

GRADUATE PROGRAMS



Admissions & Enrollment
Hillary Fouts & Amber Deets

GRADUATE PROGRAMS: OVERVIEW

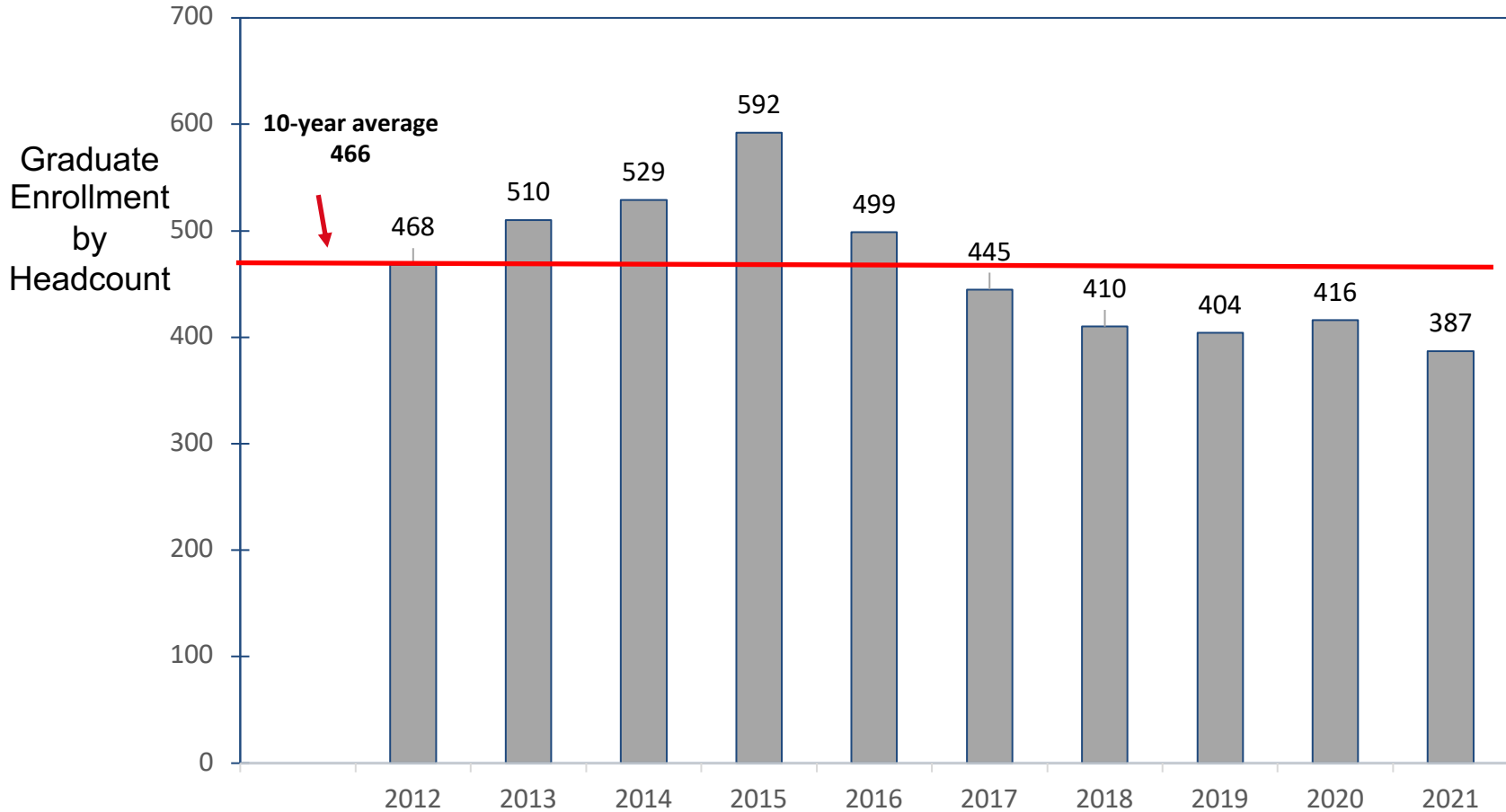
Today's Agenda

- Enrollment and Application Data
- Graduation Data
- Retention Initiatives
- Recruitment and Marketing Initiatives



GRADUATE PROGRAMS: ENROLLMENT

Graduate Enrollment: 4th Week Fall Term



SZRGREN Report

Data: A. Deets, Sept. 21, 2021

10-year average: 2010 to 2020



GRADUATE FALL ENROLLMENT OVER 5 YEARS

Program	Fall 17	Fall 18	Fall 19	Fall 20	Fall 21
Master of Science in Education (MSEd)	77	56	49	66	62
Master of Arts in Teaching	92	76	58	78	72
MSEd: Special Education	63	75	69	70	64
MSEd: Information Technology / Educational Technology	46	42	34	25	24
Master of Science in Management & Information Systems	28	22	18	6	1
Master of Science in Rehabilitation Counseling	29	28	24	40	44
Master of Arts in Criminal Justice	23	8	11	14	18
Master of Arts in Interpreting Studies	19	21	26	34	36
MSEd: Deaf & Hard of Hearing Education	23	30	39	15	1
Master of Arts in Teaching: Elementary	10	21	24	8	
Master of Music	7	9	9	8	6
Master of Arts in Organizational Leadership			21	35	38
End/Auth/CTL	11	15	4	6	6
Specializations	12	2	11	3	5
Certificates	5	5	7	8	10
Total	445	410	404	416	387

SZRGREN Report
Data: A. Deets, Feb. 25, 2022



GRADUATE PROGRAMS: APPLICATION DATA

Summer Application Data/Fall Preview

- 2021 (end of term)
 - 79 total applications
 - 41 admits
- 2022 (as of May 9, 2022)
 - 90 total applications
 - 46 admits
 - Processing and admitting is ongoing
- Fall 2022 applications
 - As of early May, applications for Fall 2022 are up 28% compared to this time last year.
 - Admission numbers for fall are similar to this time last year.
 - Processing and admitting is ongoing

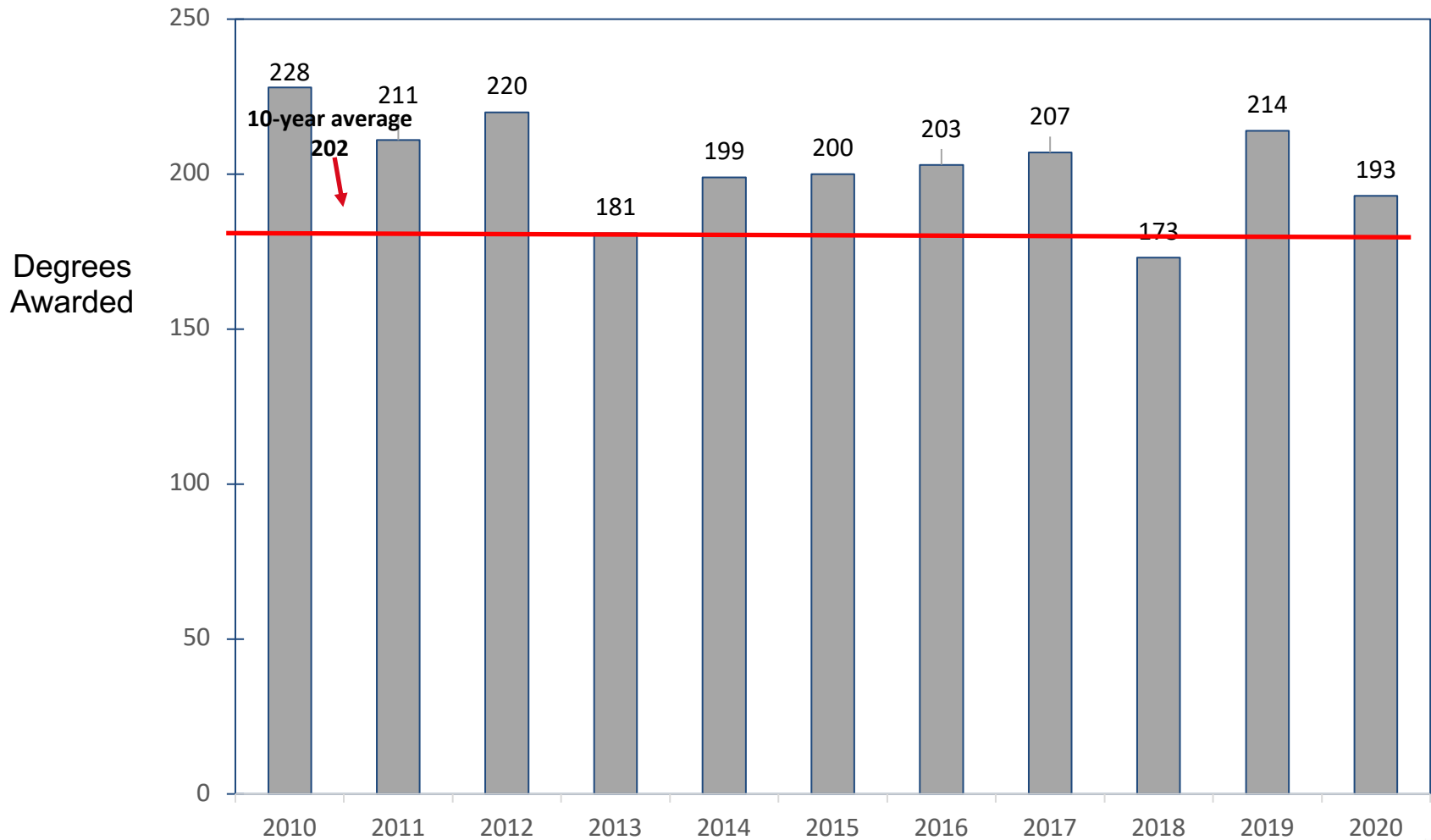


GRADUATE PROGRAMS: GRADUATION

- HERFF funding
 - Working in collaboration with the business office students that needed one more term of courses were contacted about HERFF funding. These efforts produced three more completed degrees.
- Certificate completion
 - Students that had graduated with their MA CJ within the last five years were invited back to complete their Advanced Juvenile Justice Studies Certificate.
 - 6 students completed in Winter 2022.



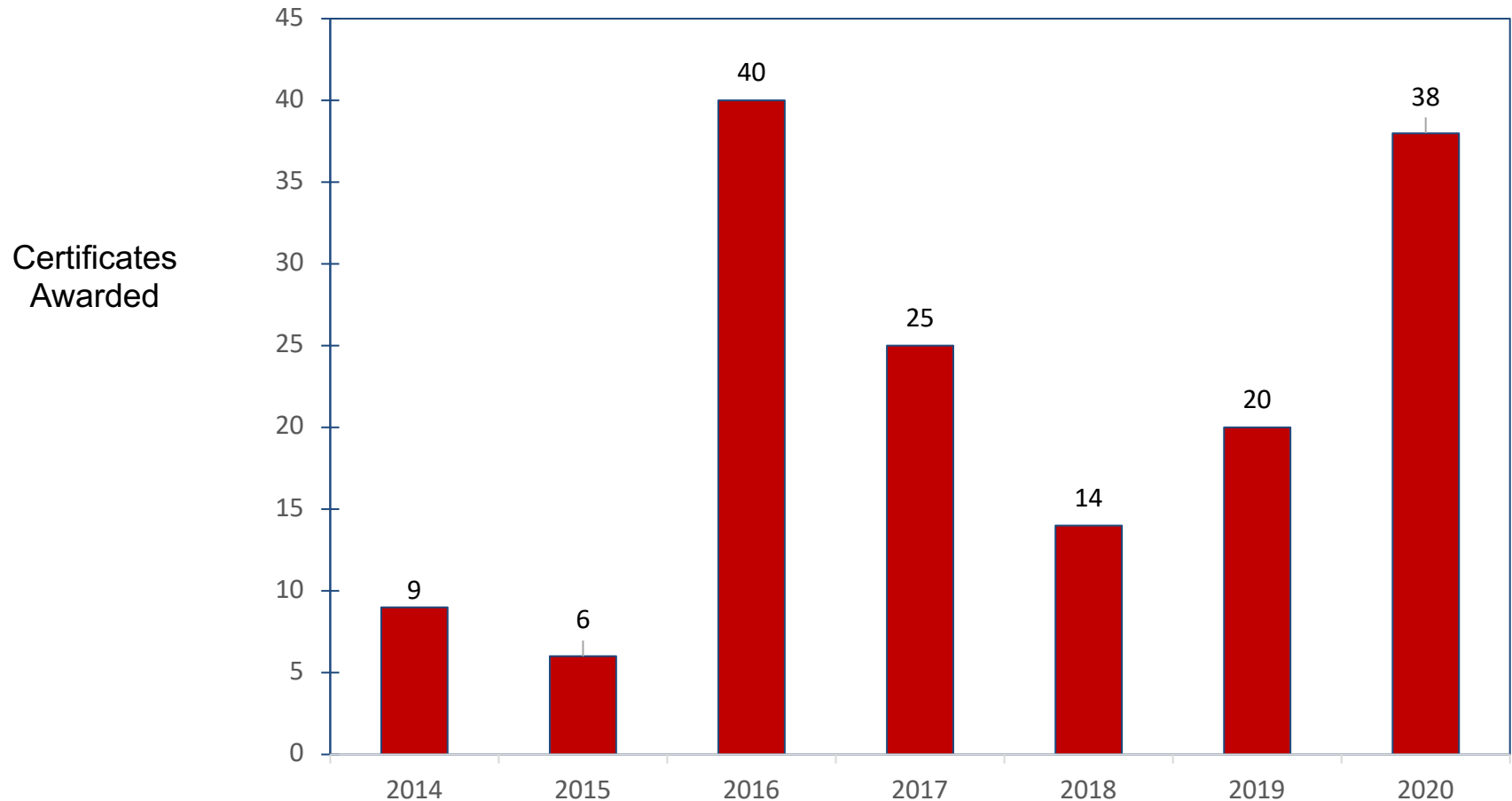
TOTAL GRADUATE DEGREES AWARDED PER YEAR



Mike Soukup, GRE survey (4th week research table)
Data: A. Deets, Sept. 9, 2021, SWDRDAY
10-year average: 2010 to 2020



TOTAL GRADUATE CERTIFICATES AWARDED PER YEAR



Mike Soukup, GRE survey (4th week research table)
Data: A. Deets, Sept. 9, 2021, SWDRDAY



GRADUATE PROGRAMS: RETENTION

Retention: *the measure of students that enroll, continue, and finish their program at the same school.*

Retention Initiatives

- Ongoing newsletters to active students
 - Reminders about graduation, registration, and upcoming deadlines.
- Email nudges to students each term until registration has closed.
- Program Coordinator outreach to stopped out students.
- Communicate to all students that have finished with 60% or more of their program about graduation steps.



GRADUATE PROGRAMS: MARKETING

MARKETING EFFORTS

- **Application Data**
 - Application Fee Waivers
 - Providing promo codes and application fee waiver campaigns has contributed to a 28% increase in applications overall.
- **Spotify**
 - Spotify commercials have been created to broaden our scope of prospective students on a national basis.
- **EAB**
 - Overview



EAB: RECRUITMENT SERVICES

- Drawing on expert assistance as we evolve to serve a wider range of students
- Reaching new audiences
 - Graduate students
 - Adult Degree Completers (Gen Z'ers, older working adults)
- Invest in visibility, recruiting and enrollment
 - Move past being Oregon's best kept secret
 - Develop a richer and more diverse pipeline of prospective students
 - Understand educational needs in our region



EAB: FINDING PROSPECTIVE STUDENTS

Marrying Your Data with Our Consumer Database

Each data set fills in the gaps of the other, allowing us to have a deeper understanding of your students to identify similar prospects.

WOU's Data

Sources

- 6,073 records from **2016-2021**
- 2,877 applicants
- 3,196 students

Information Obtained

- Date of birth, name, address, phone number, email address
- Admit and enroll status

6,073

total student records

EAB's Data

Sources

- Census, state, and municipal records
- Consumer surveys
- Purchasing and transaction history from large retailers and financial institutions

Information Appended

- Demographics: income, marital status, children in the home
- Psychographics and personal interests
- Purchasing behavior: online vs. mail

200M+

individuals in database
from public records, surveys, purchasing behaviors and transactions

45%
overall
match rate¹

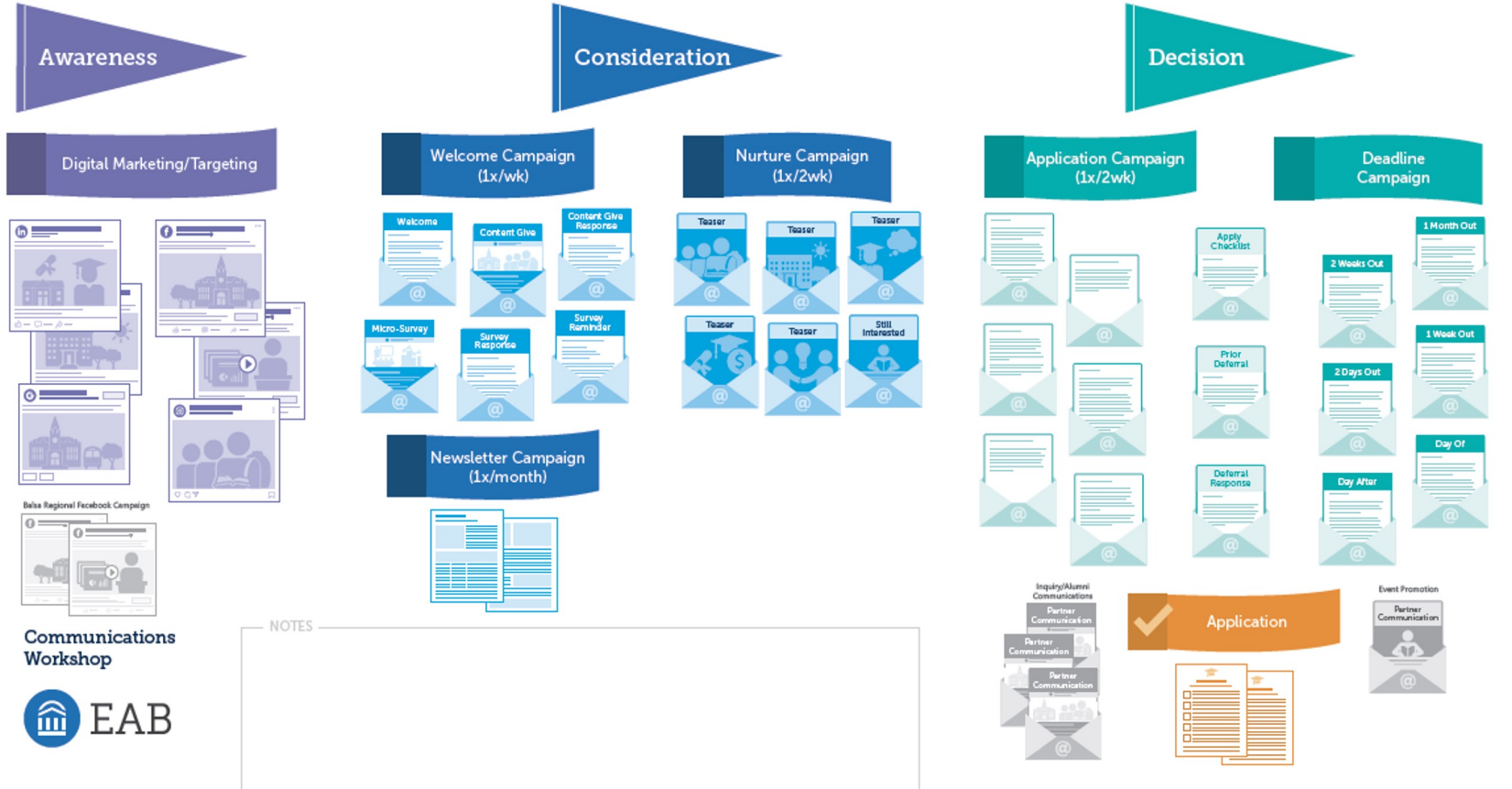
Prospective
Student
Persona

Creative
strategy
marketing to
that persona



EAB: STUDENT JOURNEY

- High Affinity
- Google Affinity
- LinkedIn
- List Sources
- Undergrad Seniors and Alumni
- Old/Inactive Inquiries
- Active Inquiries
- App Starters
- Deferral Inquiries
-
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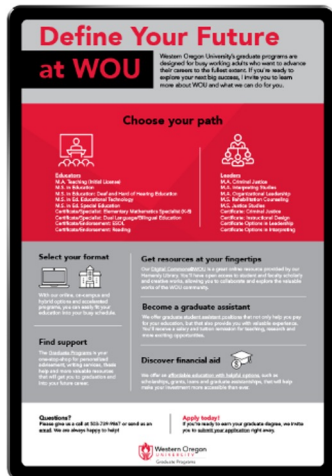


NOTES



EAB: COMMUNICATING WITH PROSPECTIVE STUDENTS

- Interactive Application Page: <https://go.grad.wou.edu/apply>
 - Prospective student can apply, complete a survey, or gather information.
- Content Give Page: <https://go.grad.wou.edu/discover>
 - Prospective student provides their information and is given access to interactive PDF.
- Deferral/More Information Page: <https://go.grad.wou.edu/discover>
 - Prospective student has initiated an interaction that asks for more information. Communication strategies become more interactive to include monthly newsletters, emails, and updates about WOU.



EAB: REFINING OUR PORTFOLIO OF ACADEMIC PROGRAMS

Market Insight Project Types

*Growth through
New Opportunities*

1

Market Opportunity Scan

- Prioritized list of top 3-5 new growth opportunities
- Matched to regional labor market needs
- Analysis of market saturation and size data
- Peer program analysis

*Examining multiple
programs*

*Growth through Repositioning
and Optimization*

3

Portfolio Health Check

- Evaluates select academic portfolio's performance against workforce demand and competitive field
- Plots high performing programs and low-performing programs based on growth potential

2

Program Feasibility Study

- Validates market demand for new program
- Identifies top employers and in-demand job knowledge and skills
- Evaluates peer programs
- Provides curricular or marketing guidance

*Examining a single
program*

4

360° Program Assessment

- Evaluate existing program through four angles:
 - Workforce intelligence
 - Regional competitive profile
 - Prospective student inquiry audit
 - Web and mobile presence

- Portfolio Health Check for Adult Learner UG programs
- Portfolio Health Check for Graduate programs
- Market Opportunity Scan for UG programs
- Market Opportunity Scan for Grad programs
- Fall term: Sustainability Committee proposing new analyses



EAB: CURRENT STATUS

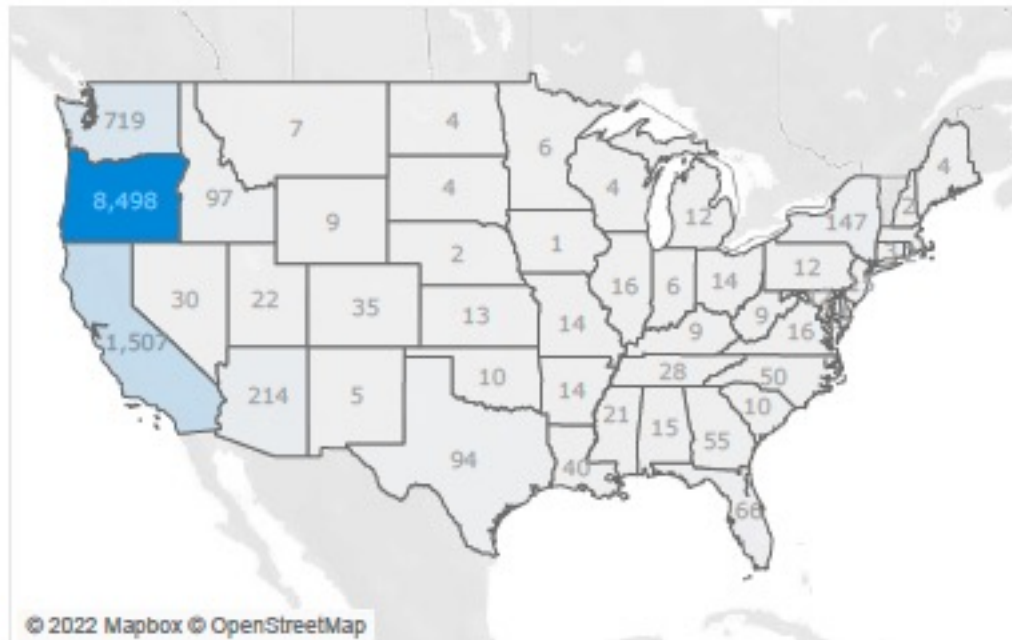
Parallel Campaigns Launched

- 13,000 prospective students contacted (so far) from across the US
- GRE list
- Historical data from WOU
- Digital leads (growing and will continue)

Paid search beginning soon

- Faster relationship building

Contacts by State filtered by Date Range



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Questions?

