About Me

1. **North Carolina born and bred.**

2. **Product of the UNC System.**

3. **New career.**

The Motto

Get the applicant in, through, and out.

The Focus

- **In – Admission**

- **Through – Retention**

- **Out - Graduation**

Learning Objectives

- **Identify your target audience and their location.**

- **Identify steps to increase retention.**

- **Identify possible opportunities for post-graduation.**

About ECSU Grad Ed.

- **Small Department**

- **4 Graduate Programs**

- **120 Total Students**
  - **80-85% online**

Entry Survey

1. 1 title with one job?

2. No recruitment involvement?

3. No retention involvement?

Initial Thought

"Recruiting is both an art and a science—one that requires persistence, empathy, and resilience." – Unknown
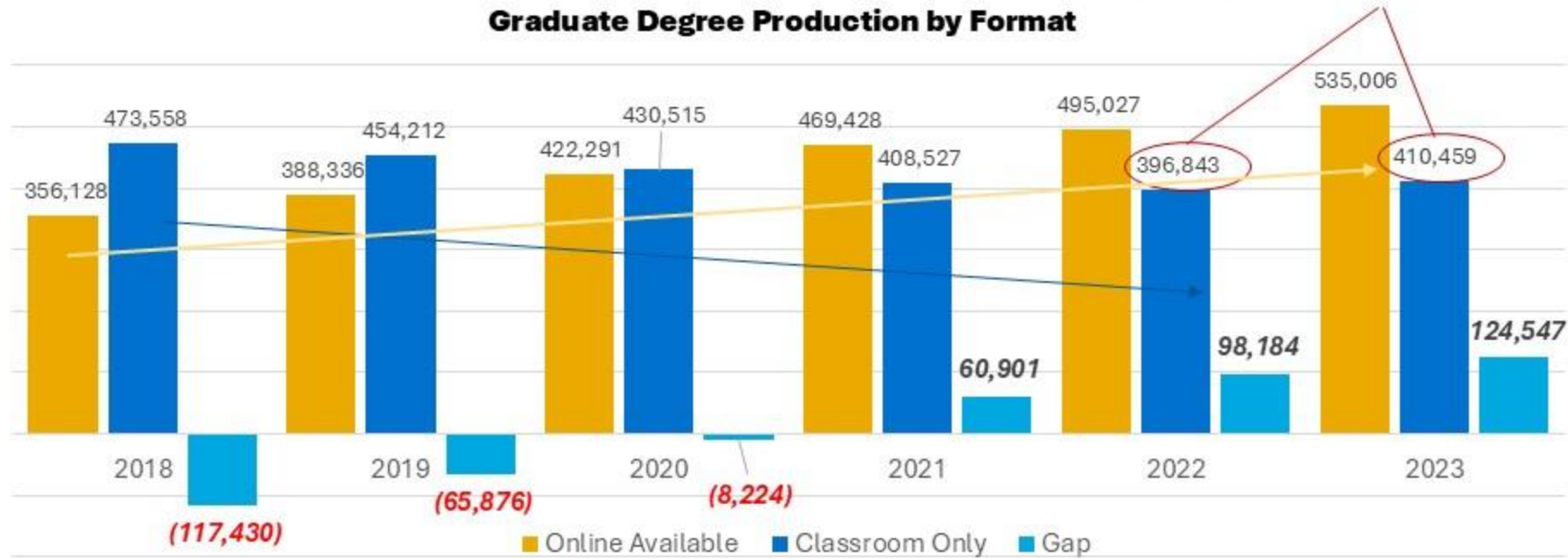
In

- **Where do you recruit?**

- **How do you measure success and failures?**

- **Challenges**

  - **Competition**

  - **Financial transparency**

  - **Budget Constraints**

  - **Staffing & Mental Health**

4. Online programs are driving growth

...programs in which there is a fully online option available are driving overall growth.

Graduate Degree Production by Format

Legend: ■ Online Available ■ Classroom Only ■ Gap

- 2018: 356,128 / 473,558 / (117,430)
- 2019: 388,336 / 454,212 / (65,876)
- 2020: 422,291 / 430,515 / (8,224)
- 2021: 469,428 / 408,527 / 60,901
- 2022: 495,027 / 396,843 / 98,184
- 2023: 535,006 / 410,459 / 124,547

Source: IPEDS Degree Completion data accessed via Lightcast.

RNL 8

RNL National Conference   10

Top 10 Growing Master's Programs (2019-2023)

	Net Growth
Management Science	16,738
Computer Science	10,570
Management Sciences/Quantitative Methods	10,243
Computer and Information Sciences	8,557
Social Work	3,608
Information Technology	3,493
Business Analytics	3,488
Registered Nursing (MSN)	2,887
Mental Health Counseling	2,761
Health Care Administration/Management	2,535

- 3 **business programs** (all representing business analytics) grew by **30,469**.
- 3 **computer science** programs grew by **22,620**.
- 4 **healthcare-related** programs grew by **9,030**.

Top 10 Contracting Master's Programs (2019-2023)

	Net Contraction
Nurse Anesthetist	(949)
Architecture	(979)
Occupational Therapy/Therapist	(998)
Finance	(1,275)
Electrical Engineering	(1,398)
Educational Leadership/Administration	(1,506)
Business Admin., Mgmt., and Ops.	(1,984)
Accounting	(4,645)
Business Administration	(5,677)
Education	(5,946)

- 4 of these programs are among the **10 largest master's degree areas**.
- 2 **education** programs lost **7,452** graduates.
- "Staple" **business** programs lost **13,581** grads.

Source: 2023 IPEDS Degree Completion data accessed via Lightcast.

RNL 10
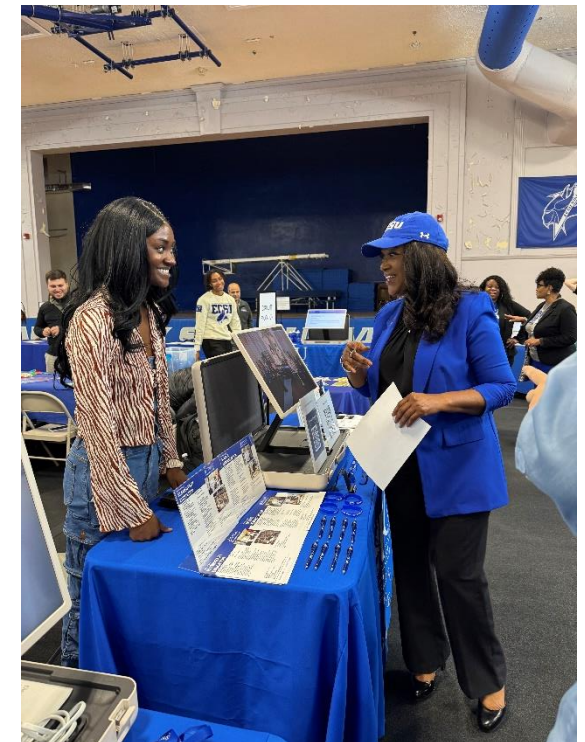
In

How do you recruit?

- **In-house**

In

How do you recruit?

- **"Outside"**

In

How do you recruit?

- Alumni

In

How do you prefer schools/programs respond to you?

71% Email **14%** Phone calls **9%** Text message **3%** Social media platform **3%** Mail

Preferred contact method by program format

PREFERRED CONTACT METHOD	ALL ONLINE	PARTIALLY ONLINE	ALL CLASSROOM
Email	73%	68%	76%
Phone calls	13%	16%	13%
Text message	9%	9%	7%
Social media platform	3%	3%	3%
Mail	2%	4%	2%

In

1. Drive the "CAR"

   • Conversational.

   • Authentic.

   • Relatable

In

Through

1. Retention

   • Meet students where they are.

      • Choice or force?

      • Computer literacy

      • Communication/Check-ins

2. Offer relevant resources regardless of the student's program or modality.

      • Mental Health/Counseling & Tutoring

      • Career Services

3. Positive faculty and staff interactions.

   • Know and make use of your strengths.
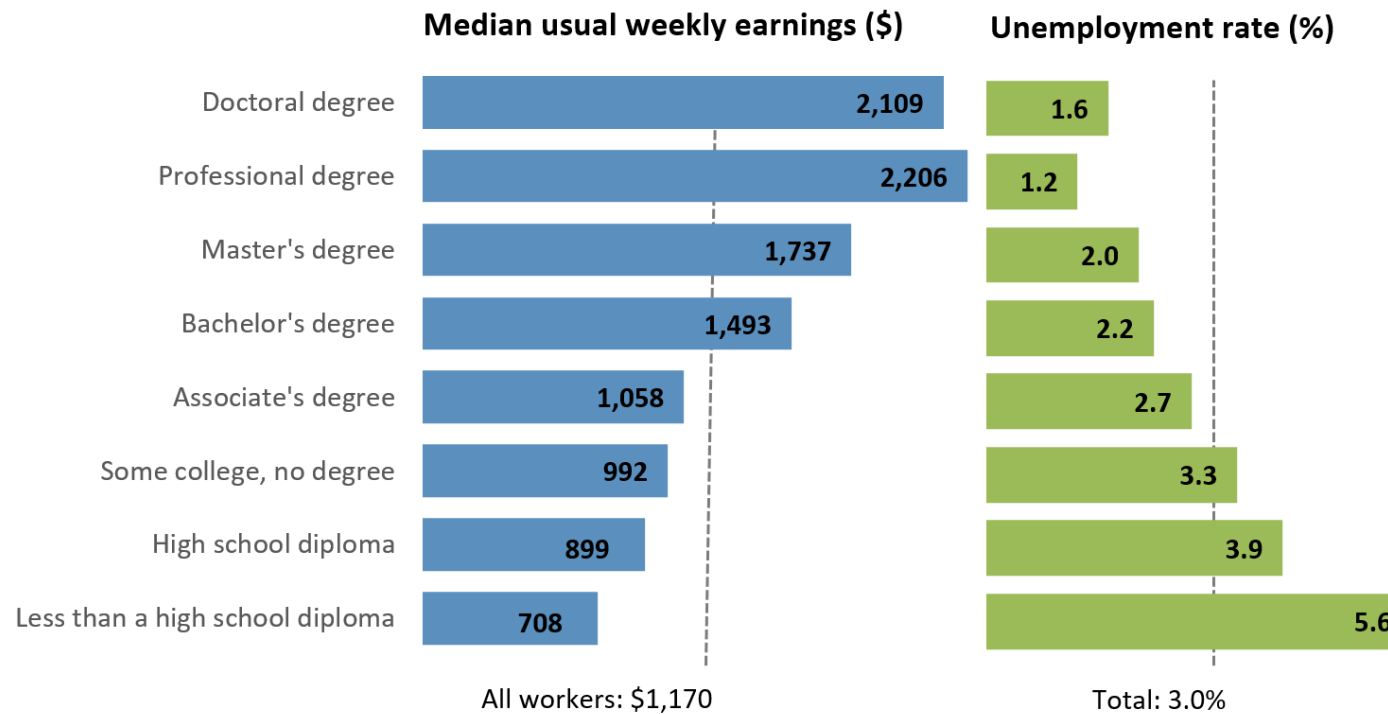
Through

- **Create a sense of belonging for all students.**

Through

Earnings and unemployment rates by educational attainment, 2023

Median usual weekly earnings ($)

Education	Earnings
Doctoral degree	2,109
Professional degree	2,206
Master's degree	1,737
Bachelor's degree	1,493
Associate's degree	1,058
Some college, no degree	992
High school diploma	899
Less than a high school diploma	708

All workers: $1,170

Unemployment rate (%)

Education	Rate
Doctoral degree	1.6
Professional degree	1.2
Master's degree	2.0
Bachelor's degree	2.2
Associate's degree	2.7
Some college, no degree	3.3
High school diploma	3.9
Less than a high school diploma	5.6

Total: 3.0%

Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

Out

Out

1. Commencement is not the end, but merely another beginning.

2. Post Graduation Preparedness

   - Internships

   - Professional School

   - Industry

   - Government

Final Thought

You don't have to know everything; you just need to know the right people.

Questions & Comments

Performance Evaluation

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