School of Graduate Studies

Update on Status of Graduate Education at ETSU

2017

Vision

- Assure reputation for quality and excellence in graduate education

- Innovate

- Collaborate

- Serve state, region, nation, and world with delivery of high quality graduate programs

Goal of Presentation

- Provide update from 2012 presentation goals designed to
    - Bring people together to identify and act on opportunities and strategies for growth
    - Serve more students (many programs turn away qualified applicants)
    - Increase efficiency
    - Increase retention
    - Decrease time to degree

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Graduate education at ETSU

- Master's programs (42), doctoral programs (12, not including MD, PharmD); graduate certificates (34)
- Over 150 choices for study
- Curriculum development
- Recruitment, application, admission, matriculation, graduation, appeals (2400+ students)
- Graduate assistants, tuition scholars, scholarships
- Graduate Faculty tracking
- SACSCOC reporting
- Innovation (new programs, interdisciplinary programs)

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Continued:

- Professional development, students and faculty
  - Courses: 6 courses for faculty, 6 courses for graduate students; presentation March 3, 2017 to CSGS on Professional Development and Mentoring
  - Awards and recognition (research grants, Outstanding Thesis/Dissertation/Capstone, Excellence in Teaching, Service for the Public Good, Mentor Award, scholarships, award ceremony in spring)
  - Thesis/Dissertation Boot Camp
- Other services (staff analyses and reports for campus and national agencies)
- Professional presence in graduate education (TCGS, SCGS, CGS, NSF, NIH, etc)
- ETSU policies and procedures are used as model by others
- Service to TBR (ETSU BOT), THEC
- And more

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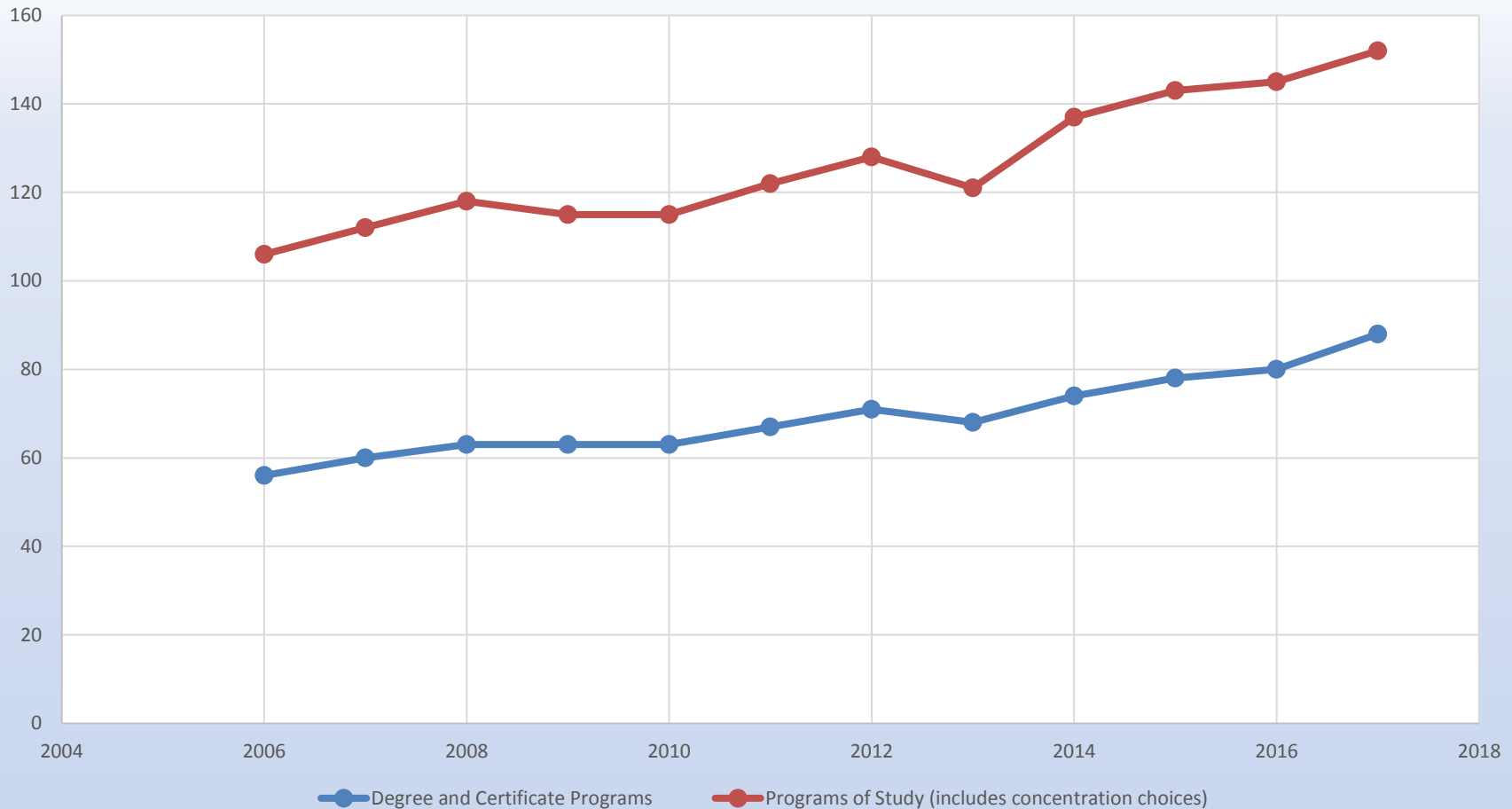GRADUATE STUDIES
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Trends

- Programs and Concentrations
- Applications
- Admissions
- Enrollment
- Graduation
- Capacity
- Opportunities
- SGS Long-term Grad Data report key resource (22 years of data)

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Considerations

- Market interest in program (applications; inquiries; contact sheets)
- Quality of applicants and capacity (admission)
- Matriculation into program (enrollment; documenting loss of admitted students)
- Retention and completion (time to degree, matriculation limit, graduation)
- Program delivery options (calendar, mode of delivery)
- Barriers to growth and resources needed to overcome barriers
- Program viability (all data)

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Trends in Degree Programs, Certificates, and Concentrations

Legend: Degree and Certificate Programs — Programs of Study (includes concentration choices)

New programs and/or concentrations result in increased interest, applications, and enrollment

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Recruitment – marketing of all programs

Multipronged approach to support recruiting done by the programs themselves

- Graduate and Career Fairs
- Targeted campus visits
- Hosting visiting groups; Organizing tours
- Market scholarships – ex. Carter and Gilbreath for grad students, students can be part-time
- Web recruiting: landing page (referrals to graduate coordinators); partner with eLearning marketing
- Social media
- ELS Center
- Highlight new programs and updated programs

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Examples

Program/Concentration	Apps/ 6/17/16 (8/18/17)	Apps 6/16/17 (8/18/17)	Net change
Sport Mgmt Sport Sci/Coach Ed	32 45	50 61	+18 +16
MPA new named Conc.	41 (45)	63 (72)	+21 (+27)
Strategic Comm (PCOM) Brand/Media Strat	10	28 (33)	+18 (+23)
MSN RODP ETSU MSN	126 (128)	176 (200)	+50 (+72)
PUBH C4		11 (15)	+11 (+15)
Dig Mkt	20 (24)	33 (37)	+14
Human Services MA	0	36 (38)	+36 (+38)
Comm Coll Lead C4	0	7 (20)	+7 (+20)
GSLD	13 (18)	19 (30)	+6 (+12)

Trends in Applications

Graduate Applications
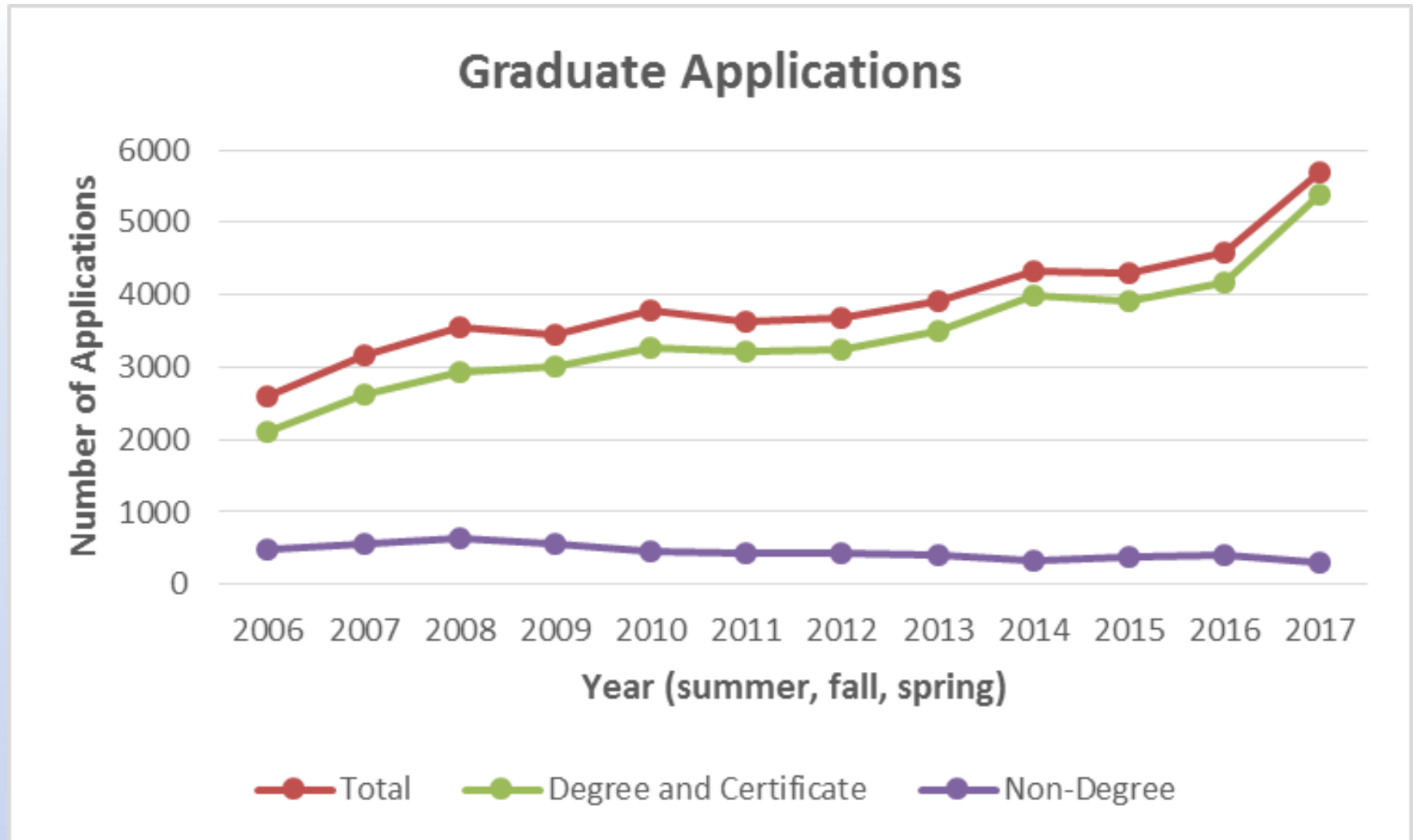
Trends in International Applications
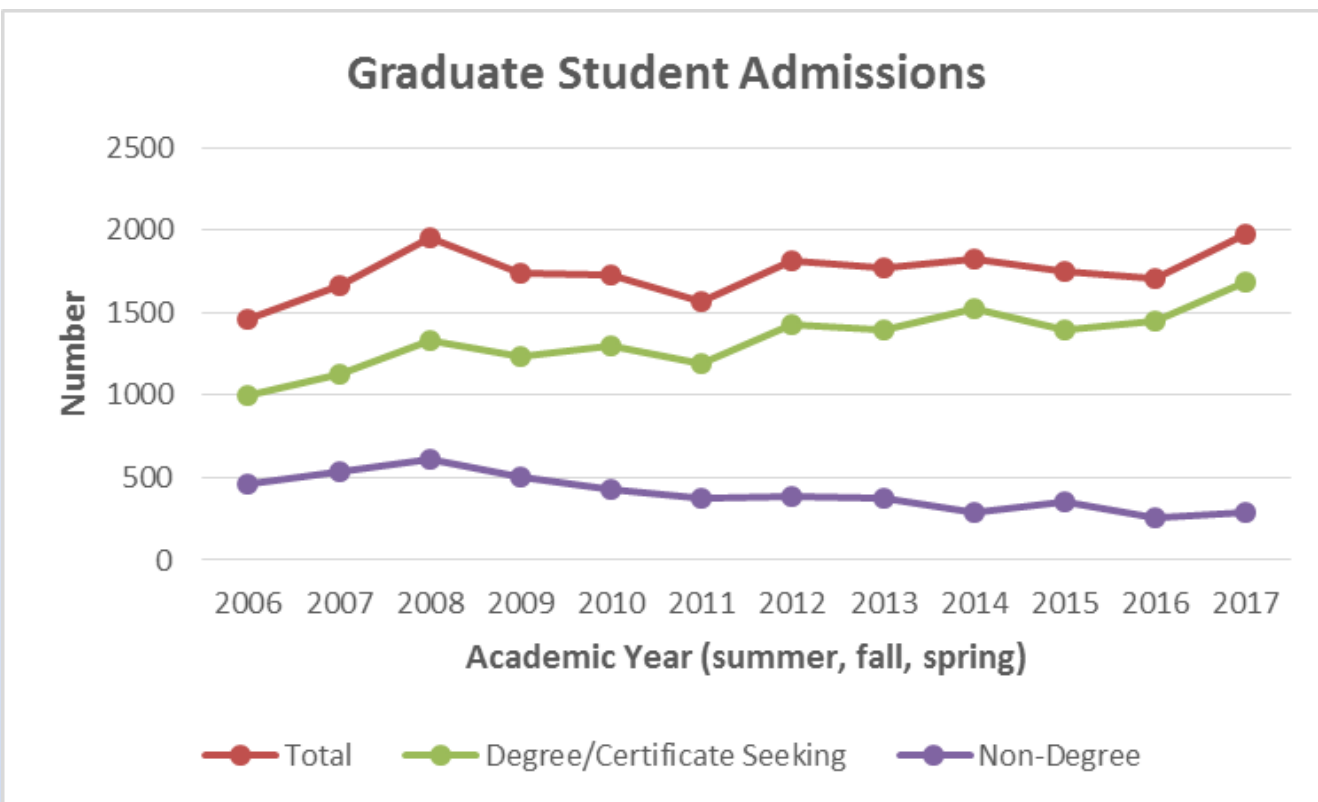
International Applications
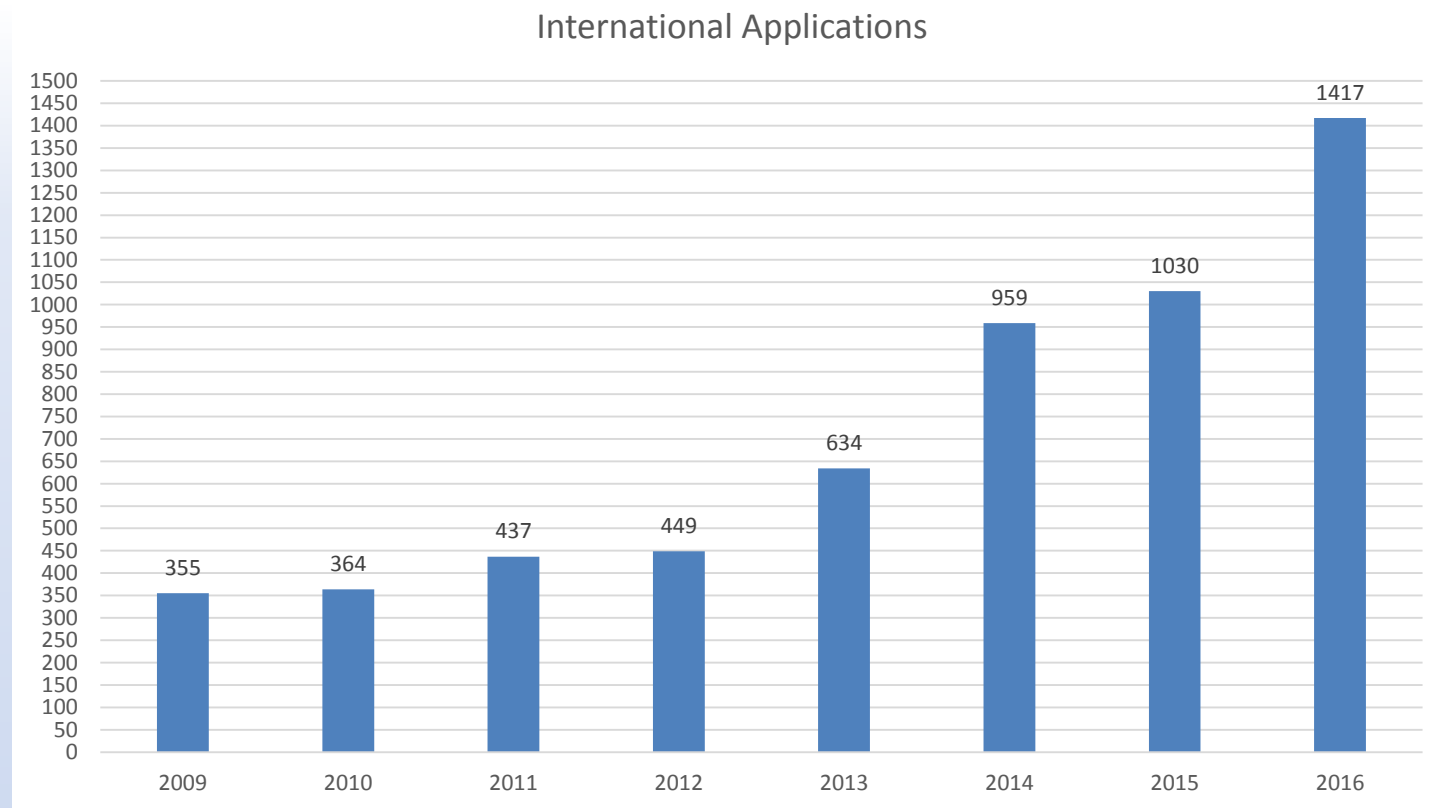
National trend is 1-2% increase per year last 2 years, ETSU experienced 47.7% increase

Top 5 countries: Nigeria, Ghana, Saudi Arabia, China, and India for 80% of applications

Top 10 programs for international applicants: chemistry, technology, computer science, biology, MPH, MBA, MPA, math, geosciences, biomedical sciences

Trends in Admissions

Graduate Student Admissions
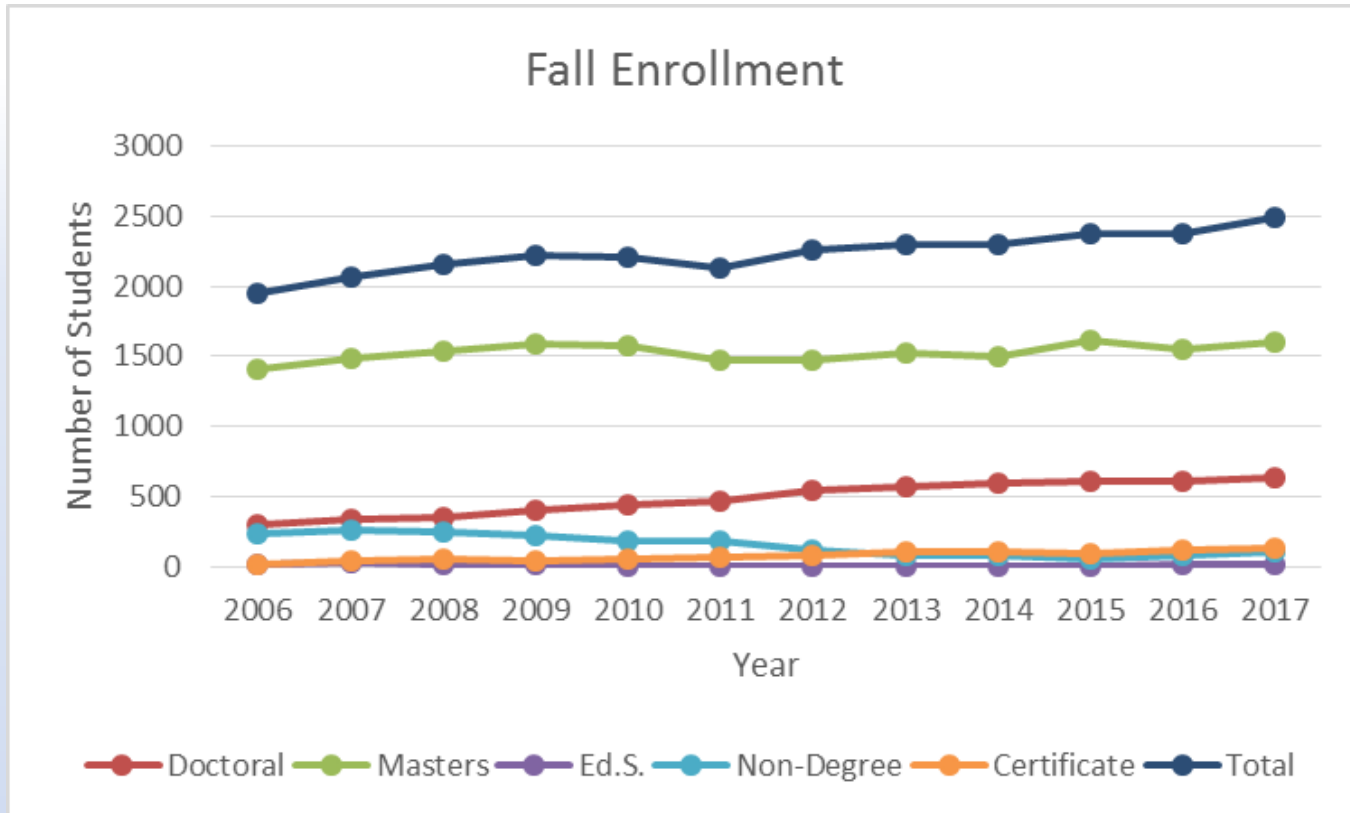
Why admissions not parallel applications?
1. Incomplete applications
2. Unqualified or non-competitive applicants
3. Program capacity

Top 5 countries for international admissions:
Nigeria, Ghana, China, Bangladesh, Saudi Arabia

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Trends in Enrollment

Fall Enrollment — Number of Students vs. Year (2006–2017)

Legend: Doctoral, Masters, Ed.S., Non-Degree, Certificate, Total

Not all admitted enroll

Trend is 60-70% (some programs 100%, others 20%)

Higher number of graduates further challenges increasing enrollment

New programs and updated programs help with enrollment

Increasing capacity increases enrollment

International Enrollment grew 25% in last 2 years.
Top 5 countries: Nigeria, Ghana, China, Saudi Arabia, and Nepal for 61.5% of enrolled international students

PharmD/MBA 10 enrolled fall 2017
MD/MPH 6 enrolled; PharmD/MPH, 4 enrolled

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Retention

- Graduate Student Success Specialists
- Online Graduate Student Liaison
- Graduate Program Specialists
- Boot Camp
- Thesis/dissertation scholarships
- Add-On Fellowship; GA/TS Fee Scholarship
- Increasing GA stipends
- Summer tuition remission for summer GA's
- New pending scholarships (Buc$ for Books)
- Graduate Academic Fresh Start
- Accelerated Bachelors to Masters
- Extensive professional development opportunities

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Trends in Graduation
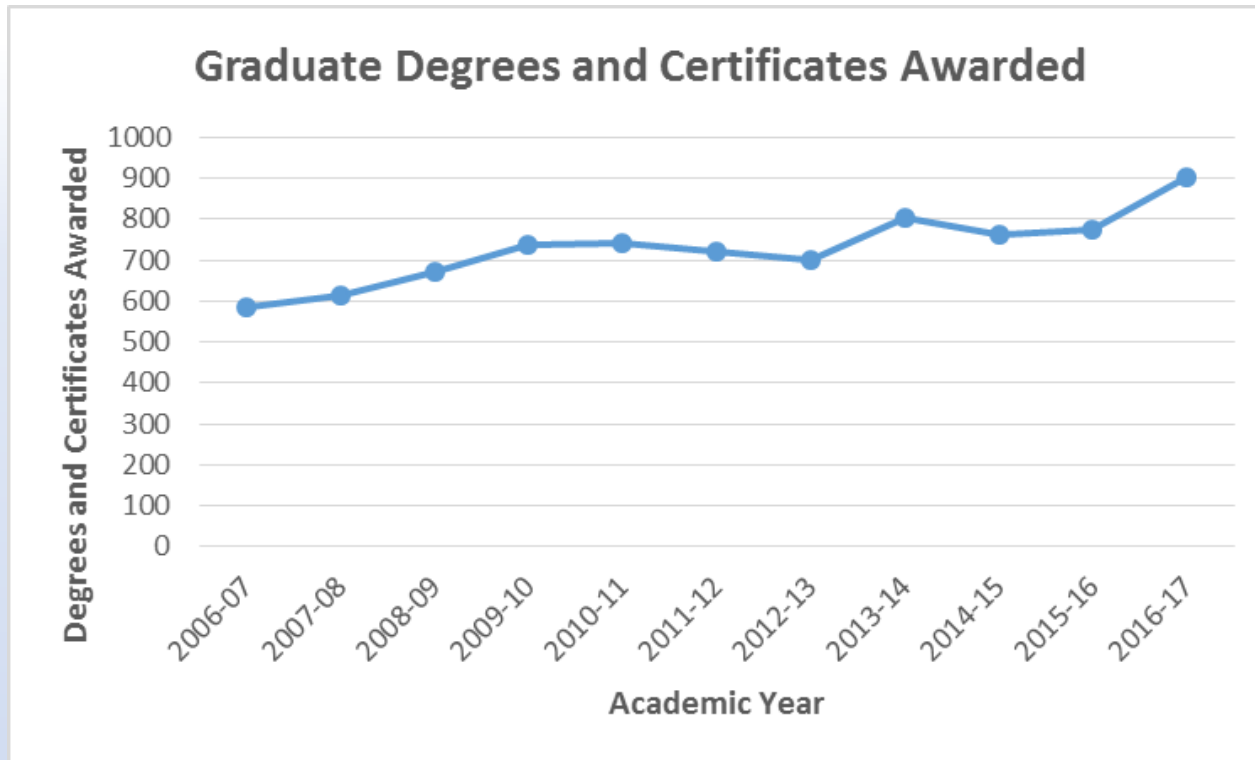
Have worked to address issues related to
1. Time to degree
2. Matriculation limits
3. Finishing thesis/dissertation
   a) Scholarship
   b) Boot Camp

Challenges to and Opportunities for Growth

- Factors to consider to achieve goal:
  - Program profiles, revising programs where strategic
  - New programs and concentrations
  - Recruitment of top students
  - Application completion
  - Capacity
    - Increasing capacity
    - Filling existing capacity
  - Accepted students matriculating
- Resources and innovations

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Questions?