

Cross-Campus Collaboration: How Undergraduate and Graduate Admissions Can Work Together to Enhance Enrollment Efforts

Shelley Moss, Client Solutions Consultant
Cait Fitzpatrick, Client Solutions Consultant

Cait Fitzpatrick

Client Solutions Consultant

- Graduate & Online
- Digital Lead Generation & SEO
- Professional & Competitive Program Recruitment



Shelley Moss



Client Solutions Consultant

- EM/Undergraduate
- Omnichannel Outreach, Data Analytics, Communication Plans
- Undergraduate Program Recruitment



Session Goals



Review shared
goals and
challenges



Why and how to promote
collaboration across
admissions levels



Strategic approaches
to improve planning and
consistency



**What does the relationship with
undergraduate and graduate
admissions look like right now
on your campus?**

Setting the Stage

Shared Challenges



- ✓ Rising costs, communicating the ROI of a degree, and limited resources
- ✓ Supporting career outcomes
- ✓ Increasing competition
- ✓ Overall conversion challenges

Shared Goals



- ✓ Strategic recruitment, application quality, and diversity
- ✓ Promoting cohesive branding
- ✓ Student success and retention
- ✓ Of course, to increase enrollment



Why Collaboration Matters



1

Why it matters



Unified messaging and branding



Stronger recruitment plans & pipelines



Enhanced data sharing

Shared Branding & Messaging

Undergraduate Programs

- How can your undergraduate team work to maximize relationship with graduate programs?
 - Work on overall institutional branding/messaging in a centralized manner.
 - Consider scheduling recurring touch base meetings across undergraduate and graduate recruitment teams to discuss what is working, what is not, and share resources that might mutually benefit.
 - Solicit and incorporate more career placement and outcome measures gathered by graduate team into undergraduate messaging to show overall degree value.

Graduate Programs

- How can your graduate team work to market and recruit current seniors to stay for a graduate program?
 - Offer incentives to current undergraduate students who apply to graduate programs.
 - To build intel about what attracts students, talk with any current graduate students who also earned undergraduate degree at the institution to learn more about what led them to continue at the institution.
 - Consider developing a senior comm flow plan that deploys for students with 90-plus hours or have applied for graduation.

Joint Recruitment Initiatives

- Participate together in college fairs, information sessions, or virtual events where both undergrad and grad audiences are present.
 - International student recruitment is a prime opportunity to maximize resources in this area!
 - Are there community/local events where a combined presence could be beneficial?
- Create cross-level programming such as research showcase events or alumni panels featuring both UG and grad students targeting students that are unsure of their field of study.
- Host "college fairs" or open house type programming specifically to current seniors to highlight graduate programs.

Data Sharing

- **Data Exchange**

- Feeder schools, early academic outreach, application patterns, or shifts in student interest for priority programs.

- **Career and industry trends**

- International markets.
- Student motivations and common career pathways.
- What are you hearing directly from students?

- **Enrollment management**

- Application numbers and forecasting: how is the class taking shape?
- Addressing gaps and reviewing for overlap.
- Sharing tactics to increase yield.





Helpful Strategies

2



**Where do you currently see the
biggest disconnect between your
undergraduate and graduate
admissions efforts?**

Cross-Training & Professional Development

- **Workshops and Training**

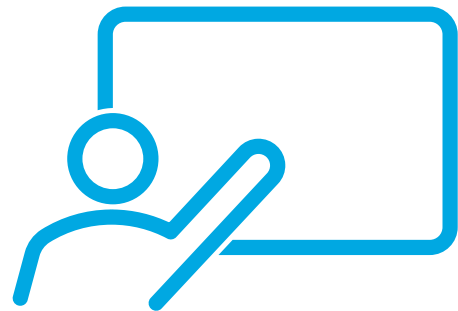
- Best practices, admissions training, student services, etc.
- National conferences.

- **Support your recruitment staff**

- Meet regularly with graduate/undergraduate teams to give staff a well-rounded perspective and necessary updates.
- Talk about the student experience.

- **Create opportunities to shadow**

- Build mutual understanding by having greater insight into processes and policies.



Centralizing Tools/Tech

- **Consider utilizing centralized CRM systems**

- Creates the ability to track students throughout their life cycle on campus as an undergraduate and a graduate student.
- Sharing systems could aid in budgeting efforts.
- Opportunity to build real expertise and maximize use in system if multiple areas use it.

- **Align on outreach strategies**

- Are there shared geographic areas that yield undergraduate and graduate students? Any joint aspirational areas? Consider pooling digital marketing budgets in those areas and launch university-wide campaigns.
- Work with the central marketing team on campus to create general institution-specific "about us" materials that can be used at both levels to craft messaging.
- Create a repository of marketing templates (email, direct mail, etc.) that can be quickly repurposed and updated with program-specific information to create similar look and feel across areas.

Accelerated Pathway Programs



Develop or support accelerated pathways and programs.



Internships (research, external, on-campus, etc.) that connect undergrads to graduate study.



Jointly manage honors programs or faculty mentorships that encourage continuing study at the same institution.



Maintaining consistent experience from undergraduate to graduate.

Strategic Enrollment Planning (SEP)

- **A Strategic Enrollment Plan should provide:**

- Realistic and quantifiable goals for both undergraduate and graduate programs.
- Ways to measure return on investment and action item approach.
- Alignment with campus mission, current state, and changing environment.

- **Benefits of collaboration on market research through SEP process:**

- Program demand analysis.
- Enrollment projection modeling.
- Competitor analysis.

- **It's time to get acquainted with your current SEP! Are your enrollment goals included in your SEP?
Are they shared goals or individual for UG/Grad?**

- Documented for all team members to review.
- How do you measure effectiveness?



**Who on your campus needs to
be part of the conversation to
make cross-campus
collaboration a priority?**

Key Takeaways

3

Key Takeaways



- ✓ Collaboration matters – from brand strategy all the way to the student experience.
- ✓ Resources are limited. Utilize the strong relationship between undergraduate and graduate admissions.
- ✓ Admissions collaboration should be an active component of your SEP.
- ✓ Review the challenges and gaps in your collaboration between undergraduate and graduate. Develop attainable goals to strengthen that connection.



Which of these collaboration strategies feels most actionable for your campus, and why?

Contact Us!



Cait Fitzpatrick

Client Solutions Consultant
Cait.Fitzpatrick@RuffaloNL.com



Shelley Moss

Client Solutions Consultant
Shelley.Moss@RuffaloNL.com



The 39th Annual National Higher Education Conference