



LIAISON

CAS

experience

JULY 24-25 2023

CHICAGO, IL

Technology and Tools in Graduate Enrollment Management



Meet Our Presenters



Stephen Taylor
Managing Director



Julie Masterson, Ph.D.
*Associate Provost and Dean
of the Graduate College*





Overview

- Foundations of Grad Enrollment Management
 - Definitions and baseline operations
 - Managing through the funnel
- Aligning Best Practices and Enrollment Tech: The Grad EM Journey
 - Top-of-the-Funnel: Best practices in reaching prospects
 - Lead/Inquiry Management: Aligning best practices and enrollment tech
 - Qualification and Yield: Reflections on the admit-to-student journey
- Q&A / Discussion



- Public University Located in Springfield, Missouri
- Founded in 1905
- Total Enrollment:
Undergraduate: 19,083
Postgraduate: 4,224
- <200 Graduate Programs
- 85 Countries Represented in the Current Student Body
- GC Staff = 8 FT; 7 PT/GAs

**Doesn't Everyone Just
Want to Come to Us?**

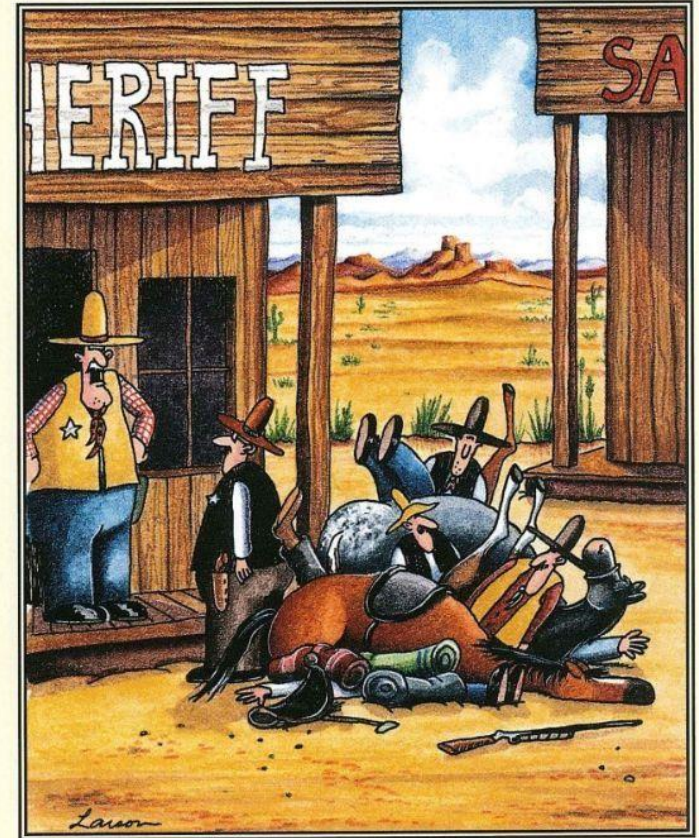


I'll have the TikTok movie on my computer
and will insert onsite.

What is Enrollment Management?

- Marketing/recruitment, admissions, enrollment, persistence, completion
- What can graduate deans (and their units) do to support all of these maximally?
- Unique challenge is that you are selling hundreds of different “products,” each with its own target market, pricing issues, and customer satisfaction issues!
- Like a research project...so it should be familiar!

7/15/87



“And so you just threw everything together?
Matthews, a posse is something
you have to *organize*.”

Associations

BUSINESSCAS
by LIAISON

ENGINEERINGCAS
by LIAISON

GRADCAS
by LIAISON endorsed by common app

POSTBACCAS
by LIAISON

ARCHCAS
by LIAISON

SOCIALWORKCAS
by LIAISON

BIOMEDCAS
by LIAISON

AAAPD
Association of AA Program Directors

AHCAS
Allied Health Centralized Application Service

MFTCAS
the centralized application service for marriage and family therapy

NDCAS
DOCTOR OF NATUROPATHIC MEDICINE
CENTRALIZED APPLICATION SERVICE

CASPA

PSMCAS

ATCAS
Athletic Training Centralized Application System

CSDCAS

nursing CAS
DISCOVER APPLY ENROLL

AACOMAS

IFCAS **IFPICA**

AMERICAN ASSOCIATION OF COLLEGES OF PODIATRIC MEDICINE

ADEA | THE VOICE OF DENTAL EDUCATION

AADSAS, CAAPID, DHCAS, PASS

OTCAS **OTACAS**

PSYCAS

OptomCAS

DICAS

sophas **sophas • express**

HAMPCAS

NAFCAS

OPCAS **OPRESCAS**
Graduate and Postdoctoral Combined Application Service

VMCAS

APPIC
POST-DOCTORAL FELLOWSHIP TOTAL AND PARTIAL
RESIDENCY • RESIDUAL ASSISTANCE

PHARMCAS **PHARMDIRECT** **PHARMGRAD** **PHORCAS**
Pharmacy Central Application Service Pharmacy Direct Entry Application Service Pharmacy Graduate Application Service Pharmacy Online Residency Application Service

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Grad Enrollment Management: The Funnel




Reaching Prospects

- Be like the surgeon... *We are so awesome; everybody wants to come to us.*
- Always have a **CALL TO ACTION – CTA**
- Driving interest to your programs:
 - **Ads**
 - **Tailored digital marketing**
 - **CTA** - Submit a Request for Information (RFI) (or contact us in a different way)
- Initiate contact with prospects:
 - **Own alum or undergrads** - CRM
 - **External names** - Identify individuals with a propensity for grad work and hopefully your program(s) in particular. Example: Intelligent Names and Othot
 - **CTA** - Submit a Request for Information (RFI) (or contact us in a different way)

Example: Master of Professional Studies

Missouri State | GRAD BEAR: GET READY TO MAKE YOUR MISSOURI STATEMENT

Home Professional Studies (MPS) Healthcare Financial Services and Funding Opportunities



Jerry Masterson
Program Director
jerry.masterson@missouri-state.edu

Have a question you would like to ask your program director?

Submit it here and they will get back to you as soon as possible.

Professional Studies (MPS)
Apply Learn More Contact Us

Discover a different kind of master's degree. Receive hands-on skills and knowledge specific to your field. Tailor your graduate education to your needs.

The Master of Professional Studies (MPS) is a cross-disciplinary program which promotes the enhancement of practical skills in a variety of disciplines. The program is designed to meet the needs of individuals who are seeking professional growth and advancement within their vocations. The 33-hour program allows participants to expand their knowledge base and refine skills necessary to keep up with the ever-changing marketplace.

An accelerated master's degree option is available to eligible juniors.

FOCUS AREAS

Applied Communication: Build the traits of an effective communicator and leader. Available 100% online.

Environmental Monitoring and Sampling: Take the lead in safeguarding the environment. Available 100% online.

Hospitality Administration: Enhance your management style and advance your career in hospitality. Available 100% online.

Individualized Studies: Need something more tailored? Customize your degree to fit your needs.

Project Management: Lead the way for your team or company. Available 100% online.

Screenwriting for Television and Film: Shine brighter and advance your standing in the film or entertainment industry.

Sports Management: Turn your passion for sports into a career. Available 100% online.


Quick Facts:

- Duration of Program
 - 33 credits
 - Estimated costs: \$11,112 for in-state students, \$15,483 for out-of-state students, \$9,846 online; \$14,003 international partner
- Start dates
 - Summer 2022: June 13
 - Fall 2022: August 22
 - Spring 2023: January 23

Admission Requirements Cost Breakdown

GRADCAS
a member of

My Application Add Program



Sections Completed

Master of Professional Studies, MPS
Missouri State University

Home Questions Documents

PROGRAM DESCRIPTION

The Master of Professional Studies offers an interdisciplinary suite of courses designed to develop leaders to reach their capacity to lead in their chosen professional area and build strong working cultures. Core courses focus on leadership, organizational structure, talent selection and development, and other basic business principles. Students select a graduate certificate (see Questions section to make a selection), and the associated courses serve as the focus area for the MPS degree. This program can be completed entirely online. If selected classes are preferred, arrangements can be made in consultation with your academic advisor.

Students may pursue a set of courses tailored to their individual interests as an option area of the Master of Professional Studies (MPS) degree. The option area consists of four courses, and completion of these courses allows the student also to earn a graduate certificate in Individualized Studies (see form in questions regarding admission to the certificate).

ADMISSION REQUIREMENTS

- A bachelor's degree from a college or university accredited by agencies recognized by Missouri State University
- A GPA of 3.00 on a 4.00 scale for the last 60 hours of undergraduate course work OR a GPA of 2.75 to 2.99 on a 4.00 scale for the last 80 hours of undergraduate course work and a minimum score of 290 on the GRE or 430 on the GMAT OR completion of 9 credit hours of graduate course work with a minimum GPA of 3.00. (MSU GRE GradCAS code 6665)
- A Personal Statement of goals and interest in the MPS degree. This Personal Statement will be reviewed to assess the applicant's motivation and commitment to complete the graduate degree and as evidence of the writing skills necessary to succeed in the program.
- CV/Resume (if)
- Unofficial transcripts

APPLICATION DEADLINE

- Summer 2022:
- Fall 2022: Same
- Spring 2023: Same

If your application is rejected

Website: <https://gpa.msi.edu>

Contact Information: Dr.

WHAT MAKES THE MPS UNIQUE?

Compare the MPS to traditional master's programs

The MPS	Traditional master's programs
Multiple course options.	Less course flexibility.
Career-focused instructors.	Research-focused instructors.
For working professionals.	For full-time students.
Concludes with practical project, such as an internship.	Concludes with a thesis or research project.

Careers and Outcomes



The next step in your professional path

If you are currently coordinating people and projects, the MPS program with an emphasis in applied is just what you need to advance your career. And if you're working toward a supervisory role, the skills you need to achieve your goal.

- Focus in the following areas:
- Human resources management
 - Mediation
 - Nonprofit administration
 - Communication leadership

Request for Information

- Individual completes form
- Immediate message from Dean
- Next day an email “from” the GPD
- 3 days later, an email from Associate Dean
- All have **START YOUR APPLICATION NOW!** as CTA
- Student enters our system as “Inquiry” and stays until s/he starts an application
- Complete one yourself and pick your program to see what happens

Request Information

Want to learn more about Missouri State University's graduate programs? Please complete this form to receive additional information.

Email *

First Name *

Last Name *

Address Line 1 *

Address Line 2

Zip/Postal Code *
We infer city, state and country from your zip code.

Primary Phone *

I'd like to receive text and voice messages to this number and I have read the opt-in policy.

Entry Year *

Programs *

[Learn More >](#)



P-URL Inquiry

Home

Professional Studies (MPS)

Visit Us

About MSU

Graduate Faculty

Funding Opportunities


Internships and Research

Graduate Certificates


Spring 2021 Campus Visit

Sign up for the next available date: 2/18/2021

Apply Now



Welcome, Julie...



Jerry Masterson
Program Director
JerryMasterson@MissouriState.edu

to your Missouri State graduate Personalized-URL (P-URL)! We understand making the decision to go to grad school is an important next step in your personal and professional life, which is why we have created this viewbook especially for you. Here you will find everything you need to make an informed decision about applying to MSU. With a diverse array of graduate studies to choose from, we believe furthering your education at Missouri State University allows you to lead ethically, learn culturally and engage communally. The opportunities we offer will help you meet your career and life goals, which is how you will **Make Your Missouri Statement!**

Our accreditation backs up our claim of superior academics.

Missouri State is accredited by The Higher Learning Commission, one of the most recognized accrediting bodies in the United States. Additionally, many of our individual graduate programs are accredited by one or more professional organizations.

We help put the cost within reach.

Missouri State offers quality education for graduate students at an affordable price. Through your graduate viewbook, you will see the estimated cost of your program of interest, and explore ways to fund your education through our various sources of financial aid including:

- Graduate assistantships
- Scholarships
- Loans
- Work study

Discover the opportunities and possibilities MSU has to offer

*Take some time to browse your P-URL. You'll learn more about your program of interest, faculty, research and more! You also will see your viewbook change as you continue your journey to an MSU graduate student, so visit it often.

Ask a question!

Have something you're unsure of or curious about? Ask us through this form.

Submit

Stay connected!

You can receive text updates about upcoming deadlines and events by opting in now!


Primary Phone *


+1 - Canada, United States of Am

4174967379

I'd like to receive text and voice messages to this number and I have read the opt-in policy.

Go





©2021 Missouri State University

EO/AA/FF/Veterans/Disability/Sexual Orientation/Gender Identity


[Home](#)
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[Graduate Faculty](#)
[Funding Opportunities](#)
[Internships and Research](#)
[Graduate Certificates](#)

Spring 2021 Campus Visit

Sign up for the next available date: 2/18/2021

Julie, we are so glad that you have started your application to an MSU graduate program.



Warren Frencha
 Assistant Director, Graduate Interdisciplinary Programs
 417-935-8005
 WarrenFrencha@MissouriState.edu

Our application system eliminates any guesswork about what to include. GradCAS is designed to step you through the application process and ensure that you provide all of the information needed to construct a competitive application. The Program Materials page for each program describes the admission criteria, and then the active tabs across the top indicate whether you should upload additional documents, answer questions, or provide names of individuals to serve as recommenders. Each program is unique, so each application is unique.

All programs require unofficial transcripts (uploaded in the Academic History section) and a vita (uploaded in the Supporting Information section). Because admission decisions cannot be made for applications without transcripts, we recommend that you upload your transcripts prior to submitting your application so that you don't have to remember to add them later.

Contact information for your program of interest is provided in the left panel. Reach out to the program or Graduate Admissions if you have any questions.

We look forward to getting your completed application!




P-URL in Progress

P-URL Applicant

Applicant (Landing Page) Actions [Back to Viewbook](#)

Switch Page: Home (Default)

Current Template: Home page

Column 1	Column 2	Column 3
<p>Rep Info</p> <p>This widget is configured out of the box.</p> <p>Form</p> <p>Form</p> <p>Form</p> <p>Form</p>	<p>Static Text</p> <p>Paragraph</p> <h2>Thank you for submitting your application, {{First Name}}!</h2> <p>We're excited that you have completed this first important step towards embarking on a new and exciting future with MSU.</p> <p>You're encouraged to explore this site for valuable information about our programs and to learn what the next steps are in the admission process. Visit our webpage on financial support to learn about assistantships, scholarships, and other types of financial aid we provide for graduate students.</p> <p>We look forward to reviewing your application and will be in touch soon!</p> 	<p>Static Image</p> <p>Image</p> <p>Link</p> <p>Image Alt Text</p> <p>Visit Us</p> <p>Static Image</p> <p>Image</p> <p>Link</p> <p>Image Alt Text</p> <p>Social Network Links</p> <p>Facebook url: https://www.facebook.com/msugradcollege</p> <p>Twitter url: https://twitter.com/msugradcollege</p> <p>Google+ url</p> <p>Youtube url</p> <p>LinkedIn url</p> <p>Instagram url: https://www.instagram.com/msugradcollege</p> <p>Pinterest url</p> <p>Facebook Connect</p> <p>Facebook Page</p> <p>https://www.facebook.com/msugradcollege</p> <p>Show Stream</p> <p>Show Faces</p>

P-URL Accepted

Accepted (Landing Page)

Actions [Back to Viewbook](#)

Switch Page: Home (Default)
Page Options: Show Social Network Login: No

Current Template: Home page

Column 1

Rep Info

This widget is configured out of the box.

Form

Form

Form

Form

Column 2

Static Text

Paragraph

Congratulations on your acceptance, {{First Name}}!

Admission to an MSU graduate program is competitive, and you are to be commended on developing and submitting an impressive application.

You are now ready to take the next step. Your Program Director will help you design a degree completion schedule that consists of the courses you will take each semester. You also will be receiving information about when to register for classes.

We look forward to having you as an MSU graduate student! If you have any questions, please reach out to your Program Director or the [Graduate College](#).



Column 3

Static Image

Image
466e25ee887204437c0748e12b327a6a.jpg
Link
Image Alt Text
Missouri State Mascot

Static Image

Image
Link
Image Alt Text

Social Network Links

Facebook url
Twitter url
Google+ url
Youtube url
LinkedIn url
Instagram url
Pinterest url

Facebook Connect

Facebook Page
Show Stream
Show Faces

Making Good Admissions Decisions

- Inclusive Practices
 - Welcoming, inclusive marketing/recruitment materials
 - Metrics (pros/cons of each)
 - Evaluation and decision processes
- Time-to-Decision
 - Sometimes, students accept the first offer they get
 - Biweekly nudges to GPDs re potentially complete applications
 - Started copying deans
 - Track *Time to Decision* and consider incentive

Turning Admits into Matriculants: Pick Us!!

- CRM messaging campaign to stay in touch, encourage engagement as soon as student is admitted
 - Provide support re local resources, answer logistics questions
 - Social media groups
- Encourage deposit (for relevant programs)
- Ensure advisor meetings are scheduled
- CRM messaging to formally accept funding offer (of course adhering to April 15 agreement....)
- CRM messaging to encourage registration when it opens



Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MSUGradCollege

MSU Graduate @MSU... · Nov 14

Dear Brian/Kristin and Dr. Hoelcher had a great time talking with Graduate Student Senate cabinet members over lunch last week!

If you're interested in getting involved with GSS, check out their Slack channel at: <https://slack.com/orgs/orgs/gradstu...>

MSU Graduate College Reunited @MSU... · Nov 4

Rejoicing to @GSGSant

And thanks to all our judges including SSP rep Black, Davidson and Betsy

Welcome, Julie...

Apply Now

to your Missouri State graduate Personalized URL (PURL) if the understand making the decision to go to grad school is an important one for you and your personal and professional life, which is why we have created this handbook especially for you. Here you will find everything you need to make an informed decision about applying to MSU. With a degree area of graduate studies to choose from, we believe furthering your education at Missouri State University allows you to best actually learn culturally and engage communally. This opportunities we offer will help you meet your career and life goals, which is how you will Make Your Missouri Statement.

What sets Missouri State apart?

It's our public affairs mission — which emphasizes engaging with communities, understanding the world and making it a better place. Your education is different here, challenging you to meet the nation and preparing you to be a great global citizen, ready to work and live with people from different backgrounds. As a Missouri State graduate, you'll stand out in the job market and throughout your career and your community.

Tell us about yourself!

Want to learn more about the real and beneficial news to tell? Click below and join our personal and professional social media community.

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Resources for Children

The Springfield area provides a variety of resources for children of all ages. With over public school districts in Greene County and over forty public school districts in the Springfield area, your child is guaranteed to receive a quality education.

Educational Resources

Support Services

Community Resources

Springfield-Greene County Park Board

SALE DEC 31ST 100 PM EDT
Christmas at the Farmstead
#1: 41 people interested

Don't see the resources you're looking for? Below we have listed other Springfield area resources for children.

- Community Partnership Depts
- Greene County Parental Support
- Proper Springfield
- Springfield-Greene County Health Department
- Healthy Kids
- Springfield Kids
- Springfield MO Poverty
- Springfield Area Public Schools

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MoStateDining

MoState Dining @MoState... · 10

Go big or GOULD home! Sending #mtna/substns this holiday season!
[#mofood](https://www.instagram.com/mofood/) @MoStateDining

Food and Nutrition

A #mofood diet is essential for any successful student. Springfield has numerous resources for food, including chain and locally owned grocery stores, over 10 food pantries within 5 miles of campus, and a variety of nutritional food options on campus. Be sure to check out the dining halls, as well as the Bear Food Pantry located in the University Hall basement.

On Campus Dining

Grocery Stores

Food Pantries

Bear Pantry

MSU Bear Pantry

VEGAN

Video unavailable

This video is no longer available because the YouTube account associated with this video has been terminated.

View more on Twitter

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MSUMagersHealth

Bill & Lucille M... @MSU... · Nov 21

Magers Health and Wellness Center & Pharmacy will be closed on November 23, 24, and 25.

Healthcare

Keeping you healthy is important. One way we do that is by offering a comprehensive health care center for the Missouri State community right on campus.

Hospitals and Healthcare Systems

Find a Physician

Mental Health and Wellness

Other Campus Clinics

Magers Health and Wellness Center

Who we are and what we do

The Magers Health and Wellness Center is conveniently located on the Missouri State University campus next to the University bookstore. The medical and professional staff at the Magers Health and Wellness Center are dedicated to providing quality health and preventive care at minimum cost to the university community. The Magers Health and Wellness Center provides medical services to all members of the university community, ages 6 years and older. Those with younger children should seek the services of a pediatrician or family practitioner who specializes in caring for younger children.

COV

MSU
Carter
Jordan
Mary
Spring
CDC in
WHO in

Cris

Emerg
24-Hour
Suicide
Victim
Pregn
LGBTQ
Womn
SAMHSA

Get Imm

Acc

Fiu

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tweets from @MSU_FinAid

Missouri State Financial Aid Reunited @MSU... · Nov 1

#tuitiontip Apply for a MSU Foundation Annual Scholarship! The application for donor-funded scholarships opened today & will be open until 3/1/2023. Don't wait to complete it! Find out more here: www.missouristate.edu/financialaid/. Apply! @FoundationMSU @MSU_FinAid

MSU FOUNDATION ANNUAL SCHOLARSHIPS

Missouri State Financial Aid Reunited @MSU... · Oct 13

U.S. Dept... @usdept... · Oct 13

If you work as a:

- Teacher
- First responder
- Government employee

You may be able to have your federal student loans forgiven through Public Service Loan Forgiveness. Apply by October 31, 2022. [StudentAid.gov/PSLF](https://studentaid.gov/PSLF)

SCHOLARSHIPS

NEW UPDATES to Public Service Loan Forgiveness

Financial Services and Funding Opportunities

Missouri State is dedicated to offering an affordable, quality education, which is why we offer a variety of funding opportunities specific to graduate students.

Banking

Campus Financial Resources

Financial Education

Funding Opportunities

Graduate Assistantships

A graduate assistantship allows you to gain valuable work experience, network with faculty and staff, and receive a tuition fee waiver and stipend. Assistantships are available in administrative teaching and research positions. Typically you offer over 500 graduate assistantships across campus each year.

Scholarships

We encourage you to review and apply to our many university funded and donor funded scholarships tailored specifically for graduate students. Depending on the scholarship's criteria, you could qualify for as:

Home Professional Studies (MPS) Resources for Children Entertainment Fitness and Physical Well Being Food and Nutrition Housing Healthcare More

Tuition & Fee

Actual expenses vary by student on credit hours, academic progress, lifestyle and other factors.

Current Assistantship Openings

Humane Society of Southwest Missouri

CYBER MONDAY

Humane Society of Southwest Missouri

On your mark. Get set. SHOP!! Buy a gift for yourself or your loved ones today! It's #CyberMonday! It's happening

Resources for Pets

The Springfield area provides many different resources for current and future pet owners. Whether you are looking to adopt a furry friend, seeking veterinary advice, or looking for new ways to provide for your pet, Springfield has what you need.

Veterinary Clinics

Adoption Centers

Missouri State

GRAD BEAR: GET READY TO MAKE YOUR MISSOURI STATEMENT.

Video unavailable

This video is no longer available because the YouTube account associated with this video has been terminated.

View more on Twitter



Turning Matriculants into Completers

- Success = Persistence, Completion
- Text Campaigns, “Nudges”
 - Signal Vine at MSU- Registration, Apply to Graduate, Thesis Submission
 - Special groups (athletes)
- *Degree Completion Plan*
 - Filed before end of second semester
- Professional development, support services for mental health, financial needs (food pantry, emergency clothing, etc.)
- Oversight of research experiences, advisor-advisee relationships



Q&A



Thank You

Stephen Taylor
Managing Director

BUSINESSCAS
by LIAISON 

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Julie Masterson
Associate Provost and Dean of the Graduate College

Missouri State
UNIVERSITY

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