

Meeting of September 15, 2010, 2:00 p.m.
Adamany Undergraduate Library, Community Room

Agenda

I. Approval of Minutes: April 28, 2010*

II. New Business

- A. Demonstration of New Graduate Admission and Reporting System
Kathy Lueckeman, Director, Graduate Enrollment Services
- B. Other New Business

III. Report of the Chair

IV. Graduate Council Committee Reports

- A. New Programs Committee

V. Old Business

VI. Other Reports

- A. Graduate Enrollment Services Office
- B. Research Office Liaison
- C. Academic Senate Liaison
- D. University Libraries Liaison

VII. Adjournment

* attachment

**Minutes of the
Regular Meeting of September 15, 2010
2:00 p.m., Adamany Undergraduate Library, Community Room**

Members Present: M. Anderson, A. Biswas, A. Butler, A. Cano, J. Casida, M. Clark, A. Duggan, T. Edwards, K. English, A. Kowluru, A. Mathur, D. Onolemhemen, R. Pauley, L. Schwiebert, J. Stoltman, K. Thompson, C. Waites, M. Wardell, C. Winston, J. Yoon

Members Absent
with Notice: L. Beale, A. Dutta, B. Li, G. Mao, M. Neely, R. Sundick, Y. Xu, A. Yaprak

Members Absent: J. Abt, J. Davis, D. Ellis, J. Green, D. Haase, S. Ilmer, B. Neavill, A. Suits

Also Present: C. Barduca, E. Bowman, J. Dunn, A. Hudson, F. Giblin, K. Lueckeman, R. Thompson

The meeting was convened at 2:07 p.m. by the Chairperson, Dean Wardell.

I. APPROVAL OF MINUTES

MOTION was made, seconded, and passed to approve the minutes of April 28, 2010.

II. NEW BUSINESS

A. DEMONSTRATION OF NEW GRADUATE ADMISSION AND REPORTING SYSTEM

Dean Wardell introduced Kathy Lueckeman, Director of Graduate Enrollment Services, and the C&IT team that developed the new web admission, communication and reporting system, Rob Thompson, Eric Bowman and Jeff Dunn. He said it is an outstanding software product.

Kathy Lueckeman demonstrated the web-based application and reporting tool. She noted that the system is highly automated, drawing program information from Banner and automatically populating many fields, making it user-friendly and eliminating input errors. The admission requirements are tailored to individual programs so no unit needs to require shadow applications from applicants. It will provide all admission documents in one location and allow units to see the application, transcripts, recommendation letters, test scores and other documents as soon as any of these are submitted. Programs make the admission decision electronically. The reporting tool aids programs in recruiting by isolating incomplete applications, and by sorting on applicants who have been admitted and applicants who have been admitted but not registered. Programs thus are able to contact applicants early in the application process and to develop communications for important points in the admission-registration process. She responded to members' questions about specific system capabilities.

Dean Wardell thanked Ms. Lueckeman and the C&IT team for the tremendous effort that went into developing this outstanding system, and Council members applauded.

III. REPORT OF THE CHAIR

Dean Wardell reported that graduate enrollment is down 3%, showing decreases in both new and returning students. Overall, new student enrollment is down 15%, with decreases in every school/college. In Michigan, only two state institutions experienced increases in enrollment, Michigan Technical University and Western Michigan University. In comparison to national data tabulated by the Council of Graduate Schools, Wayne State's numbers are negative, especially in international admits. We must increase our yield, from the number of prospects, to applicants, to admits to enrolled students. Area demographics are also working against us, with fewer and fewer people in the 18-25 age group. The Graduate School will hold a recruiting best practices workshop for graduate directors to help units with additional recruiting ideas.

The environment for graduate education is very competitive, and we are going to have to think more nationally and internationally in our recruiting. The Graduate School will buy GRE score and McNair Scholar lists and contact these prospects and will invite McNair program directors to campus so they can become familiar with our programs. The goal is to drive prospects toward individual graduate programs and to make the admission process as seamless and fast as possible. Departments will have to sell their programs to prospects and applicants through increased personal contact and campus visits. The old days of waiting for applications to appear and then evaluating them are gone. We have to work together to recruit actively and to use the technology available.

Members discussed recruitment. There is a lot of competition from the U.K. and Australia for Indian and Chinese students as their recruiters attend educational fairs and give on-the-spot admission to these students. It is illegal for US institutions to give on-the-spot admission, so attendance at fairs has not been very successful. Delegations have visited schools in China, India, South Korea and other places, and efforts have been made to establish exchange programs. Associate Dean Mathur added that these visits to schools are ongoing as they try to build a pipeline of students.

It was suggested that advertising in relevant magazines and having a professional looking website are essential ways to attract inquiries, but these cost a lot of money. A workshop on website development would be useful. Making sure consulates and their educational advisors in various countries have information about WSU programs was another suggestion. Focus groups of current international students revealed that fast admission decisions and a lot of personal contact were important to recruiting these students. Kathy Lueckeman introduced Simmi Isaac, the new counselor in Graduate Enrollment Services, who will be working with international students. Dean Wardell said he welcomed any further recruiting ideas and again emphasized that successful recruiting will depend on everybody working together.

Dean Wardell announced a series of workshops for graduate students and asked for volunteers to lead sessions on the Professional Network, the Academy Isn't the Only Choice and Balancing Graduate School and Life.

V. COMMITTEE REPORTS

A. NEW PROGRAMS COMMITTEE

Dean Wardell reported that the Committee reviewed a proposal for revisions to the MA program in Anthropology and a Graduate Certificate in Urban Librarianship.

B. GRADUATE ENROLLMENT SERVICES

Kathy Lueckeman reported that, compared with this time last year, applications are down 6.5% and admits down, 11.8%. This is not official census data. She is developing an automated application, admission and enrollment report that will go out every Monday morning, and eventually be available on a web site. The report data can be sorted by program level, gender, any number of ways that can be useful to a program.

Dean Wardell reported that the University Graduate Research fellowship Program will be offered again. A one-time Winter Semester Dissertation Fellowship, with a \$9,000 stipend, tuition and health insurance, will also be offered. Each program may nominate one student, and nominations will be competitively reviewed. He said he would send to members the Council of Graduate Schools report on national admission trends

VI. ADJOURNMENT

The meeting was adjourned at 3:35 p.m.

Respectfully submitted,

Krista L. English

Krista L. English
Secretary of the Graduate Council