Agenda

• Announcements
• Graduate Learning Outcomes & Assessment
• Department Recruitment Stats
• Staff Share: Communications w/ prospective and admitted students
• Q&A
Announcements

• Special Graduate Faculty Meeting (tentative Feb 25)
• Authorization to Change Requirement Term (Graduate Certificate Programs)
• NCA accreditation site visit (February 23-25, 2009)
Graduate Learning
Outcomes & Assessment
## Campus Weekly Admission 2/9/09

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Department Admission Stats

Collect handouts on department admission report as of 2/9/09.
Checklist Management 1    Checklist Management 2

Hanitha Yacav Musty    ID: 12337064

Checklist Date Time: 09/13/2009 1:16:01 PM

Administrative Function: Admissions Application    Status: Initiated

Academic Institution: Missouri S&T    Status Date: 09/13/2009

Checklist Code: Admission File Tracking    Due Date: 01/11/2010

Checklist Item Table

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Responsible Id: 12228265    Name: Mennari, Vandana

Responsible Id: 12228265    Name: Mennari, Vandana
Staff Share Session:

Communications w/ prospective and admitted students

Elaine Light
Chris Standifer

Inquiry       Apply       Admit       Enroll
Inquiry
Apply
Admit
Enroll

“The Funnel”
Communication Is The Key
Hobson’s

- Automated communication system is in the process of implementation (First roll out Summer 2009).
- **Hobson’s Benefits:**
  - Responsive to our future students
  - Reduces grad staff workload to respond to inquiries.
  - Potentially increase our yields.
Automated “Customized” Communication

• Hobsons allows us to create a communication plan indicating what communication sets we wish to use and when we want them to be sent.

• Emails with departmental information and any follow-up you want to send after that is put in the system and it will automatically personalize and send it when they inquire.

Inquiry        Apply        Admit        Enroll
We submitted online inquiries to competitor programs in other universities and then tracked the responses we got.

- 43 inquiries were submitted to competitor schools for a combination of MBA, engineering, hard science, and social science programs.
  - 3 of the 43 are schools that use Hobsons.
  - Responses to the inquiries were tracked.
Response

• Snail Mail
  – 6 pieces of snail mail within 3 weeks.

• Emails
  – 8 automated emails were sent
  – 2 personal responses were received

• Phone Calls
  – No phone calls have been received to date
Our pilot study provided a “glimpse” of what other universities are using for automated communication plans in Hobsons and programs similar to it.

This also provided us some ideas of what we need to do to be more effective than others.
Hi Terry,
Please visit our web-site to find all the info you need under Admissions.
http://www.gradoffice.zxytech.edu/
Take care

Suzie Communicator
ZXY Institute of Technology
Office of the Dean of Graduate Studies
1200 East ZXY Tech Boulevard, MC 230-87
University City, CA 12345
Dear Terry,

We are pleased that you have expressed an interest in XYZ Institute of Technology. We are proud of our many outstanding graduate programs in the fields of Engineering, Science, Business, Aeronautics, Communications and Psychology, and especially our Electrical Engineering/Masters program.

Over the next few weeks you will be faced with selecting a university for graduate studies. I feel confident that should you choose XYZ Tech, you will find a pleasant, supportive atmosphere, conducive to deriving the most from your graduate education.

A student prospectus and graduate program information will be sent you. In the meantime, peruse our website at [http://www.xyz.edu/admission/graduate/](http://www.xyz.edu/admission/graduate/). At this site, you will discover additional information about XYZ Institute of Technology and your requested major of Electrical Engineering/Masters. We invite you to take a virtual tour of the campus, and/or browse the current catalog, familiarize yourself with faculty and their current research endeavors, and apply for admission via the electronic application form. You may also browse the Electrical Engineering/Masters department home page by visiting our Graduate Degree Programs at [www.xyz.edu/ProsStud/graduate/graddegree.html](http://www.xyz.edu/ProsStud/graduate/graddegree.html)

I sincerely hope you choose XYZ Tech for your graduate studies. I look forward to receiving your completed application materials and to the possibility of providing you with an outstanding educational experience. Please feel free to contact this office if you have questions, concerns, or need additional information.

Sincerely,
John Doe, Director
Graduate Admissions
(800) 123-4567 (Toll Free)
(123) 456-7890 (Direct Dial)
(098) 765-4321 (Fax)
Dear Mohamed,

Thank you for inquiring about Missouri S&T's Geology and Geophysics graduate program. Below you will find some information we hope will be found helpful in determining which program is right for pursuing your academic goals. In addition, feel free to browse the department's website at [http://gsge.mst.edu](http://gsge.mst.edu). If you have any further questions please feel free to contact the Office of Graduate Studies at 573-341-7661 or email us at mstgrad@mst.edu.

**Degrees Offered:** M.S., Ph.D.
Fast-Track Master of Science in Geophysics

**Facility Highlights**
- Inductively coupled Plasma/Mass Spectrometer (ICP/MS) with auto-sampler
- ICP/Optical Emission (OES), ultrasonic nebulizer, and auto-sampler
- Newwave-Merchantek 213 nm laser ablation system
- 3-D Seismic Interpretation, Remote Sensing, and GIS Labs
- Well-equipped Paleontology, Sedimentology-Stratigraphy, Structural Geology, Petrology, and Mineralogy Labs

**General Research Areas**
- Low temperature and environmental geochemistry
- Geophysics/plate tectonics/remote sensing
- Sedimentology/paleontology/petrology/exploration
- Mineralogy/petrology/economic geology

**Admissions Requirements:**
1. A total GRE score of 1100 for the quantitative and analytical portions
2. An undergraduate grade point average of 3.00 or better is generally required although we will consider applicants with lower grades for "special graduate student" status.
3. 3 letters of recommendation.

**Graduate Coordinator**
Dr. Mohamed Abdel-Salam
[abdel-salam@mst.edu](mailto:abdel-salam@mst.edu)

**Graduate Staff**
Paula Cochran
[cochran@mst.edu](mailto:cochran@mst.edu)
Phone: 573-341-4628

Click [here](http://gsge.mst.edu) to apply online.

Inquiry  Application  Admit  Enroll
You are being provided copies of the 
admit and deny letters that currently 
being sent out.

Please take a few minutes to make 
comments/suggestions on what should 
be changed in these letters. Revision 
will begin immediately.
Q&A

Thanks for attending.