Program Mix and Outreach/Graduate Recruitment Update

Our strategic plan states that we will grow enrollment strategically and enhance program visibility. The Division of Academic Affairs has set a goal to grow total enrollment to 15,000 students by 2020, consisting of 11,000 UG/4,000 GR including 5,000 off-campus students (2,000 GR/3,000 UG). The Program Mix and Outreach/Graduate Recruitment projects with Noel-Levitz relate directly to our strategic plan and the Division of Academic Affairs’ goals for 2020.

Program Review

Part of our engagement with Noel-Levitz includes a review of the programs that Tarleton State University offers to our undergraduate and graduate students in Stephenville, at our off-campus locations, and online.

Motivation: Determine the most advantageous mix of programs to offer our current and prospective students.

Committee: Dr. Brad Chilton, Dr. Wayne Atchley, Dr. Linda Jones, Dr. Kim Rynearson, Dr. Diane Taylor

Charge: Identify a mix of programs that address student and employer needs. Focus on programs that Tarleton is uniquely poised to deliver successfully.

Results and Future Work: This project is in the initial stages. The next steps include:

1) Analysis of degrees awarded by Tarleton for the last 5 years
2) Identify a mix of programs that addresses student and employer needs. Focus on programs that Tarleton is uniquely poised to deliver successfully
3) Survey of students and employers to determine program interests and needs
4) Recommendations for optimal graduate and undergraduate program mix for on-campus and off-campus delivery
**Outreach/Graduate Recruitment**

Similar to the recruitment project focusing on undergraduate recruitment on our main campus, Tarleton is working with Noel-Levitz to address recruitment of graduate students, off-campus students, and online students.

**Motivation:** Develop effective recruitment strategies focused specifically on graduate students, off-campus students, and online students.

**Committee (Graduate Recruitment):** Dr. Linda Jones (lead) Brandon Shipman, members of graduate faculty, Graduate Program Department Heads or their designee, representatives from School Relations, Enrollment Management and Institutional Research.

**Committee (Off-Campus/Online Recruitment):** Dr. Kim Rynearson (lead), Dr. Sankar Sundarrajan, Dr. David Deviney, Dr. Calvin Lawrence, Dr. Steve Harris, Ms. Jana Holland, Ms. Kayla Kelly, Ms. Beverly Turner, Ms. Nancy Turner, Ms. Leslie Mills, Ms Jessica Martin, Ms. Carolyn Monk

**Charge:** Implement strategies to recruit graduate students, off-campus students and online students.

**Future Work:** This project is in the initial stages. The next steps include:

1) Develop recruitment funnels for graduate, off-campus, and online students
2) Develop communication plans for graduate, off-campus, and online students
3) Investigate possibility for a distinctive and recognizable portal for graduate students to include links for FA, VA, Veterans Services, Scholarships
4) Initiate conversations with School Relations to include graduate and off-campus information among existing recruiting materials; provide information on Frequently Asked Question for graduate and off-campus programs
5) Work to finalize membership of the Graduate Recruiting Committee as noted above
6) Work with graduate departments to develop a SWOT analysis for graduate recruitment and retention
7) Work with Financial Aid to develop a one page glossy sheet for graduate students only
8) Work with departments and recruitment committee members to refine our communication message to prospects
9) Request an online graduate faculty directory
10) Involve International Education Office and Office of Diversity in the recruitment strategies for graduate and off-campus students

**Result:**

1) Total enrollment of 15,000 students; 11,000 UG/4,000 GR including 5,000 off-campus students (2,000 GR/3000 UG)
2) Achievement in increasing the numbers of in-state, out-of-state and out-of-country students
3) Viable Graduate Programs and sustainable new programs to add strength to the program mix