Program Directors Meeting

16 Oct 2020
Agenda

• Introductions
• Long-term vision for graduate education and moving to a strategic plan
• Essential dates for the upcoming academic year
• Fall enrollment data
• Student life/best practices/connecting with our graduate students/peer mentoring
• EAB marketing campaign briefing and update
• Fee waivers and recruiting events
• Open discussion
Meet the Graduate College Team
Updates

Budget reduction impacts.

The web site.

Program director and coordinator contact information.

Peer mentoring survey
Mission Statement

The mission of the Graduate College is to achieve excellence in graduate education and graduate research, scholarship and creative expression at the University of Delaware.

In doing so, the Graduate College will elevate the stature of our graduate programs nationally and internationally.
Established in 2019, the University of Delaware Graduate College is an expression of the will of the faculty and administration at the University to dedicate itself to the needs and aspirations of our graduate students.

We will advocate for our graduate students’ success and well-being in all parts of their lives on and off campus.
Vision statement (2 of 9)

The Graduate College will enhance graduate experiences by...

...building a welcoming, respectful, strong, diverse and resilient graduate community,
Vision statement (3 of 9)

The Graduate College will enhance graduate experiences by...

...fostering innovation in graduate education, especially in creating and supporting interdisciplinary programs, delivering online courses and programs and extending educational opportunities to nontraditional learners,
Vision statement (4 of 9)

The Graduate College will enhance graduate experiences by...

...providing opportunities for professional development so that graduate students can achieve their career aspirations,
Vision statement (5 of 9)

The Graduate College will enhance graduate experiences by...

...recruiting and retaining the best and brightest students,
Vision statement (6 of 9)

The Graduate College will enhance graduate experiences by...

...supporting, developing and enhancing opportunities for graduate research, scholarship and creative expression.
We place the highest value on our common humanity, and therefore we will reflect and act upon issues of diversity, equity and inclusion in the decisions that we make.
Vision statement (8 of 9)

Operational excellence and operational continuity will be our guiding organizational principles.
Vision statement (9 of 9)

Best practices, data and evidence will inform all our actions, and we will maximize our impact by working harmoniously with the Graduate Council, the University’s other colleges and units, as well as partners from outside the university.
Process and timeline (1 of 2)

- Form a single working group for each goal.
- Diversity, equity and inclusion should inform every objective and priority.
- Operational excellence and continuity should inform every objective and priority.

We will not be creating objectives from scratch:
- Graduate College white paper
- Graduate Student Life Task Force and references therein.
• **October 30**: Working groups charged.
• **November 30**: Working groups deliver recommendations objectives, metrics, action items and reasoning.
• **December through January 15**: Graduate College coordinates working group recommendations.
• **January 15 through February 15**: Draft of integrated strategic plan released to working groups for revision and polishing.
• **February 15-March 15**: Draft strategic plan released to Graduate Council for comment.
• **March 30**: Release of Graduate College Strategic Plan.
# Strategic plan working groups

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<tr>
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<th>Goal 1</th>
<th>Goal 2</th>
<th>Goal 3</th>
<th>Goal 4</th>
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<td>Graduate Council</td>
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<td>Graduate Student Government</td>
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<td>Student Life</td>
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<td>Research Office</td>
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<td>Equity &amp; Inclusion</td>
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<td>Off. Communications &amp; Marketing</td>
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<td>Enrollment Management</td>
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<td>Graduate College</td>
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Important dates

Graduate Innovation and Recruiting grants are open and rolling.

October 22 2020: Presidential debate watch on https://udel.zoom.us/j/94163109429

Graduate Scholars Awards.

New awards.

Early nomination: January 15 2021, notified by February 12 2021.

Renewals: February 19 deadline.
Important dates

• **December 15 2020**: *Doctoral Fellowship Award* and *Dissertation Fellowship Award* deadline.
  - (Note: We are moving it up one month.)

• **Unidel Distinguished Graduate Scholars**
  - Early nomination: January 15 2021, notified by February 12 2021.

• Exploring creating a **Competitive Counter-offer Program**.
COVID-19 impacts

- Against all odds, our enrollments are up!
- Phase 3 on campus.
- Tentative budget impacts.
- Inquiring about prospective grad student visits to labs.
- Paying students who are not here.
Let’s take care of our graduate students.

1. Keep lines of communication open with every individual graduate student.
2. Provide feedback to every individual graduate student.
3. Help graduate students pivot on different research goals and objectives.
4. Help graduate students chart their courses to completion and into careers. *Encourage flexibility.*
5. Emphasize self-care. Encourage graduate students to seek help.
6. Support and leverage the faculty advisers.
EAB Adult Learner Recruitment (ALR) Program

Student Journey Campaign

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Goal: Impressions</th>
<th>Consideration</th>
<th>Goal: Engagement</th>
<th>Decisions</th>
<th>Goal: Applications</th>
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<tbody>
<tr>
<td>High Affinity</td>
<td>Google Affinity</td>
<td>LinkedIn</td>
<td>Purchased Names</td>
<td>Undergrad Seniors &amp; Alumni</td>
<td>Old / Inactive Inquiries</td>
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<td>Digital Marketing/Targeting</td>
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<td>Welcome Campaign (1x/wk) (Week 1-4)</td>
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<td>1. Welcome Email</td>
<td>Content Give</td>
<td>Content Give Response</td>
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<td>Micro-Survey</td>
<td>Survey Response</td>
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<td>2. Content Give</td>
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<td>3. Survey Reminder</td>
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<td>Newsletter Campaign (Week 11 and Beyond)</td>
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<td>Keeps brand top of mind, engages with faculty, students, and events, invites application</td>
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<td>Key</td>
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<td>Monthly Newsletter</td>
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<td>EAB Mailing</td>
<td>Digital Campaign</td>
<td>Roadshow</td>
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Prospects who engage will move to the Consideration Stage and will be passed to institution via responder file.

Prospects who engage will move to the Decision Stage and will be passed to institution via responder file.

Additional Nurturing Elements to Drive Apps (Week 1-18)

- Personal Contact
- Events
- Program Specific

Marketing/Targeting

- Instagram
- Google Ad
- LinkedIn Ad
- Facebook Ad

Evaluated Ad

- Welcome Letter
- Follow-up
- Response
- Engaged

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EAB ALR Marketing Program

- **Influenced:** 180 (88 data science)
- **Incremental enrollment:** 78
  - Data science: 38
  - Other programs: 40
EAB ALR Marketing Program

We need to work together.

- If you are working with a specific prospect and do not want them contacted by EAB, please let us know.
- If you do not want a specific prospect admitted to UD, please let us know.
Marketing and communications is a scarce resource at UD.

- Every college has an embedded communications director/specialist
  - Tasked with program-/college-specific marketing and communications
- The Graduate College is focused on promoting the Grad College brand and general graduate education
- The Graduate College is focusing on thematic recruiting so that we can help one another.
  - Math, Physical Sciences and Engineering
  - Social Sciences
  - Arts and Humanities
  - Business and Economics
  - Biological and Health Sciences
Fall 20 Recruitment Events Currently Scheduled

National GEM Consortium – September 11\textsuperscript{th}-12\textsuperscript{th}, engineering and other STEM
  • Regional GRAD Lab may also take place in November 2020

NOBCChE – September 24\textsuperscript{th}-25\textsuperscript{th}, chemical sciences and engineering

Grace Hopper – September 26\textsuperscript{th}-October 3\textsuperscript{rd}, computer science/data science

Black Doctoral Network – October 15\textsuperscript{th}, all disciplines

SACNAS – October 19\textsuperscript{th}-24\textsuperscript{th}, STEM

ABRCMS – November 9\textsuperscript{th}-13\textsuperscript{th}, biomedical sciences
Application Fee Waivers and Recruiting

When you recruit, if you are targeting special audiences and would like to offer fee waivers, we can help.

Please use the Graduate College Recruiting Grant program to submit your request.

We will want to know who the targeted audience is and how many waivers you will want to issue.
Our Strength as a Graduate College

When crafting proposals, the Graduate College provides added value.

• Professional development support for graduate students.
• Community support for graduate students.
• Fellowship support as a “force multiplier” for projects and a recruitment vehicle.
• Coordination of recruitment and outreach to underrepresented groups.
Q&A + Discussion

Q: Is the Graduate College tacitly supporting programs to go GRE optional?
A: No, the Graduate College is not encouraging programs to go GRE optional. Yes, we are encouraging programs to consider holistic admissions and carefully evaluate what they consider to be effective predictors of future student success. The Graduate Council will be taking a careful look at admissions and the use of the GRE this year. Yes, we are supporting whatever individual programs want to use in their admissions process via Slate.