



PRESENTATION HANDOUT



GRADUATE & ONLINE RECRUITMENT SIMPLIFIED: SOME REMARKABLY BASIC ADVICE

GODFREY GIBBISON

CAL STATE UNIVERSITY SAN MARCOS

GOAL OF THIS DISCUSSION

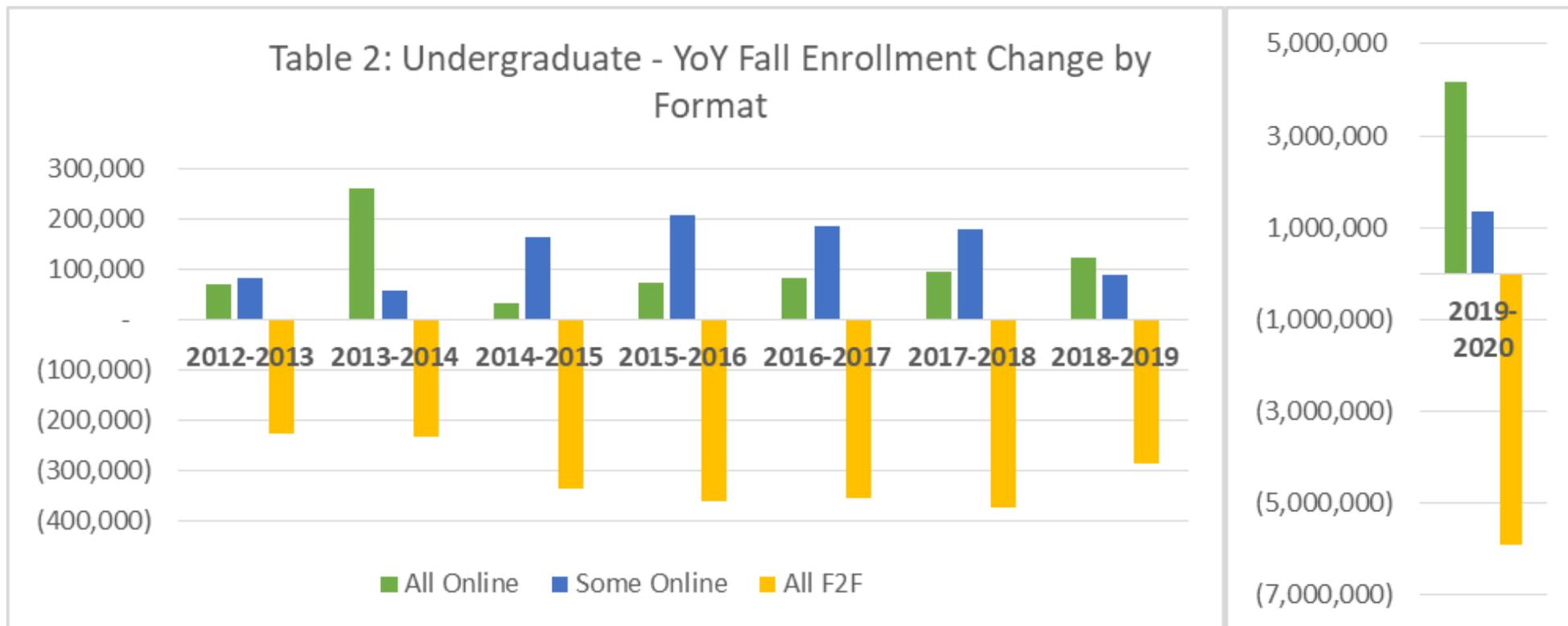
TO CONVINCETYOU TO JOIN ME IN THE FIGHT AGAINST THE WORD **UNIQUE!**

**COVID DIDN'T CHANGE
MUCH!**

LESSON I

The Graduate and Online Imperative

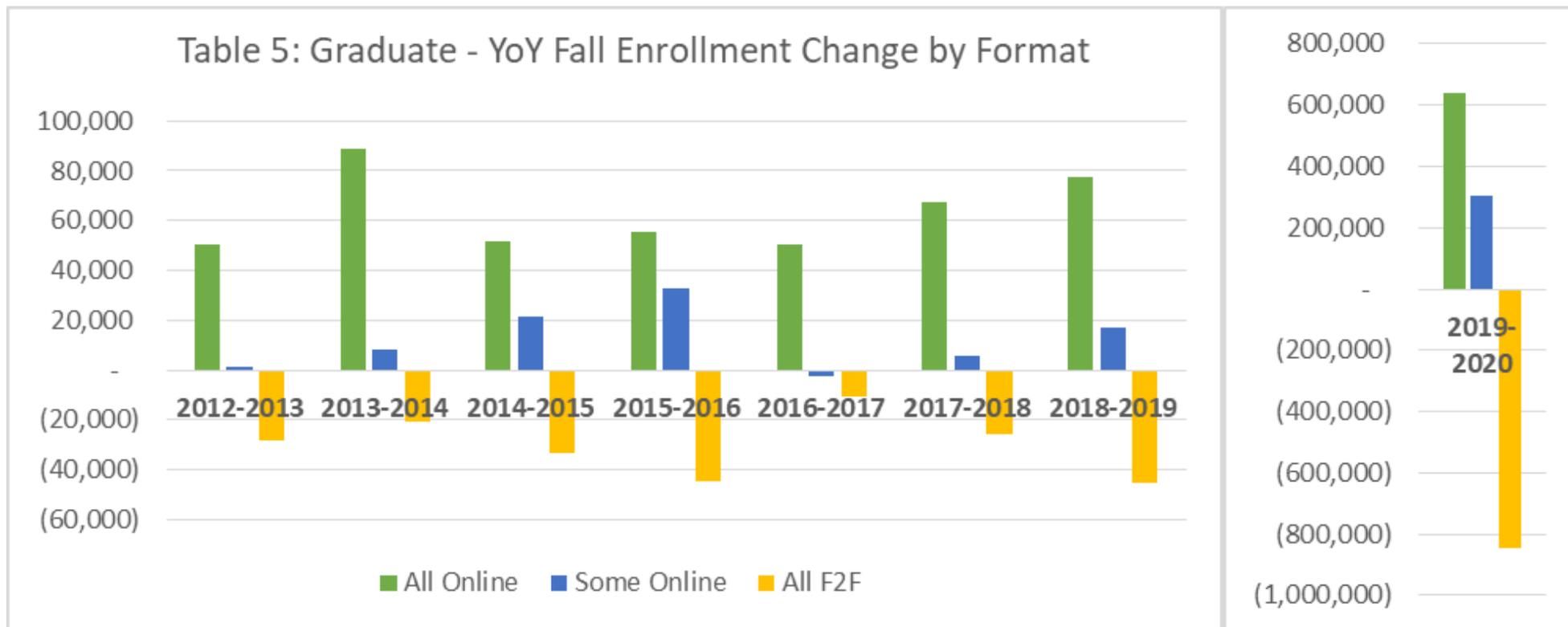
...but not all institutions will benefit equally.



Source: RNL analysis of IPEDS "First Look" data for Title IV, Degree Granting Institutions

The Graduate and Online Imperative

...but not all institutions will benefit equally.

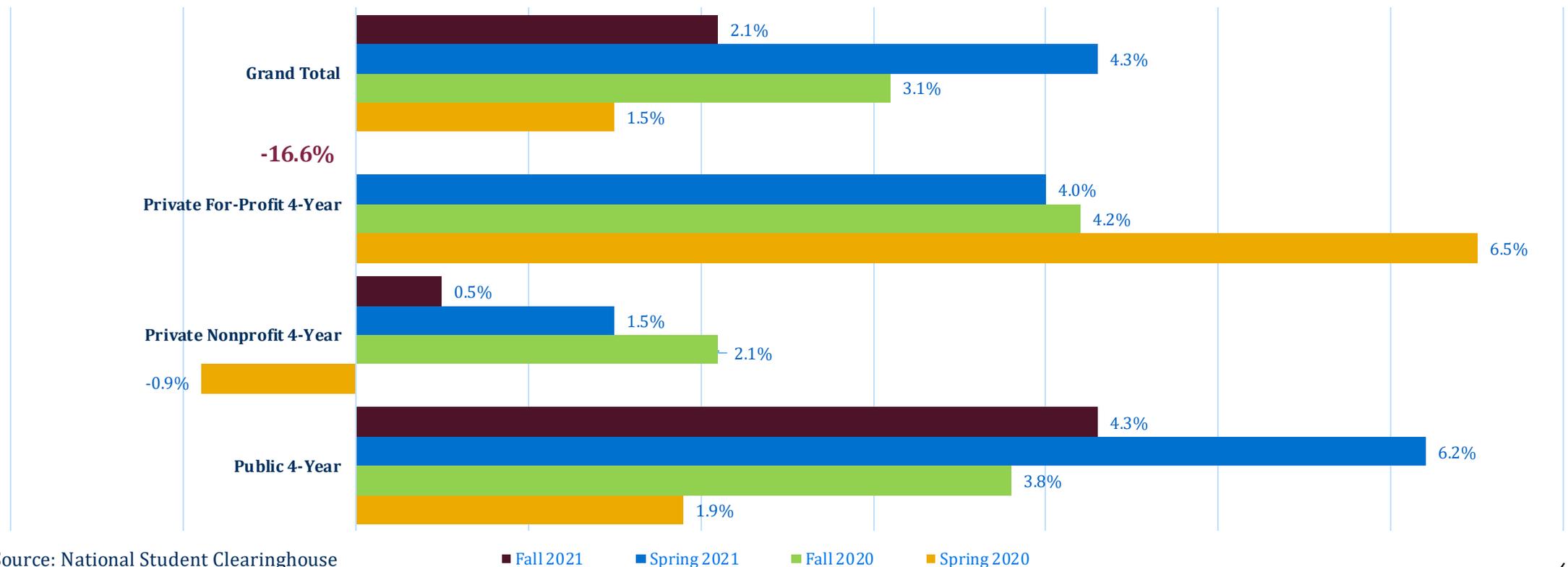


Source: RNL analysis of IPEDS "First Look" data for Title IV, Degree Granting Institutions

The Graduate and Online Imperative

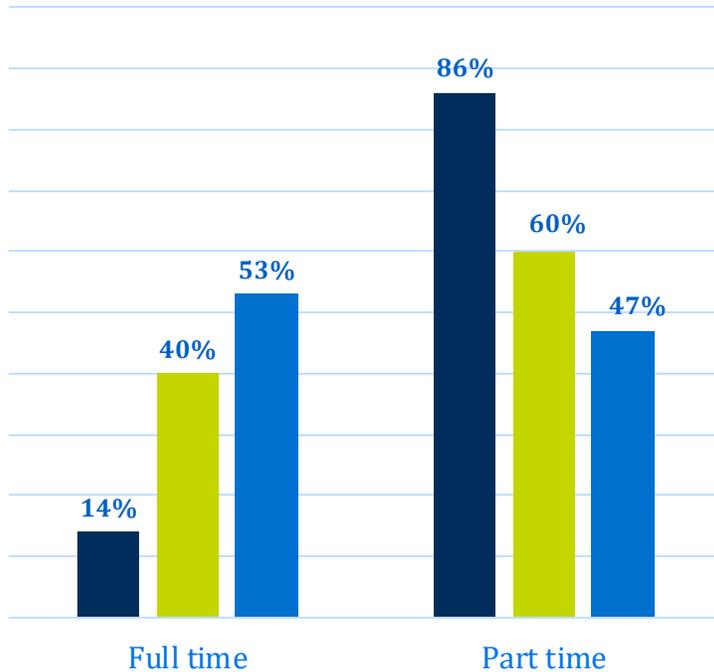
...but not all institutions will benefit equally.

YoY Graduate Enrollment Snapshot*

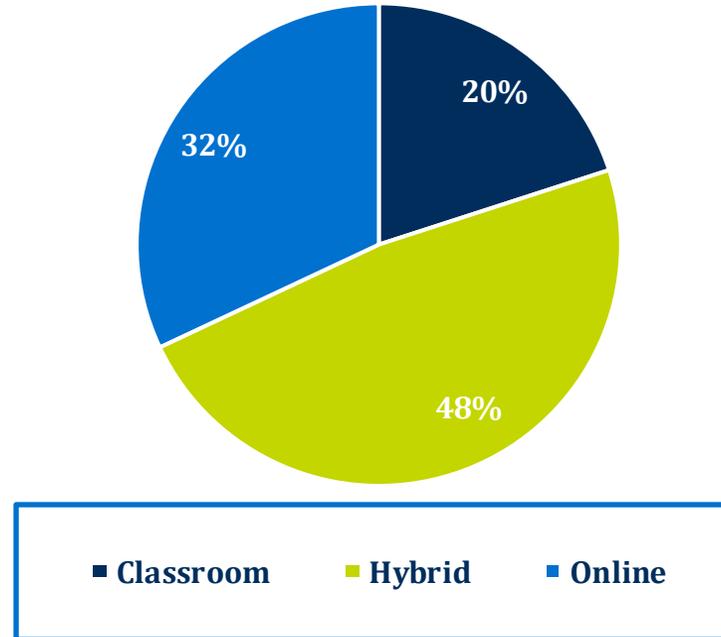


Online and Hybrid Dominate Graduate Study

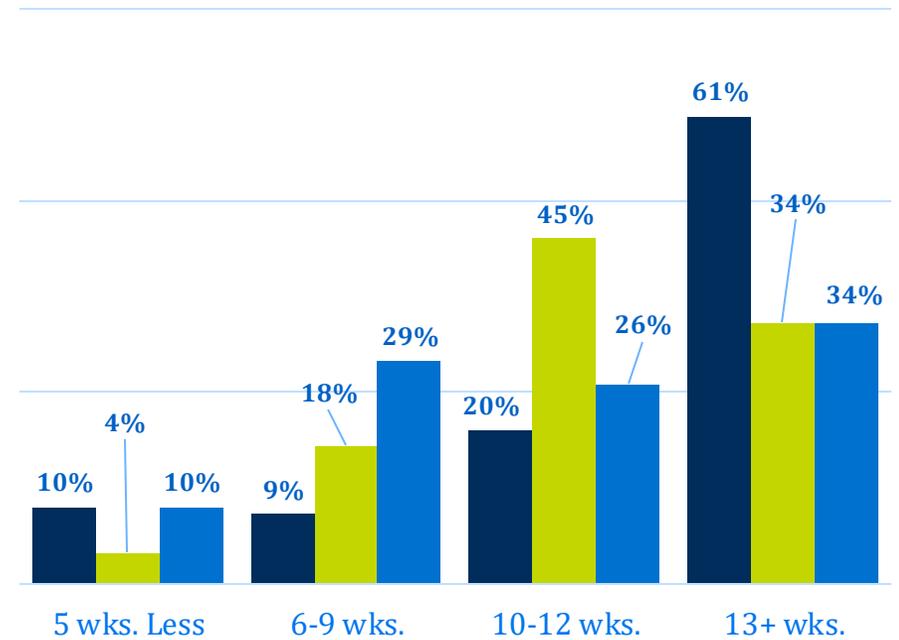
Enrollment Status



Preferred Format



Preferred Course Length



RECRUITMENT IS PERSONAL

LESSON 2

GENERIC SELLS

THE WORD UNIQUE HAS KEPT US FROM **BOLDLY** GOING WHERE OTHERS HAVE GONE BEFORE!

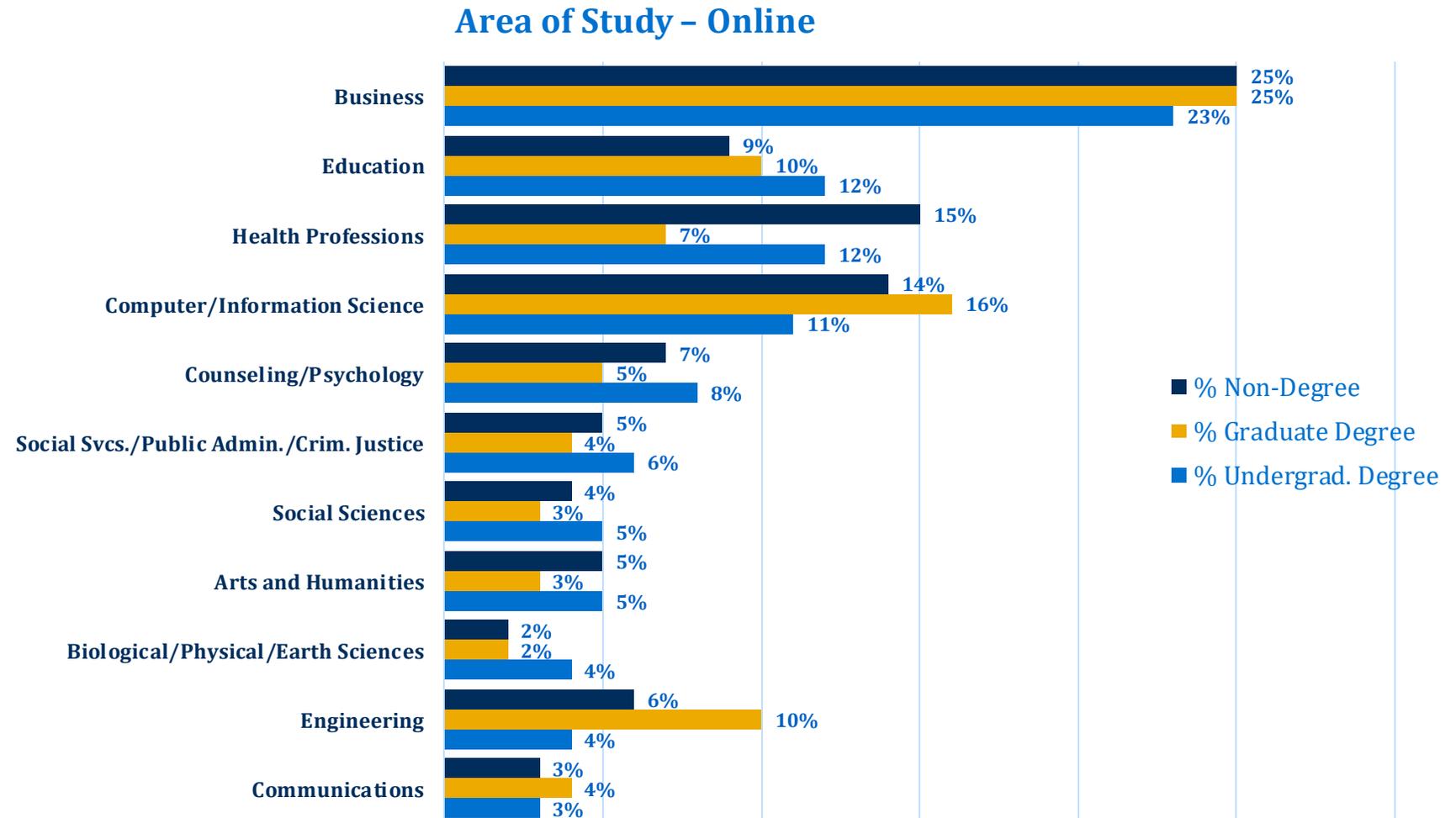
LESSON 3

GENERIC SELLS

UNIQUE SOUNDS SENSIBLE & LOGICAL
AVOID SUPER BOUTIQUE

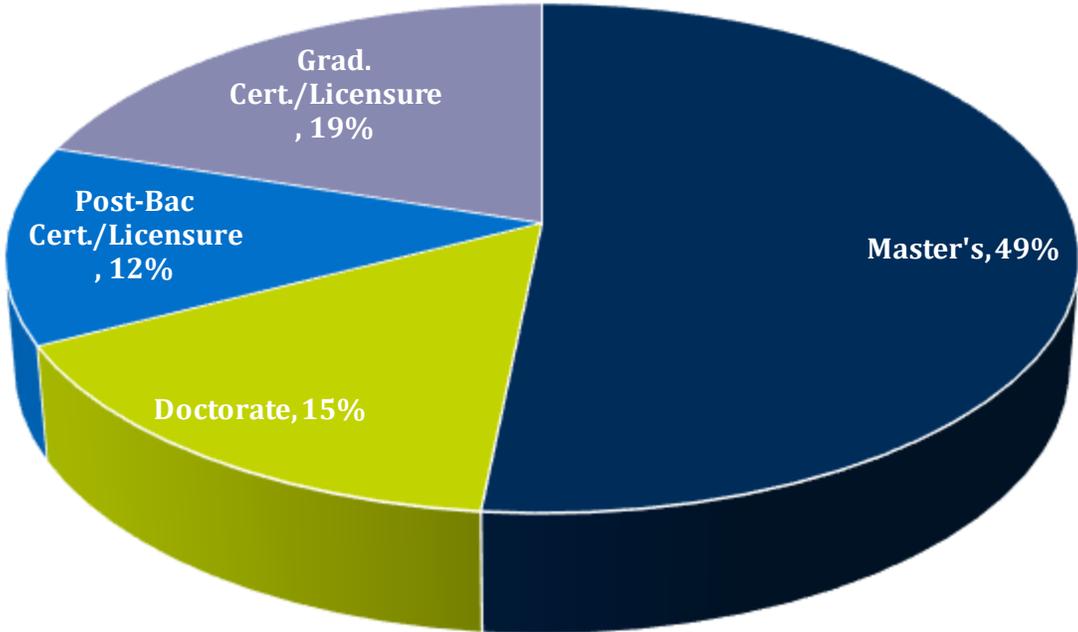
LESSON 3

Subject of Study – Online Students

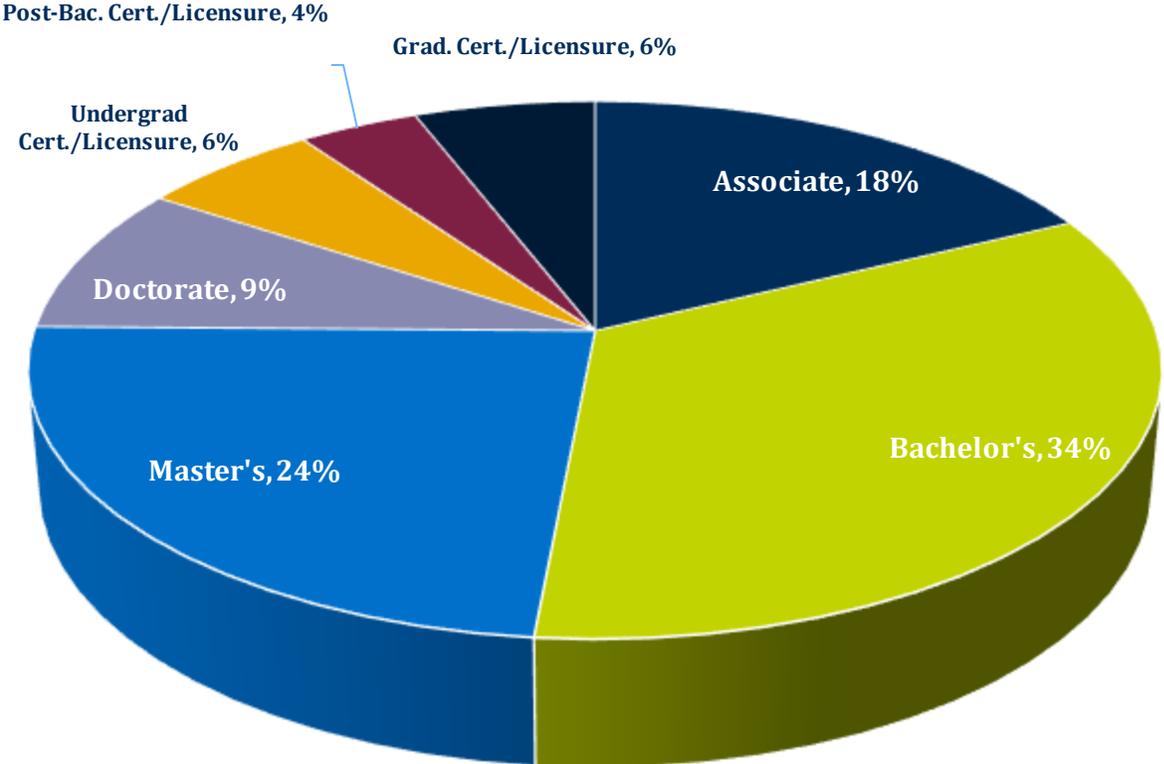


Intended Credential

Graduate



Online



Source: 2021 Graduate Student Recruitment Report, RNL

Source: 2022 Online Student Recruitment Report, RNL

Enrollment Decision Priorities

Three Most Important Factors in Enrollment Decision	Graduate
Program content I want	50%
Positive career opportunity/job placement info.	39%
The lowest tuition (among programs considered)	37%
University's reputation	35%
Online/hybrid courses available	28%
Being able to enroll in a mix of formats, types and lengths	11%
Having specific faculty with whom you want to study	20%
Being able to enroll in courses year-round	19%
Having accelerated (shorter) terms	15%

Three Most Important Factors in Enrollment Decision	Online
Cost of tuition and fees	47%
Total time to complete my studies	35%
Program content I want	31%
University's reputation	28%
Online/hybrid courses available	28%
Being able to enroll in courses year-round	26%
Positive career opportunities/job placement info.	26%
Personal attention from faculty and staff from inquiry through enrollment	21%



THE WEB EXPERIENCE MATTERS

LESSON 4



Computer Science

Program Description

The **Master of Science Program in Computer Science** is designed to accommodate students with different goals and prepare students for a variety of positions in industry, business, and the public sector; for continued study at the doctoral level; or for academic careers at the two-year colleges. You will find opportunities here to enhance your professional development and contribute to your community. We encourage critical thinking and quantitative reasoning and treat Computer Science as a scientific enterprise.

Please see [Admission Criteria](#) and [How to Apply](#) for additional information.

Graduate Coordinator

Dr. Ahmad Hadaegh
Professor
Department of Computer Science & Information Systems
csgradadmissionfolder@csusm.edu

CS

Degree Programs

[Course List](#)

[B.S. Computer Science](#)

[B.S. Computer Information Systems](#)

[CS vs CIS Information](#)

[CS Minor](#)

M.S. Computer Science

[Program Characteristics](#)

[Admission Criteria](#)

BIOLOGY

Mission Statement & Learning Objectives

How to succeed in Biology

Faculty Directory

Staff Directory

Bachelor of Science in Biology

Master of Science Biology

Prospective Students

Current Students

Course Descriptions

Minor Requirements

Student Advising

Summer Bridge Program/Open House

Lecturer Faculty Resources

Employment Opportunities

Department of Biological Sciences

760-750-4103

biology@csusm.edu

Science Hall 2, Room 230

Biology M.S.

Master of Science Program in Biological Sciences

The graduate program in biological sciences at California State University San Marcos (CSUSM) leads to a research-based Master of Science (MS) degree. Our program provides the opportunity for students to receive advanced training in biological sciences and to pursue independent research investigations in specialized areas of interest. Laboratory and/or field research is an integral component of the program, which emphasizes a "hands-on" approach with close faculty mentoring. Research experience also enables students to hone investigative skills related to experimental design & implementation, and data analysis & interpretation. Another important feature of our program is the Teaching Assistantship requirement, which is designed to give students the opportunity to discuss and implement pedagogical strategies employed in science education. Graduates with a MS in Biological Sciences will be prepared not only to continue study at the Ph.D. level, but also to successfully pursue careers in private industry or government affiliated labs and agencies, and to teach at the college level.

The graduate program in Biological Sciences fosters the integration of many disciplines. A wide range of faculty expertise and research interests enables the department to offer a curriculum that spans the fields of molecular genetics and development, aquatic biology, evolution, ecology, physiology, microbiology, immunology and molecular & cellular biology. Students may develop a program of courses and research tailored to their individual interests within the areas of faculty expertise. In addition, students may choose a research supervisor outside of the Biological Sciences Department to be on their committee, allowing them to pursue interdisciplinary studies, special field research, or industry projects. Seminar courses focus on the primary literature and are presented as a forum for open interchange and dissemination of scientific knowledge.

We have five program learning outcomes such that when students graduate with a Master's Degree in Biological Sciences they will be able to:

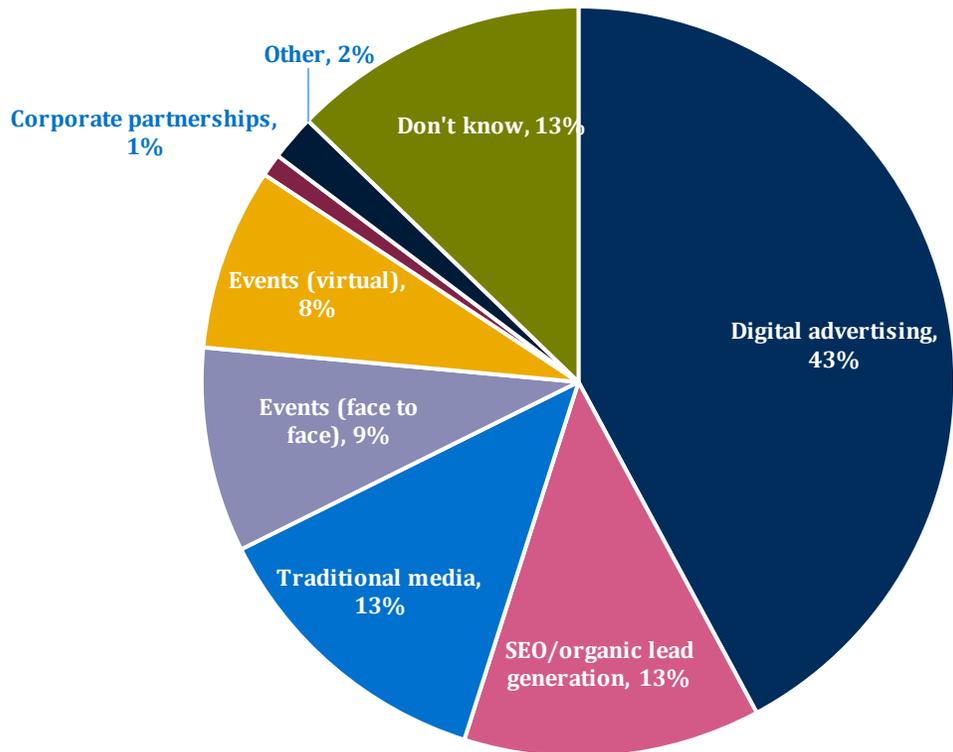
- Actively participate in and lead discussions about current topics and selected research topics to become highly knowledgeable about specific areas in biology.
- Locate, acquire and critically evaluate primary literature in the biological sciences.
- Develop specific hypotheses/aims pertaining to a research problem and design and conduct a study or experiment to accomplish this goal.
- Quantitatively analyze and interpret biological data (e.g., class project, original thesis research).
- Critically evaluate, synthesize and report on biological data (e.g., class project, original thesis research) in oral and/or written

WHY DOES THE WEB EXPERIENCE MATTER?

LESSON 4

Marketing Budget Allocations

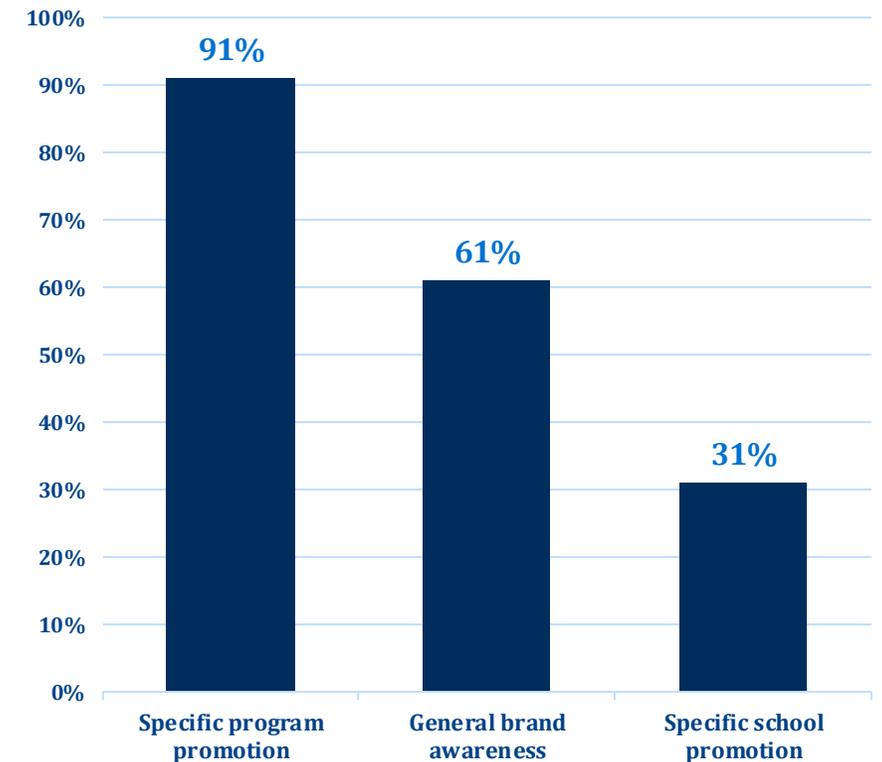
Allocation of Marketing Dollars



75%

(Google Searches that do NOT include the name of a school)

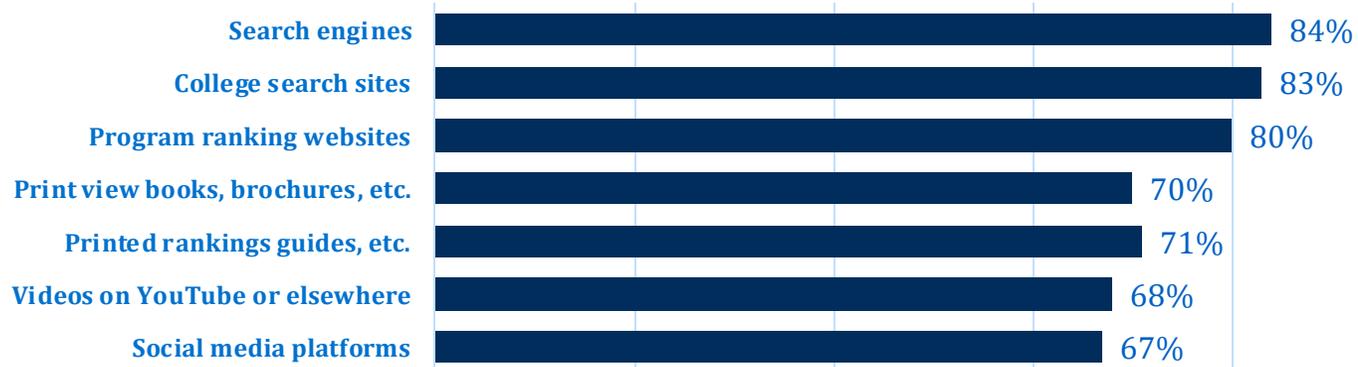
Focus of Graduate Marketing and Recruitment Plan



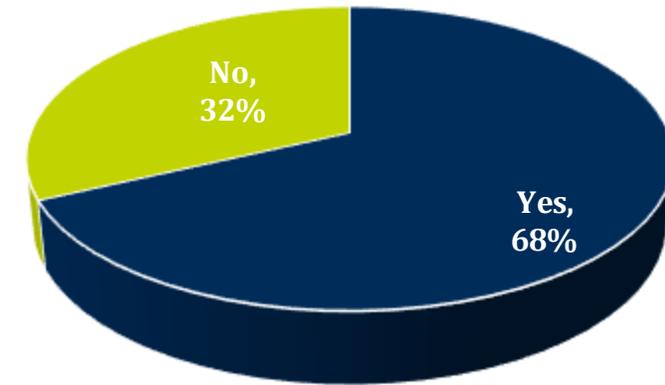
Search Sources and Tools

G
R
A
D

Graduate: Most Effective Search Sources



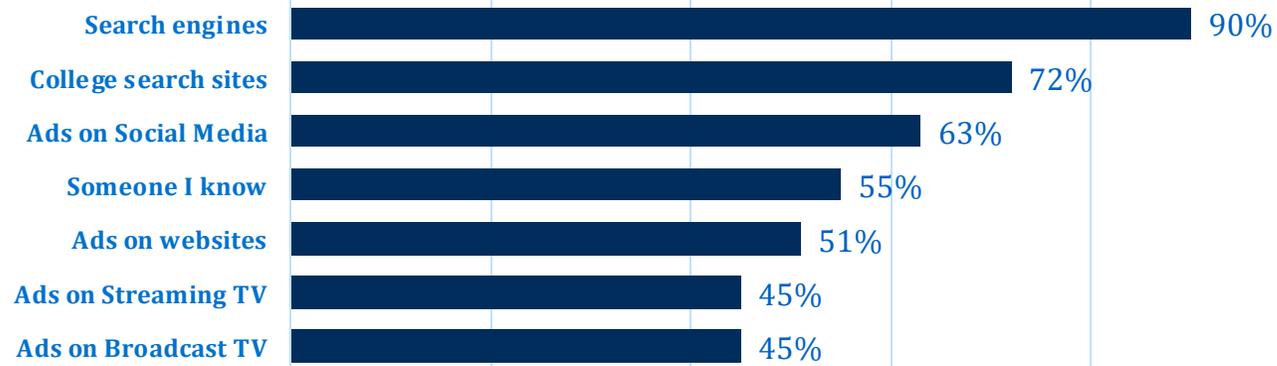
Clicked on Digital Ads



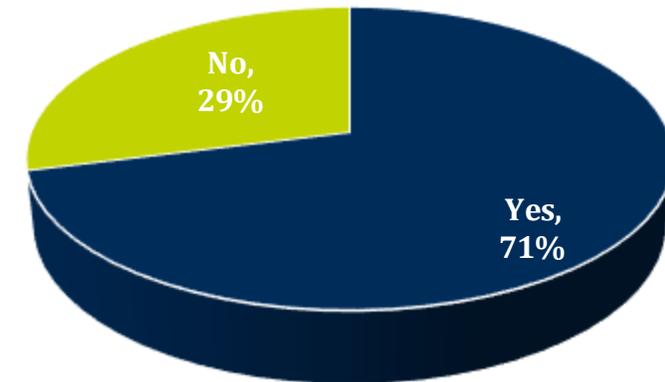
Source: 2021 Graduate Student Recruitment Report, RNL

O
N
L
I
N
E

Online: Most Frequently Used Sources



Clicked on Digital Ads

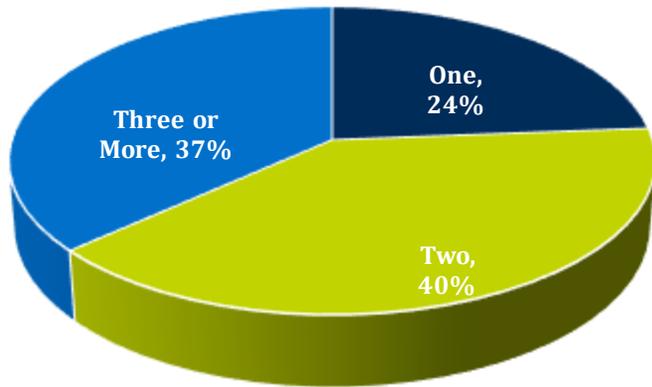


Source: 2022 Online Student Recruitment Report, RNL 19

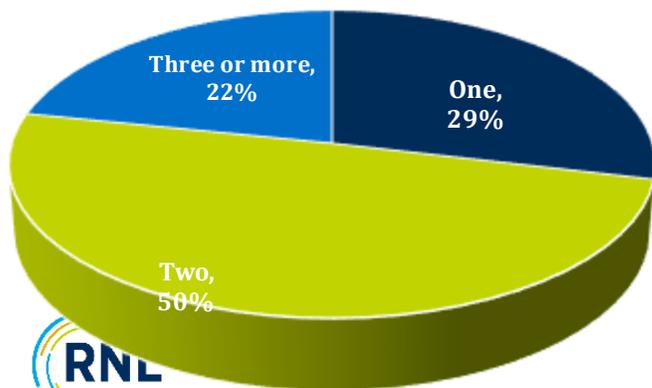


Speed Wins

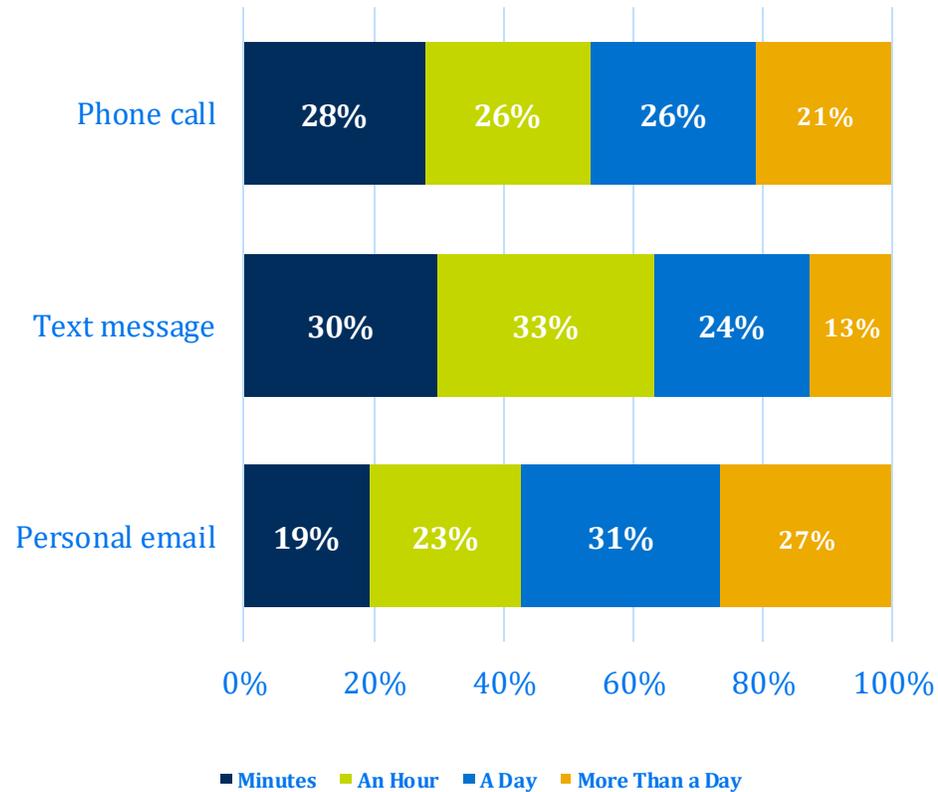
Grad: Number of Applications



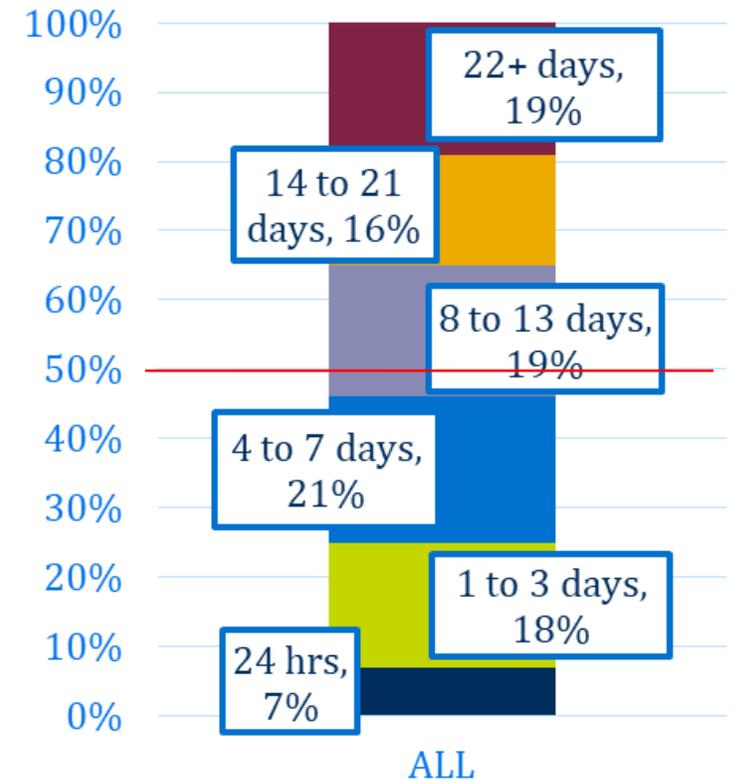
Online: Number of Applications



Inquiry Response Expectations



Expected Notification of Acceptance



Note: No significant differences in graduate and online student expectations.

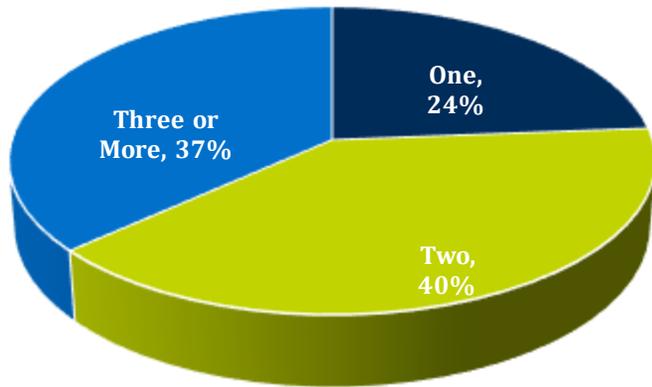


SPEED WINS!

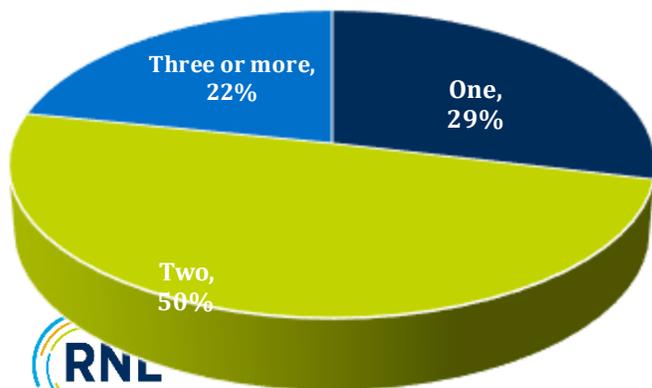
LESSON 5

Speed Wins

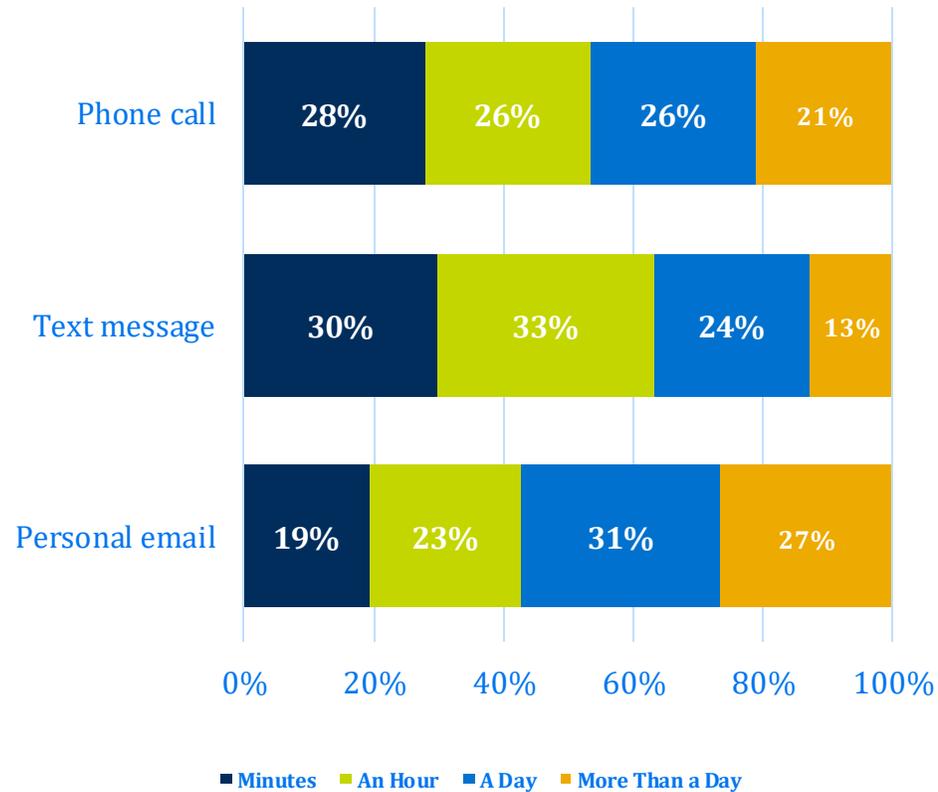
Grad: Number of Applications



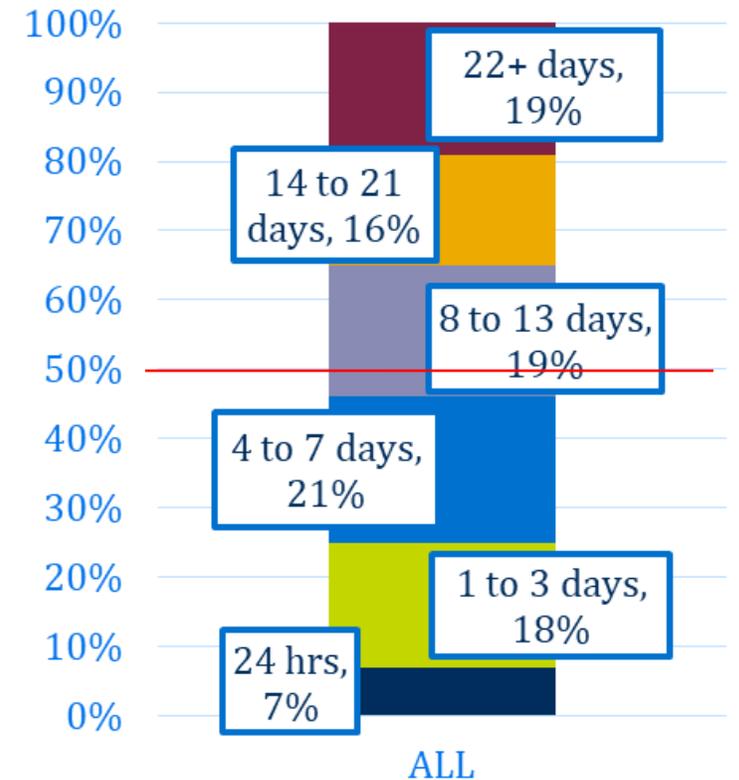
Online: Number of Applications



Inquiry Response Expectations



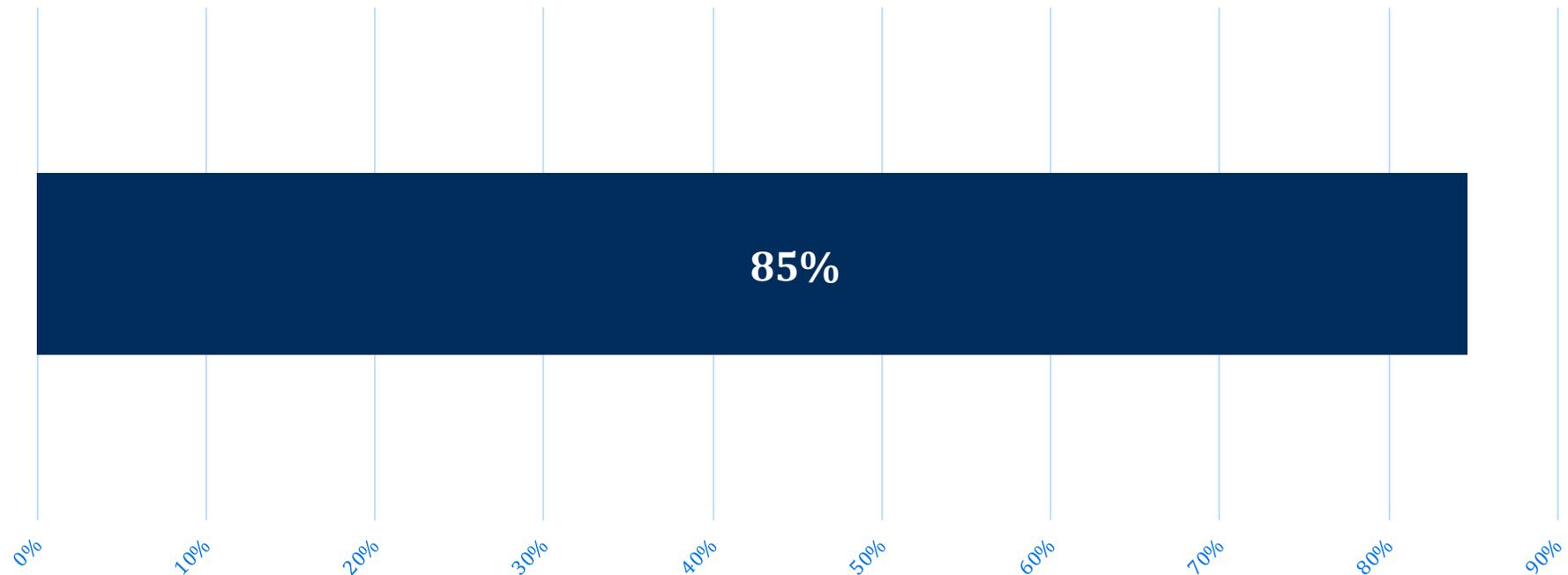
Expected Notification of Acceptance



Note: No significant differences in graduate and online student expectations.

Speed Wins (again)

Likely/Definitely Enroll at First Program to Accept Me



Note: No significant differences in graduate and online student expectations.

PEOPLE KNOW THIS STUFF!

LESSON 6