

**Nathan Weiss Graduate College**  
**Graduate Enrollment Management**  
**Final Assessment Report – 2013-2014 Academic Year**

**Mission Statement:**

Graduate Enrollment Management within the Nathan Weiss Graduate College facilitates and the supports the efforts to recruit and counsel prospective students and guide them through the application and admissions process through the resources of the Office of Graduate Admissions. Furthermore, current graduate students at Kean University are supported by the resources of the Office of Graduate Student Services, which provides guidance, advice, and direction to current and alumni students.

**Vision Statement:**

Graduate Enrollment Management within the Nathan Weiss Graduate College is committed to recruiting and enrolling a group of high achieving students who will, upon graduation from the university, be prepared to make a contribution to the University and to the broader society. Our Graduate Student Services unit strives to support our graduate population to succeed academically and personally by providing guidance and services to ensure success.

**Goals and Objectives:**

<b>Goal 1:</b> <b>Admissions Process: To deliver a comprehensive admissions process to prospective graduate students of Kean University through the “admissions funnel.”</b> <b>KU SP 1, 2, 3, 4</b>		
<b>Objective</b>	<b>Data Results</b>	<b>Action Taken (Closing the Loop)</b>
<b>Objective 1.1:</b> To increase the amount of prospective students compared to the previous admissions cycle that are interested in Kean University for graduate education.  <b>Measure:</b> A count of prospective students in Ellucian Recruiter compared to previous admission cycle. This will be measured using all new prospects from September 1, 2013-August 31, 2014  <b>Timeline:</b> February 14, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal.	For the previous admissions cycle (July 1, 2012-June 30, 2013, we had a total of 11,623 new graduate prospects. For the period July 1, 2013 to June 11, 2014, we have a total of 22,604. prospects.	Based on these results, a 100% increase was achieved. We will continue with our current strategy for recruitment and find additional means of intake.

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<p><b>Objective 1.2:</b> To continue identifying new recruitment events throughout the tri-state region during the 2013-2014 academic year, establishing Kean's reputation as a sought-after destination for graduate education and attend more events compared to 2012-2013 events attended/participated.</p> <p><b>Measure:</b> A count of events attended. Last year, the Office of Graduate Admissions participated in 51 recruitment events; we intend to participate in over 60 this year.</p> <p><b>Timeline:</b> February 14, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal</p>	<p>For the 2013-2014 recruitment cycle, the Office of Graduate Admissions participated in 61 recruitment events, achieving our goal.</p>	<p>We will continue to identify new avenues and opportunities for recruitment, both internally and externally.</p>
<p><b>Objective 1.3:</b> To attract a diverse, competitive, and robust applicant pool and see an increase of 3% in total applications submitted for the 2013-2014 academic year, compared to the previous year.</p> <p><b>Measure:</b> A count of total applications submitted, measuring average GPA.</p> <p><b>Timeline:</b> February 14, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal</p>	<p>At the time of this report, our intake is not yet complete and we have not yet achieved our goal. We intend to keep our application open to allow for more applications to be submitted. However, when looking at comparative data, we are currently ahead compared to this time last year.</p>	<p>We will keep our application open to allow for more application submissions.</p>

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<p><b>Objective 1.4:</b> To revise the Graduate Assistantship program and make offers earlier in the admissions cycle compared to 2012-2013. This will enable us to recruit high-achieving graduate applicants and offer a financial incentive to attend Kean.</p> <p><b>Measure:</b> Offers are slated to be made starting mid-March 2014 and continue until all allocations are made.</p> <p><b>Timeline:</b> April 1, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal in allocating all available positions</p>	<p>Although this goal has been achieved by making offers earlier than last year, we were later than we had planned.</p>	<p>Next year, the selection committee will include the VPAA in our deliberations to ensure a more prompt turnaround with graduate assistantship allocations.</p>
<p><b>Objective 1.6:</b> To increase graduate admissions yield by 2% for fall 2014, resulting in more students accepting Kean's offer of admission compared to the yield for the incoming class during fall 2013. This will ideally increase enrollment and selectivity of Kean University.</p> <p><b>Measure:</b> A count of the overall students who have been accepted and have enrolled at Kean University</p> <p><b>Timeline:</b> This will be measured following the start of the fall 2014 semester when an enrollment snapshot is performed, normally towards the end of the month of September and the final admissions report is produced.</p>	<p>It is too early to determine if this goal will be achieved as the yield can only be calculated after the semester begins.</p>	<p>Action will be taken when the final yield number is calculated in September 2014.</p>

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<p style="text-align: center;"><b>Goal 2:</b>  <b>Retention: Provide programs and services to ensure the needs of the graduate population are addressed and respected resulting in retention, persistence towards graduation, and overall satisfaction.</b>  <b>KU SP 1, 2, 3, 4, 5, 6, 8, 9, 10</b></p>		
<b>Objective</b>	<b>Data Results</b>	<b>Action Taken (Closing the Loop)</b>
<p><b>Objective 2.1:</b> Publish clear timelines for all policies and procedures at the beginning of the 2013-2014 academic year, on our website for the graduate college ensure 95% of applications submitted adhere to this deadline.</p> <p><b>Measure:</b> Monitor students who do not adhere to deadlines</p> <p><b>Timeline:</b> February 14, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal</p>	<p>This goal was achieved. All deadlines were posted and proactive communicative steps were taken with the graduate population to notify them of upcoming deadlines and requirements.</p>	<p>Continue proactive communications and the exploration of other mediums to keep the graduate population informed.</p>
<p><b>Objective 2.2:</b> Provide forms and directions for 100% students to enable proper initiation of certain events; i.e., graduation, transfer of credit, registering for independent studies, thesis registration, etc. utilizing a new self-service website and see a 3% increase in traffic for the 2013-2014 academic year. It is our objective to empower our student population so they can take ownership of their graduate education and utilize the resource that have been developed to ensure success at the graduate level.</p> <p><b>Measure:</b> Use Google Analytics to monitor traffic to designated pages</p> <p><b>Timeline:</b> February 14, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal</p>	<p>From July 1, 2012 to June 30, 2013, we had 155,405 visitors to the website. From July 1, 2013 to June 12, 2014, we have had 161,440 visitors. This objective has been achieved!</p>	<p>We will meet with University Relations to establish better tracking on our subpages to explore which areas of our website are getting the most and least traffic and devise strategies to have better SEO and traffic to our website.</p>
<p><b>Objective 2.3:</b> Assist academic departments to facilitate persistence towards graduation by creating new communications to students and faculty on progress towards graduation during the 2013-2014 academic year.</p>	<p>At the time of this report, we have only begun graduating students. This will be measured in September 2014 when all May and August graduation candidates are</p>	<p style="text-align: center;">TBD</p>

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<b>Measure:</b> Measuring the amount of applications submitted for graduation and determining whether students are on-track for graduation or if they are not on-track for graduation  <b>Timeline:</b> February 14, 2014 – interim count towards goal June 30, 2014 – overall count to analyze if we have achieved our goal	evaluated	
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<b>Goal 3:</b> <b>Graduation: Prepare, plan, and implement the Nathan Weiss Graduate Commencement annually</b> <b>KU MO 1, 3</b> <b>KU SP 2</b>		
<b>Objective</b>	<b>Data Results</b>	<b>Action Taken (Closing the Loop)</b>
<b>Objective 3.1:</b> Facilitate all commencement activities the by formation of a Commencement Committee with representation from one administrator from each of the required participating units to ensure all required tasks are fulfilled to carry out the commencement ceremony. This is especially crucial this year as we are using a new venue for commencement.  <b>Measure:</b>  A successful commencement, as measured by participation from administration, students, and faculty, along with hiring of a commencement speaker, performers and overall satisfaction from all participating.  <b>Timeline:</b> By February 2014, the commencement committee will be formed and if all goes well, the commencement will be held on May 20, 2014.	This year, we had over 115 faculty participate as well as the full administration of Kean University. Additionally, nearly 500 graduate students participated in commencement. We had a successful negotiation for our commencement speaker.	Satisfaction was high at this event and we have several areas for improvement as this was the first time we used an alternate venue for the graduate commencement. Specifically, we will start the event at 10am next year, have more resources for Kean Ocean students, and have a more generous allocation of guest tickets.