

Council of Graduate Coordinators and Staff (CGCS) Meeting

February 13, 2009

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

	FS01	FS02	FS03	FS04	FS05	FS06	FS07	FS08	FS09
Applica-tions	1149	2326	1842	857	811	1136	1088	1484	1182
Admits	356	669	562	244	262	306	235	184	327
Denied	32	40	32	35	37	61	91	73	91

Department Admission Stats

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

MISSOURI
S&T

MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Joe'sS

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Menu

Search:

My Favorites

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Self Service

Campus Community

Personal Information

Personal Information (Student)

SEVIS

Checklists

Person Checklists

Checklist Management - Person

Item Update - by Person

Item Update - by Item

Person Checklist Summary

Person Checklist Detail

Person Tracking Summary

Person Tracking Inquiry

Organization Checklists

Event Checklists

Communications

Comments

Service Indicators (Student)

Organization

Campus Event Planning

Student Recruiting

Student Admissions

Records and Enrollment

Curriculum Management

Student Financials

Set Up SACR

Reporting Tools

PeopleTools

UM E-Consent

Emergency Mass Notification

Checklist Management 1 | Checklist Management 2

Haritha Yadav Musty

ID: 12337004

Checklist Date Time:

01/13/2009 1:15:01PM

Administrative Function:

Admissions Application

Status:

Initiated

Academic Institution:

Missouri S&T

Status Date:

01/13/2009

Checklist Code:

Admission File Tracking

Due Date:

01/01/1900

Checklist Item Table

Sequence	Item	Status	Status Date	Due Date
100	ADMS Adm Office	Completed	01/13/2009	01/01/1900
Responsible ID: 12320295		Name: Merani,Vandana		
200	EVEN Env Eng	Initiated	01/13/2009	01/01/1900
Responsible ID: 12320295		Name: Merani,Vandana		

Save

Return to Search

Previous in List

Next in List

Notify

Add

Update/Display

Checklist Management 1 | Checklist Management 2

Done

saprd.umssystem.edu

Staff Share Session:

**Communications w/ prospective and
admitted students**

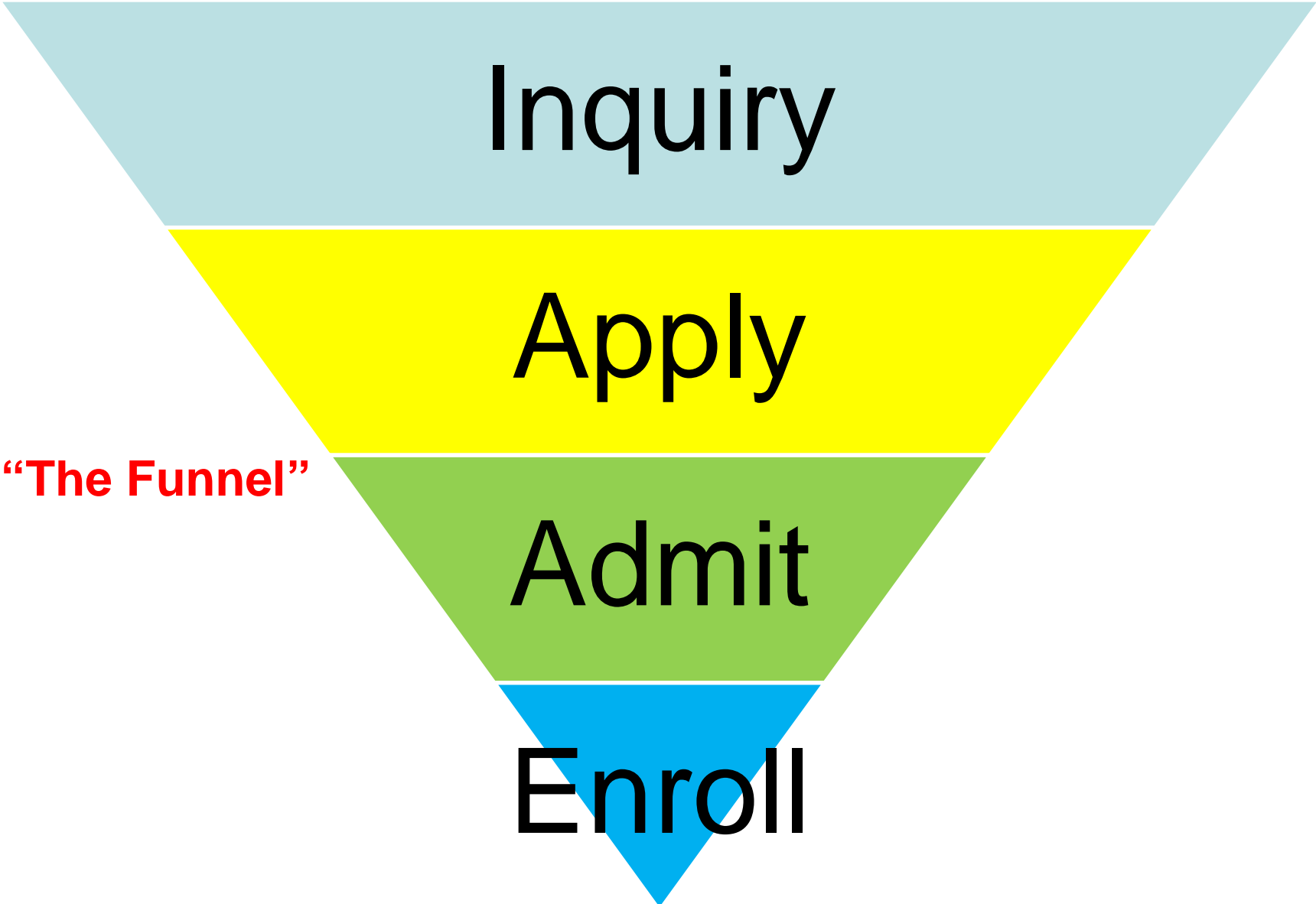
**Elaine Light
Chris Standifer**

Inquiry

Apply

Admit

Enroll



Inquiry

Apply

“The Funnel”

Admit

Enroll

Communication Is The Key



Inquiry

Application

Admit

Enroll

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.

Inquiry

Apply

Admit

Enroll

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

InquiryApplicationAdmitEnroll

Inquiry Response

- 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.

Inquiry

Application

Admit

Enroll

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

[Inquiry](#)

[Application](#)

[Admit](#)

[Enroll](#)

- 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.

InquiryApplicationAdmitEnroll

From: Communicator, Suzie suzie@zxytech.edu

To: sciencechickx@yahoo.com

Sent: Monday, February 2, 2009 10:59:59 AM

Subject: FW: Web Inquiry: General: Prospective Student Information

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

Inquiry

Application

Admit

Enroll

From: XYZ Institute of Technology grad-admissions@xyz.edu

To: sciencechickx@yahoo.com

Sent: Monday, February 2, 2009 9:40:04 AM

Subject: XYZ Tech Request for Information

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/>. 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

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)

NOTE: This DRAFT template has not been reviewed or approved by the Geology and Geophysics Department.



MISSOURI UNIVERSITY OF SCIENCE AND TECHNOLOGY
Formerly University of Missouri-Rolla

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 find helpful in determining which institution is right for pursuing your academic goals. In addition, feel free to browse the department website at <http://gse.mst.edu/>. If you have 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, Sedimentation-Stratigraphy, Structural Geology, Petrology, and Mineralogy Labs

General Research Areas

- low temperature and environmental geochemistry
- geophysics/tectonics/remote sensing
- sedimentology/paleontology/petroleum exploration
- mineralogy/petrology/economic geology

Graduate Coordinator
Dr. Mohamed Abdelsalam
abdelsalam@mst.edu

Graduate Staff
Paula Cochran
cochran@mst.edu
Phone: 573-341-4628



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.

Click [here](#) to apply online

Office of Graduate Studies
mstgrad@mst.edu 573-341-7661
Email: mstgrad@mst.edu

Inquiry

Application

Admit

Enroll

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.