

## Faculty Senate Graduate Programs Council

### Notes for 11/3/11 Meeting

In attendance: A. Nyaboga, R. Chesney, K. Yoo (Angie), D. Feola, C. Aiello, L. Fornarotto, B. Cortese, S. Sabatino, S. Lawrence

1. Minutes from 10/6/11 approved.
2. Discussion about the University's focus on graduate programs, specifically marketing strategies, rebranding, etc. Marketing ideas include
  - a. Create a niche to show how WPU is different
  - b. Focus more on specific WPU programs –how they are unique
  - c. Reorganize college-specific brochures
3. Representatives from Graduate Admissions provided a report on graduate enrollment, admissions procedures, and shared feedback from prospective students received during site visits and recruitment events. Prospective students are
  - a. concerned about which program would be most appropriate for their future – they don't know what to do to feel more secure about their future
  - b. calling Graduate Admissions after visiting program-specific websites.
  - c. looking for post-degree certificates (professional certificates)
  - d. cost/ financial hardships

The following initiatives are being explored by Graduate Admissions

- better identification of potential students from existing programs to provide more targeted information/recruitment
- market to second career or changing career students who need to complete prerequisites (perhaps create a “pre” program)
- increase the use of technology to recruit, manage prospective student databases, and communicate with prospective students (e.g. AZORUS)

The following suggestions were offered for all graduate programs

- update websites – website should be easy to use and accessible, list courses on the website thematically (e.g. group online courses)
- package products – identify courses that can be offered for professional development as a professional certificate (these certificate programs have their own code and can therefore be used for financial aid); bundle electives to take along with degree courses so students walk away with degree and certificate

4. Discussion about strategies for increasing graduate program visibility
  - a. Invite the WPU marketing director to the Grad Programs Council Meeting and/or the Graduate Forum in the spring.
5. Next steps: Grad Programs Council Co-Chairs will contact Grad Policy Council to set up a joint meeting

Minutes approved at 12/15/11 meeting