

**Nathan Weiss Graduate College**  
**Graduate Enrollment Management**  
**Assessment Report – 2012-2013 Academic Year**

**Mission Statement:**

Graduate Enrollment Management in 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 Office of Graduate Admissions. Furthermore, current graduate students at Kean University are supported by 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 MO 1, 4, 5</b> <b>KU SP 2, 4</b>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
1.1: To counsel prospective students to Kean University for graduate education by establishing the annual amount of new prospective students interacted with annually.	During the 2012-2013 academic year, our prospective student database increased by 4,124 students.	We will continue to keep our website current and encourage prospective students to create an account at apply.kean.edu so they can become a prospective student and recruited. We will also create a new “Create Account” form to streamline data entry during recruitment events.
1.2: To increase participation in recruitment events throughout the tri-state region during the 2012-2013 academic year, establishing Kean’s reputation as a sought-after destination for graduate education by 10% compared to 2011-2012 events attended/participated.	During the 2012-2013 academic year, the Office of Graduate Admissions attended 20 external recruitment events, compared to 12 the previous year.	We will continue to identify new events to recruit prospective students and expand our reach as a destination for graduate education in the northeast.

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<b>Goal 1 (Continued):</b> <b>Admissions Process: To deliver a comprehensive admissions process to prospective graduate students of Kean University through the “admissions funnel.”</b> <b>KU MO 1, 4, 5</b> <b>KU SP 2, 4</b>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
1.3: To attract a diverse, competitive, and robust applicant pool and see an increase of 4% in total applications submitted for the 2012-2013 academic year, compared to the previous year.	At the time of this report, we are still collecting applications for 2012-2013 so no results are available.	At the time of this report, we are still collecting applications for 2012-2013 so no future actions are available.
1.4: Create a new website by fall 2012 to better serve our prospective and current students, and determine baseline traffic to the website received annually.	Launched in fall 2012, the new grad.kean.edu has served as our primary admissions and recruitment tool. From September 1, 2012 through May 13, 2012, grad.kean.edu hosted 183,371 visitors.	We will continue to update our website and make it as accessible and user friendly as possible. We will continue to analyze the data available on our traffic and better target our prospective students. Other than visitors from the United States, India and China were our second and third, respectively, highest feeders of traffic. We should identify new ways of reaching this prospective student population.
1.5: To increase graduate admissions yield by 5% for fall 2013, resulting in more students accepting Kean’s offer of admission compared to the yield for the incoming class during fall 2012.	At the time of this report, we are still collecting applications for 2012-2013 so no results are available.	At the time of this report, we are still collecting applications for 2012-2013 so no future actions are available.

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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.</b>  <b>KU MO 1, 2, 3, 4, 5</b>  <b>KU SP 1, 2, 4</b></p>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
2.1: Publish clear timelines for all policies and procedures at the beginning of the 2012-2013 academic year, on our website for the graduate college and gather data to create benchmarks on appropriate levels for students meeting said deadlines.	This has been done, however, additionally deadlines have been added throughout the year.	Deadlines will have be laid out a year in advance to allow for proper communication and distribution to all students.
2.2: 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 establish benchmark traffic for the 2012-2013 academic year.	We had very few late adds to graduation and other academic events during the 2012-2013 year. Additionally, students who did not meet the requirements were handled on an individual basis to resolve unique issues.	We will continue to be flexible and proactive with our students.
2.3: Assist academic departments to facilitate persistence towards graduation by creating new communications to students and faculty on progress towards graduation during the 2012-2013 academic year.	During the 2012-2013 academic year, we sent preliminary and final evaluations to all candidates for graduation on the status of their ability to graduate from their respective program. Faculty have been included on all of the communications. Additionally, we launched a new initiative called “Walk-in Wednesdays” where a current student can meet with a representative of the Office of Graduate Student Services to discuss their academic progress.	We are anticipating launching “Degree Audit” during the 2013-2014 academic year, which will be a self-service tool for current students to assess their program’s course requirements and their progress towards achieving said requirement.
2.4: Create separate benchmark data by August 2013 for time to graduation for students seeking master’s degrees, professional diplomas, and doctoral degrees.	This is ongoing with an intended completion being August 2013.	To be determined.

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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 1, 2</b>		
<b>Objective</b>	<b>Data Results</b>	<b>Actions Taken Based on Data Collected</b>
3.1: Establish benchmark data during the 2012-2013 year for yield rate of application for graduation to actual degree conferral.	At the time of this report, May 2013 degrees have not been conferred, hence no data available.	To be determined.
3.2: 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 2013 commencement ceremony.	The Committee was formed in January 2013 with representation from all required administrative units.	No action necessary.