GMAC, LSAC, etc.)
June - August	Following Up (Holding) Confirms/Deposits Reading & Deciding on Late Applicants
June - August	Following Up (Holding) Confirms/Deposits Program Evaluation and Planning
End of August	Professional Development & Staff Training R&R (Rest, Relaxation, & Recharge)
August	Finalize Class, Orientation, & Registration The Cycle Starts All Over Again

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## Advertisement Needs

- Each college should have the following that incorporates the new headline
  - One Page Flyer for each program
  - Postcard Mailer
  - Poster no larger than 11 X 17
  - Recruitment Poster in at least 48 X 36
  - Create a slogan for each program
- Request for Office of Marketing and Communications to design materials

## Letters to Inquiries

- Send a generic letter inviting each inquiry to apply and visit GSU
  1. Signed Letter from COGS Dean
    - Packet should include a letter from dean and brochure
    - Send at the beginning of the month
  2. Signed Letter from the Program Director
    - Packet should include a letter from program director, 11 X 17 poster of graduate programs, and financial aid information
    - Send during the second month
  3. Signed Letter from College Dean
    - Packet should include a letter from dean and fact sheet of the graduate program
    - Send during the third month

## Letters to Faculty

- Send a letter or e-mail requesting Departmental Faculty and Staff to recruit prospective graduate students.
  - *Do this during the month of January*

## Letters to Accepted Students

- Send a congratulatory e-mail with an attachment that includes program of study form, financial aid information, and general procedures information
- Send a congratulations letter, program of study form and financial aid information to each accepted student
- Both letters are from the Program Director

## Reports

- COGS should get the following information from Admissions Office's Banner System and as a breakdown for each college.
  - Inquiries, accepted, denied, enrolled, and accepted but did not enroll.
  - This report should be done yearly
- Request a report from the Admissions Office on contacted inquiries
  - This report should be done quarterly

## Letters to Enrolled Students

- Have College Dean or Program Director send a congratulations letter to each recently enrolled student.
  - letter includes calendar of events for graduate students, important contact numbers, map of university and possibly a small token from COGS.
- Have a Graduate Student Orientation for each semester during the first week or prior to the first week of classes
- Send a graduate newsletter to all enrolled graduate students during each semester.
- After each student applies for graduation, send a letter from the program director congratulating student on accomplishment.

## Letters to Alumni

- *During even years:*
  - Send letter from COGS dean requesting each alumni contact five people to recommend them to your program.
- *During odd years:*
  - Send letter from program director requesting each alumni contact five people to recommend them to your program.
- Send a small token of appreciation to alumni every two years.
  - Item should be used as an advertising means such as a key chain, bumper sticker, car flag, etc.
- Send letter to alumni from College Dean or Program Director who makes significant professional accomplishments.
- Attend alumni events (homecoming, chapter meetings, etc.)

## Myths about Your Graduate Program

**It is someone else's job**

**Lack of resources**

**Graduate Program**

**Only professionals are skilled**

**Apathy or indifference**

**I wish you  
success in  
recruiting  
graduate**

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