LIAISON
CAS
experience
JULY 24-25 2023
CHICAGO, IL

Technology and Tools in Graduate Enrollment Management

Missouri State University | LIAISON

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Meet Our Presenters

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Managing Director

BusinessCAS by Liaison

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Associate Provost and Dean of the Graduate College

Missouri State University

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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

Missouri State University

- 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

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Doesn’t Everyone Just Want to Come to Us?

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

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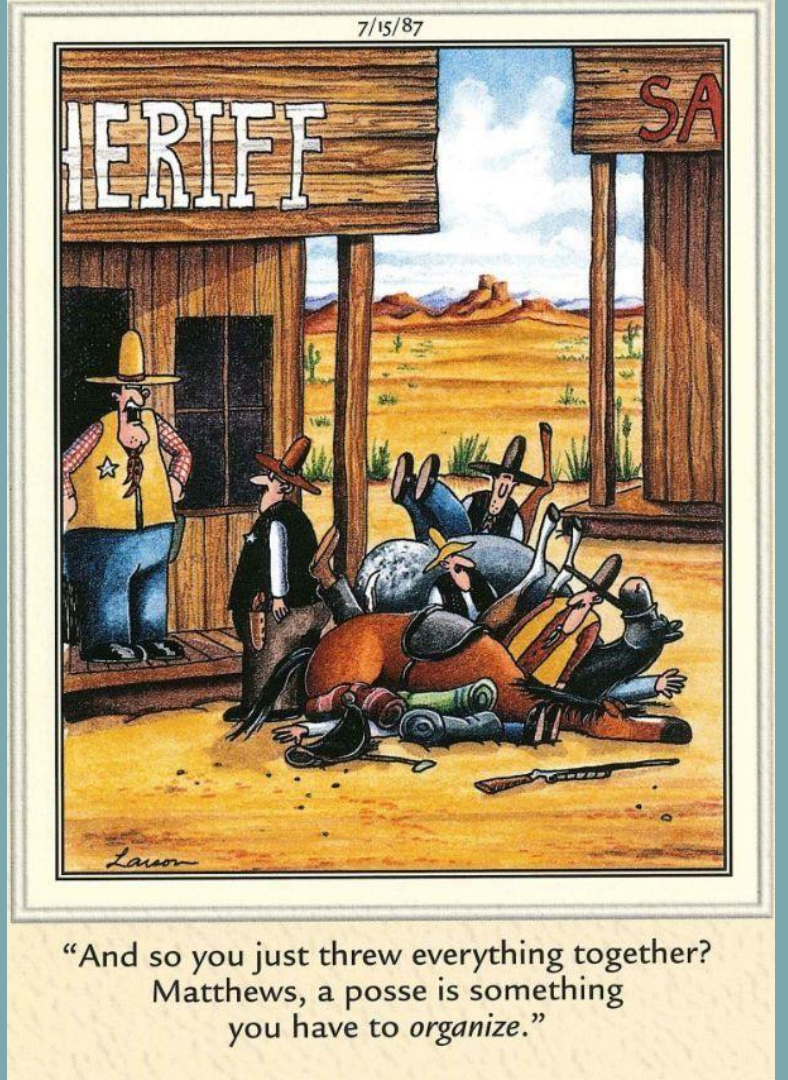
What is Enrollment Management?

- 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!



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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®

PTCAS

RF-PTCAS

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 Orthotics and Prosthetics Centralized Application Service

OPRESCAS

VMCAS

APPIC

PHARMCAS Pharmacy College Application Service

PHARMDIRECT Pharmacy Direct Entry Application Service

PHARMGRAD Pharmacy Graduate Application Service

PhORCAS Pharmacy Online Residency Centralized Application Service

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Grad Enrollment Management: The Funnel

Word of mouth, alum engagement, social media, traditional media, class visits President's favorite	Pandemic trends, ROI concerns, fairs and tours
Curated lists, direct referrals, SEO, agents, info sessions, call campaigns	On-demand flexibility preferences, international pipeline, staffing
RCR coaching, test prep support, application advising, comms	Test-optional policies, reducing (perceived) barriers to entry
Process communications with applicants, speed of process, info on policy, redirects	"Soft landings," program redirects, cross-campus program options
Ambassador calls, I20 delivery, dean outreach, admit weekend, competitor program comparison	Tech infusion, customized communications, personal relationships, program vs profession

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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)

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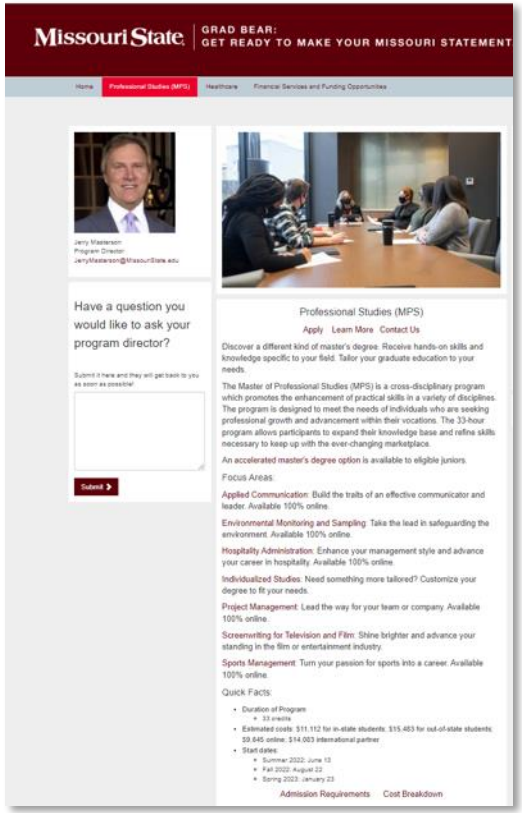
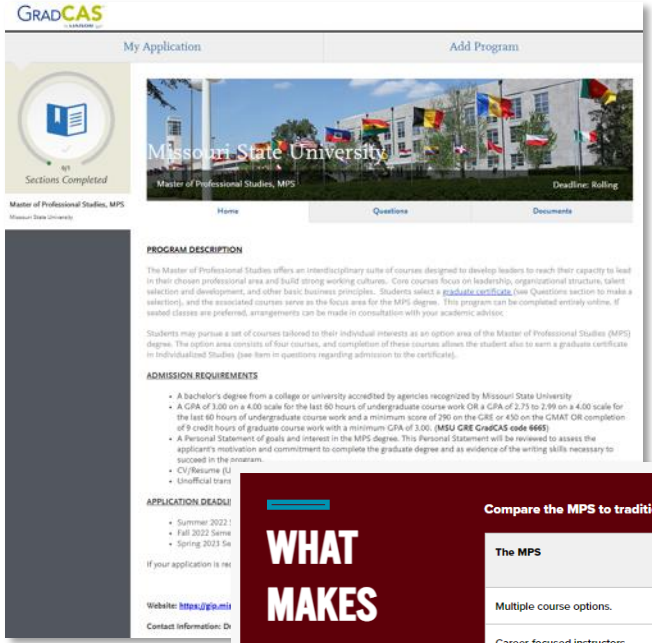
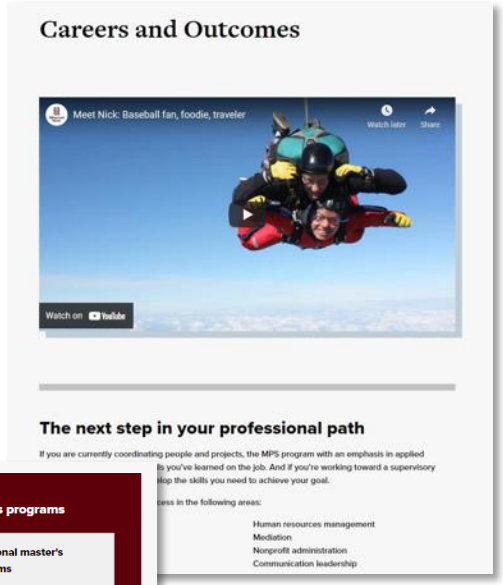
Example: Master of Professional Studies







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.

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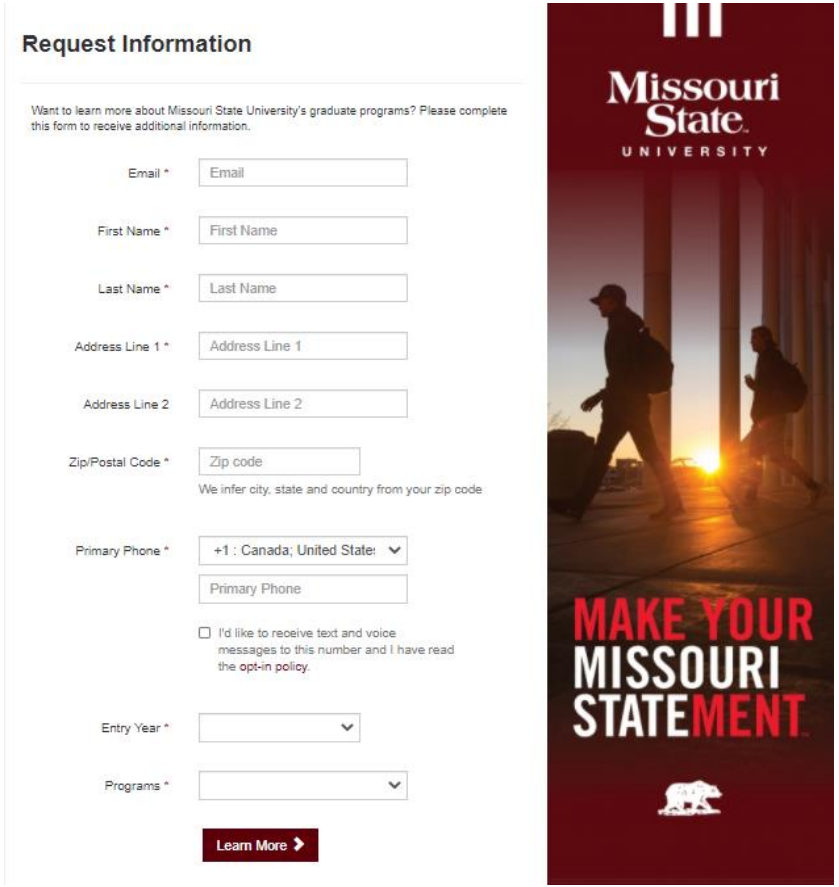
Request for Information

- 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



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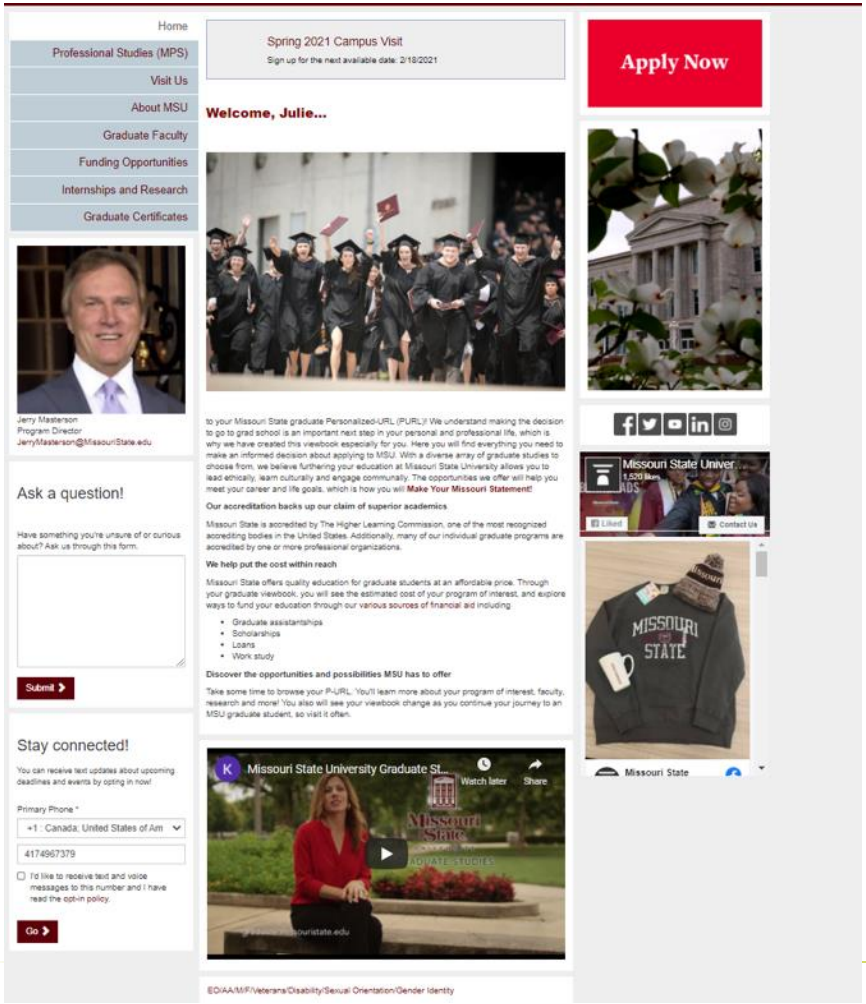
P-URL Inquiry



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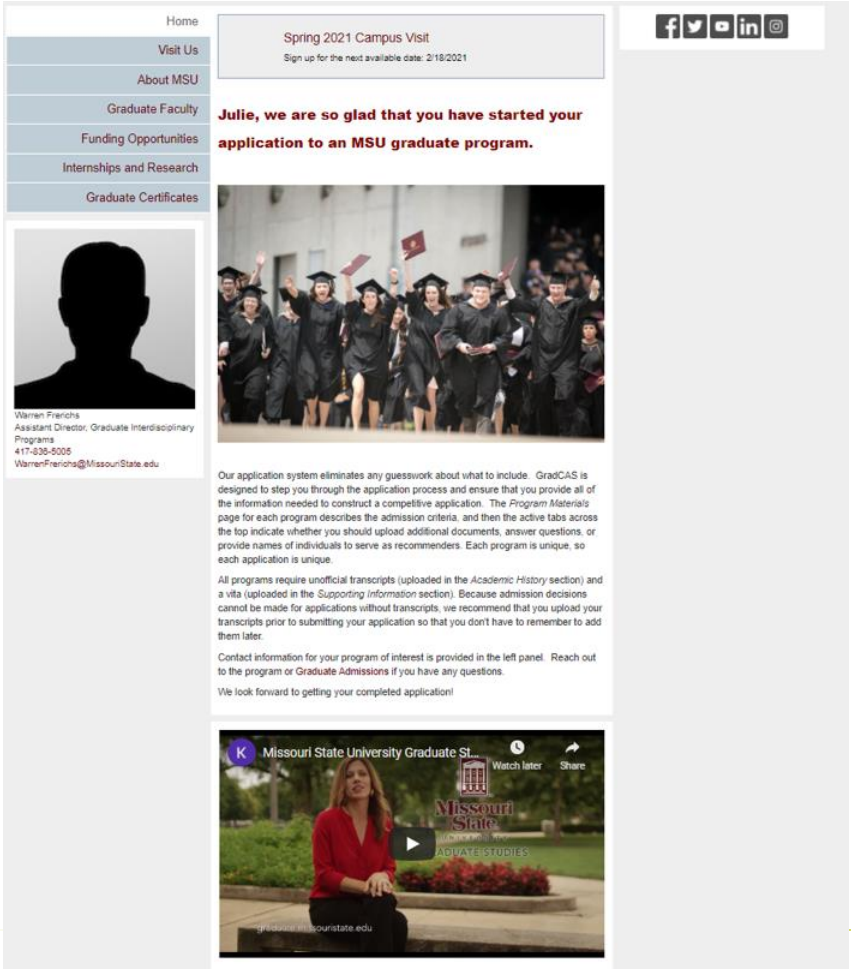
P-URL in Progress



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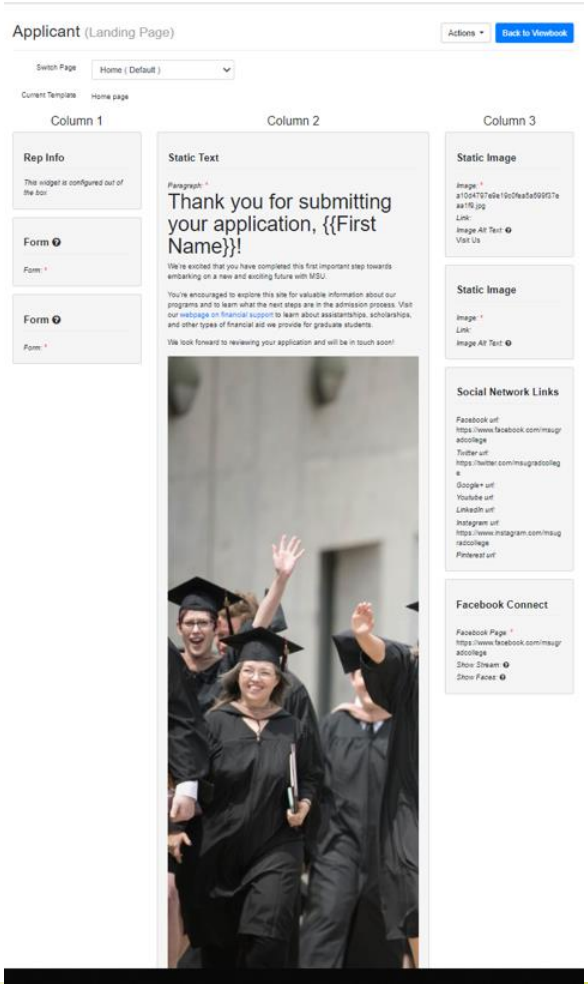
P-URL Applicant



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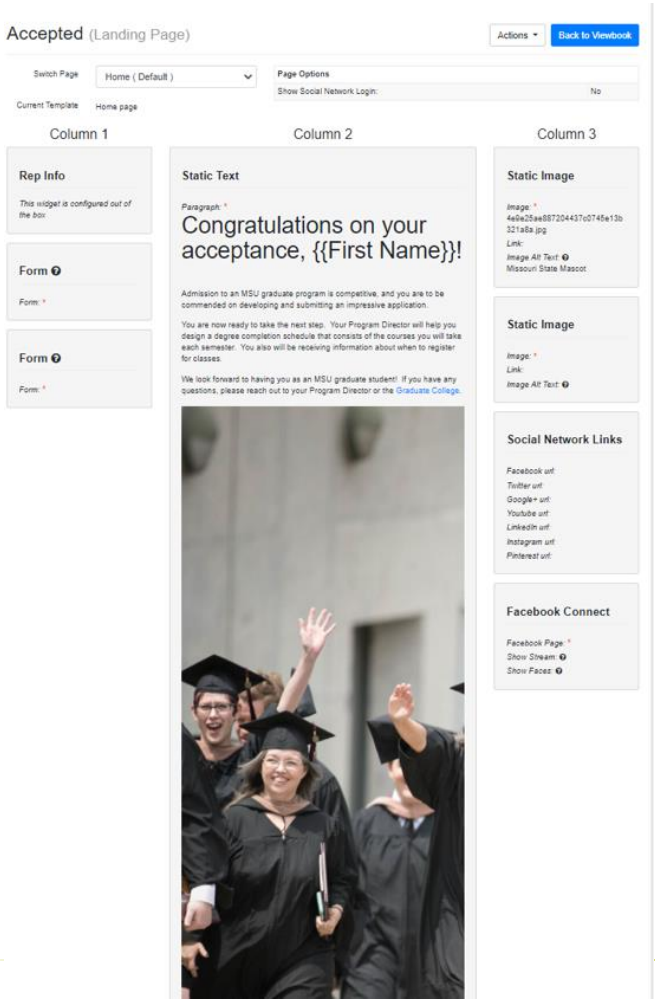
P-URL Accepted



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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

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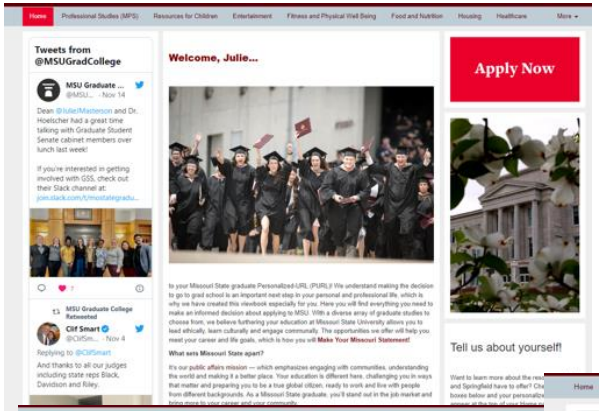
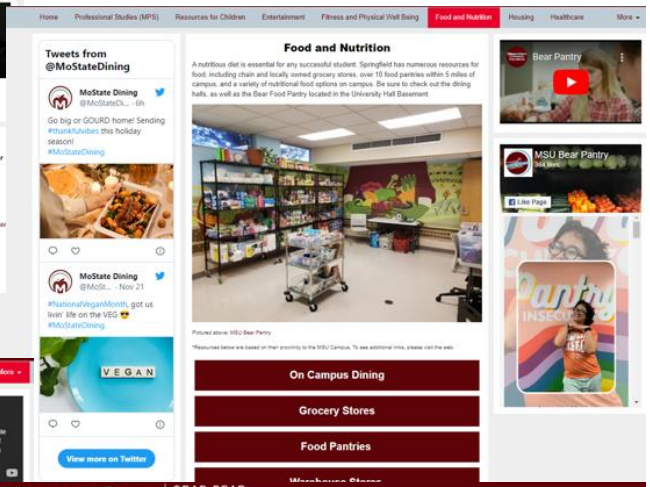
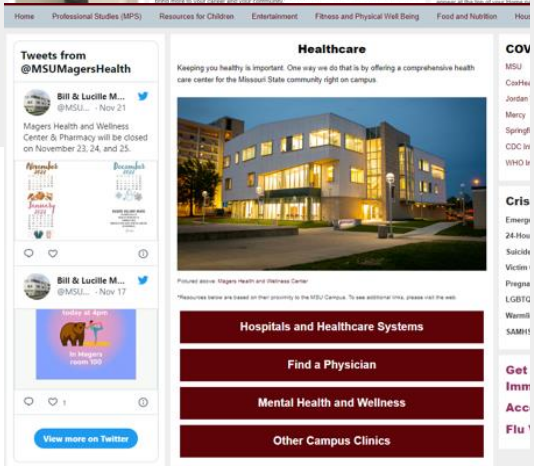
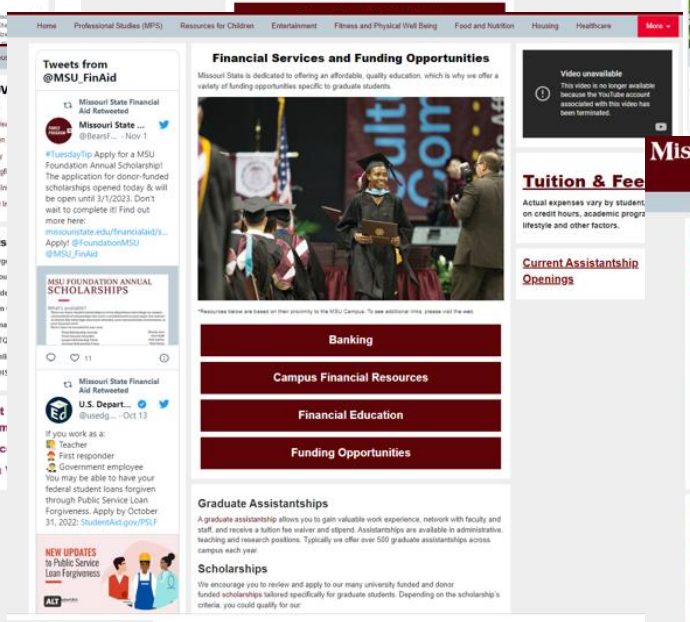
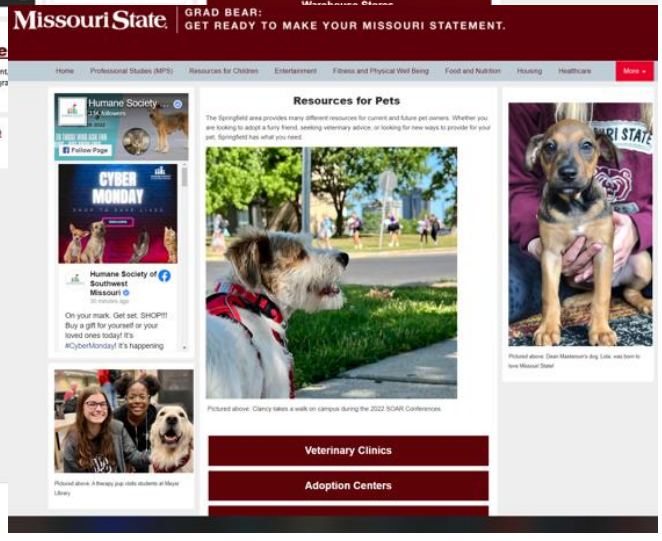

Home
Professional Studies (MPS)
Resources for Children
Entertainment
Fitness and Physical Well Being
Food and Nutrition
Housing
Healthcare
More
Tweets from @MSUGradCollege
Welcome, Julie...
Apply Now
Tell us about yourself!

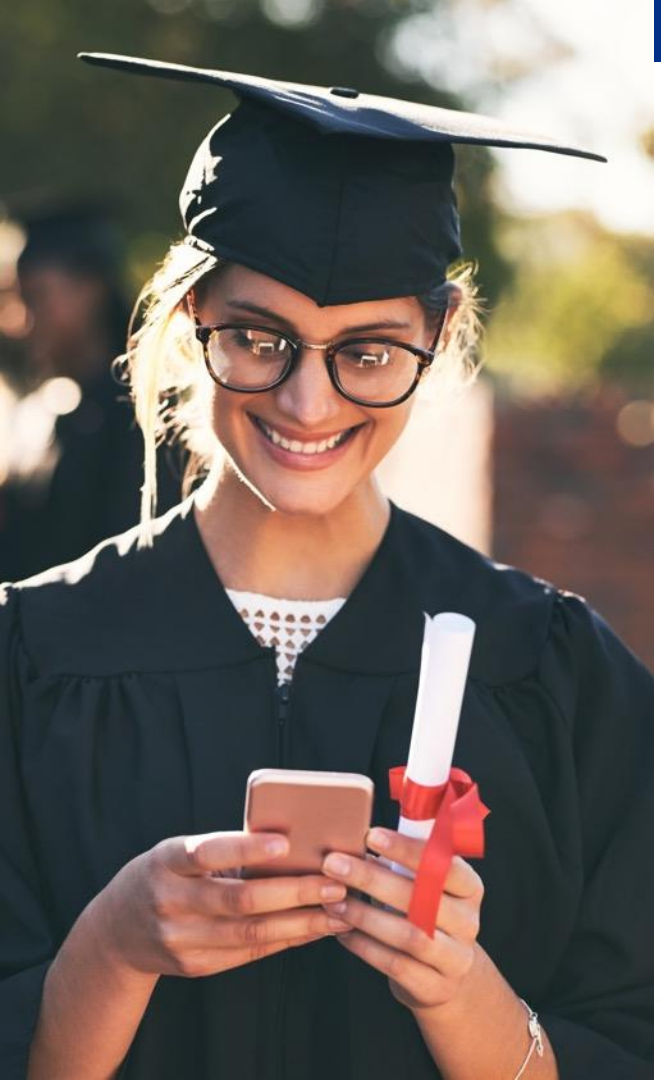
Resources for Children
Springfield-Gree...
Springfield-Greene County Park Board
Christmas at the Farmstead
Educational Resources
Support Services
Community Resources


Tweets from @MoStateDining
Food and Nutrition
Bear Pantry
MSU Bear Pantry
On Campus Dining
Grocery Stores
Food Pantries


Tweets from @MSUMagersHealth
Healthcare
Hospitals and Healthcare Systems
Find a Physician
Mental Health and Wellness
Other Campus Clinics
Magers Health and Wellness Center


Tweets from @MSU_FinAid
Financial Services and Funding Opportunities
Banking
Campus Financial Resources
Financial Education
Funding Opportunities
Graduate Assistantships
Scholarships


Missouri State
GRAD BEAR:
GET READY TO MAKE YOUR MISSOURI STATEMENT.
Resources for Pets
Veterinary Clinics
Adoption Centers



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

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Thank You

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