



Graduate Enrollment Management @ WSU

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Graduate Enrollment Management



GAP DEFINITION: Graduate Enrollment Management is a **systematic approach** to managing **enrollment** and the **graduate student lifecycle** from awareness to alumnus by integrating the core functions associated with the support of a graduate student. GEM presents a synthesis of traditional student support areas into seamless, cross-functional operations designed to integrate stakeholders, consolidate key assessment mechanisms, and raise service levels.

is the Association for Graduate Enrollment Management (formally the National Association of Graduate Admissions Professionals)

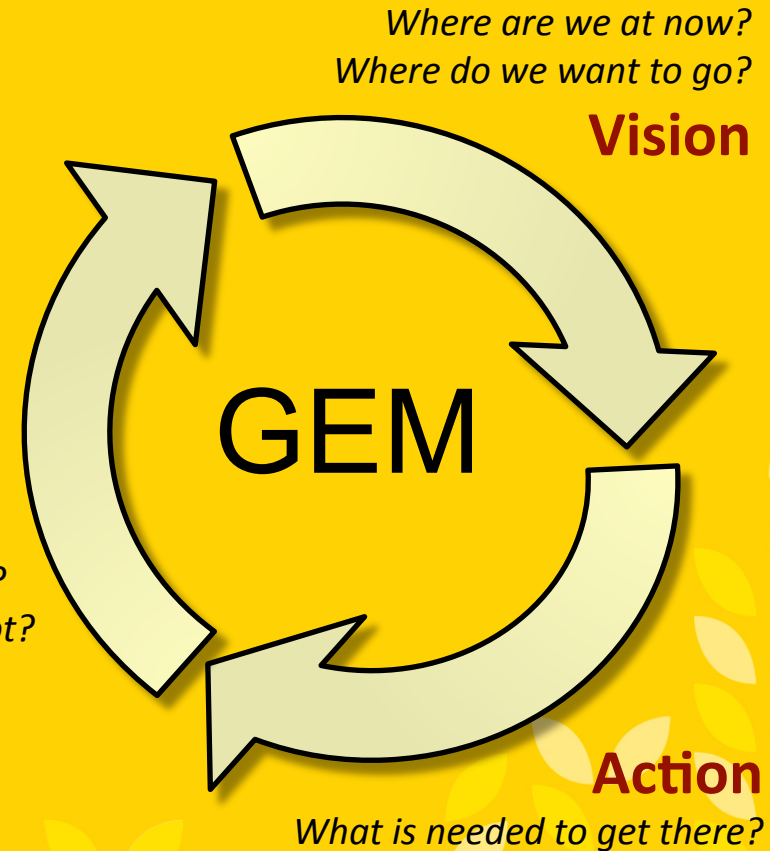
Continuous Program Improvement



4 steps + my assessment of the current situation:

- 1.) Define a program specific vision
- 2.) Identify the actions/goals needed to achieve the vision
- 3.) Develop quantitative targets and metrics needed to assess progress
- 4.) Complete the circle through feedback and updates

Evaluate
*Goal achieved?
Why or why not?*

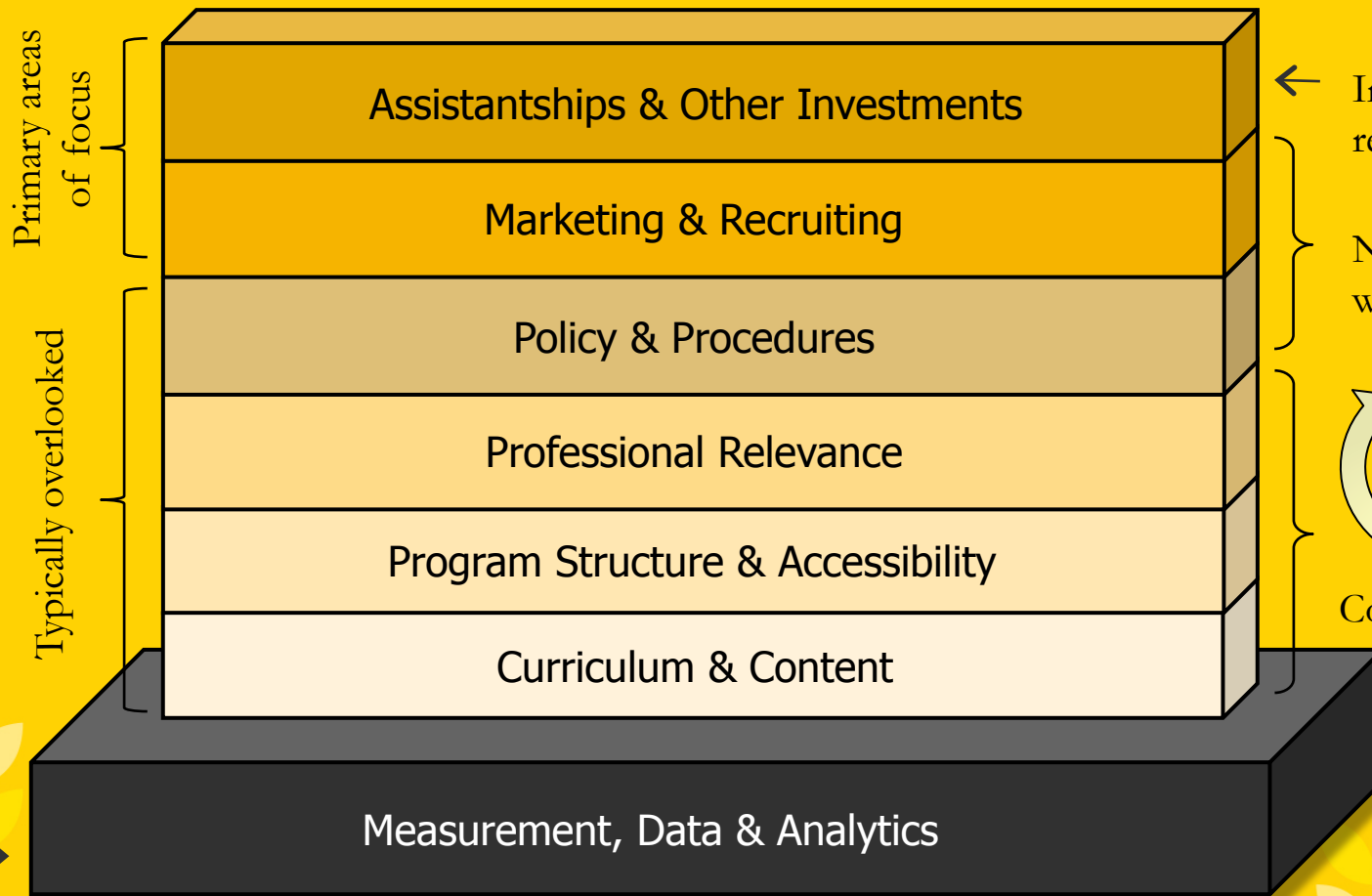


Ways to Affect Graduate Enrollment



Currently...

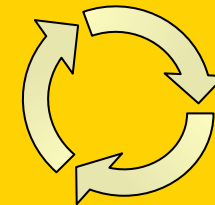
(Almost) completely missing



Going Forward...

← Increasingly connected to external research funding

New AD to oversee and connect with SEM, UMET, etc.



Continuous program improvement

What Can GEM Do For You?



Specialist in Education degree in school psychology

Even though the GEM framework wasn't in place at the time, the CLES department has effectively been using the process to revamp a struggling program

Since 2012, enrollment had never been greater than ten (seven in 2016)

Implemented a large number of changes to the curriculum and program structure last year, including a new track that students can enter directly from the bachelor's

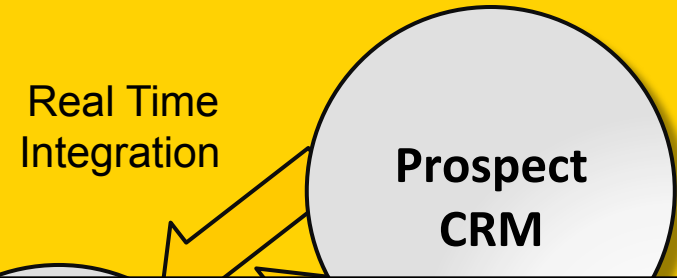
Full-time students may now complete the program in a two-year period prior to their post-degree internship, which is now comparable to other programs across the country

new challenge! Enrollment in F17 is 28, highlighting how substantive and holistic program improvements can lead to significant enrollment growth



CollegeNET Admissions System

CollegeNET will significantly improve our processes in three key areas:



In the interim, **we streamlined our current admissions process**, including accepting electronic copies of all documents. These changes had a huge impact—the number of admitted students more than doubled during the most critical time of the admissions calendar and the number of processed applications was up by a third.

It includes an online **applicant review portal**, which will normalize and speed-up applicant review

Integration



XML