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**National Benchmark Study:**
**Poll of Marketing and Student Recruitment Practices
for Master’s-Level Graduate Programs**

INSTRUCTIONS:

Press **Submit** at bottom after responding to the questions below. To receive the resulting findings, submit your responses by **Wednesday, March 14, 2012**. Aggregated findings will be e-mailed to you in May 2012.  All information is strictly confidential and will only be used for this study.

Please use your best judgment to respond to each item and skip over any items that would require time-consuming research. We do not expect you to have strong empirical data to back up your responses in many instances. Even if you or your colleagues do *not* actively recruit, please answer all questions selecting “method not used” where appropriate.

You may find it easier to first print this page before filling in your answers.

Note: All responses entered below will be saved automatically, so that you can complete any remaining items later if needed. Questions?

**Section I: Your Perspective on Graduate Admissions,
Recruitment, and Marketing**

**What is your position?***(Please check only one)*

Admissions counselor/recruiter

Faculty director of an academic department or program

Dean of graduate program(s)

Vice president or director of enrollment management

Director of graduate admissions

Assistant/associate dean

Other (please specify below):

**How does your institution organize its recruitment, admissions, and marketing
for master’s-level graduate students?**
*(Please check only one)*

*Centralized:* Solely or primarily handled within a single unit

*Decentralized*: Coordinated and staffed by individual schools or programs. (May have central application management.)

*Collaborative*: Shared responsibility for achieving enrollment goals across multiple units with no single unit bearing primary responsibility.

**What area(s) do you work with?***(Please check only one)*
I am responding to this survey on behalf of:

All master’s programs at my institution

MBA and other master’s programs in Business

One or more master’s programs in Education

One or more other master’s programs (please specify below):

**Section II: Effectiveness of Marketing and Recruiting Practices for Master’s-Level Graduate Programs – *Domestic Students***(International student practices will be addressed in Section IV.)

Below is a list of strategies and tactics for graduate recruitment/marketing for domestic (U.S.) master's students divided into four specific purposes emphasized in CAPITAL LETTERS. For each item, indicate how effective the practice has been for your institution for the purpose described. If you do not utilize a strategy or tactic, please be sure to check "method not used."

**INQUIRY GENERATION: How effective are the following practices at generating master’s inquiries from U.S. students?** (Practices for INQUIRY-TO-APPLICANT CONVERSION, a separate purpose, will be addressed next)

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Internet pay-per-click advertising (Google, Facebook, Yahoo, etc.)**  |    |    |  |  |  |  |
| **Online listing at Gradschools.com**  |    |    |  |  |  |  |
| **Online listing at MBA.com**  |    |    |  |  |  |  |
| **Other online listing/s (please specify below):**  |    |    |  |  |  |  |
| **Open house and campus visit days**  |    |    |  |  |  |  |
| **Receptions or group meetings away from campus**  |    |    |  |  |  |  |
| **Individual meetings with prospective students away from campus**  |    |    |  |  |  |  |
| **Webinars/online information sessions offered on a regular basis**  |    |    |  |  |  |  |
| **Local television and radio advertising**  |    |    |  |  |  |  |
| **Local print advertising**  |    |    |  |  |  |  |
| **Bus, billboard, or other outdoor advertising**  |    |    |  |  |  |  |
| **Advertising in discipline-specific publications and conference programs**  |    |    |  |  |  |  |
| **Direct mail to homes in a specific geographic region**  |    |    |  |  |  |  |
| **Circulate a course schedule or flyer via direct mail or newspaper**  |    |    |  |  |  |  |
| **Outreach to our own institution’s undergraduate population**  |    |    |  |  |  |  |
| **Maintain graduate program Web pages to attract inquiries**  |    |    |  |  |  |  |
| **Use search engine optimization tactics to ensure our institution, college(s), and/or program(s) appear as a result of a search**  |    |    |  |  |  |  |
| **Use social media to generate inquiries (e.g., Twitter, Facebook, blogs)**  |    |    |  |  |  |  |
| **Mobile tactics such as mobile apps, mobile Web sites, and QR codes**  |    |    |  |  |  |  |
| **Participate in regional or state Graduate Fairs**  |    |    |  |  |  |  |
| **Participate in national Graduate Fairs**  |    |    |  |  |  |  |
| **Recruiter visits to feeder colleges to generate inquiries**  |    |    |  |  |  |  |
| **Faculty visits to feeder colleges to generate inquiries**  |    |    |  |  |  |  |
| **Approximate number of names purchased from any source that identifies students’ career interest in entering specific industries/professions**  |    |    |  |  |  |  |
| **Approximate number of names purchased from any source by the geographic area students reside in**  |    |    |  |  |  |  |
| **Mail/email to names purchased from any source by geographic area**  |    |    |  |  |  |  |
| **Alumni referral program**  |    |    |  |  |  |  |
| **Church referral program**  |    |    |  |  |  |  |
| **Corporate referral program**  |    |    |  |  |  |  |
| **Incentive to current students to refer prospective students**  |    |    |  |  |  |  |
| **Referral program for faculty at other institutions**  |    |    |  |  |  |  |
| **Referral program as part of institutional consortium**  |    |    |  |  |  |  |
| **Other referral program (please specify below):**  |    |    |  |  |  |  |

INQUIRY-TO-APPLICANT CONVERSION: How effective are the following practices at converting U.S. master’s student inquiries to applicants?

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Multiple e-mails to inquiries**  |    |    |  |  |  |  |
| **Multiple text messages to inquiries**  |    |    |  |  |  |  |
| **Personalized Web page**  |    |    |  |  |  |  |
| **Unique landing pages for each communication**  |    |    |  |  |  |  |
| **Conduct Webinars/online information sessions on a regular basis**  |    |    |  |  |  |  |
| **Open house and campus visit days**  |    |    |  |  |  |  |
| **Use social media to encourage inquiries to apply (e.g., Twitter, Facebook, blogs)**  |    |    |  |  |  |  |
| **Mobile tactics such as mobile apps, mobile Web sites, and QR codes**  |    |    |  |  |  |  |
| **Recruiter visits to feeder colleges to encourage inquiries to apply**  |    |    |  |  |  |  |
| **Faculty visits to feeder colleges to encourage inquiries to apply**  |    |    |  |  |  |  |
| **Send program-specific brochures to inquiries**  |    |    |  |  |  |  |
| **Send graduate “viewbook” or other publications to inquiries**  |    |    |  |  |  |  |
| **Phone calls to inquiries by recruiters**  |    |    |  |  |  |  |
| **Phone calls to inquiries by faculty members**  |    |    |  |  |  |  |
| **Phone calls to inquiries by current students/graduate assistants**  |    |    |  |  |  |  |
| **Offer application fee waivers to encourage inquiries to apply**  |    |    |  |  |  |  |
| **Offer on-the-spot admissions or instant admissions days**  |    |    |  |  |  |  |

CONVERSION OF INCOMPLETE APPLICATIONS: How effective are the following practices at converting U.S. master’s students’ incomplete applications to completed applications?

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Follow-up by phone with students whose applications are incomplete**  |    |    |  |  |  |  |
| **Follow-up by e-mail with students whose applications are incomplete**  |    |    |  |  |  |  |
| **Follow-up by postal mail with students whose applications are incomplete**  |    |    |  |  |  |  |
| **Other follow-up (please specify below):**  |    |    |  |  |  |  |

ADMIT-TO-ENROLLEE CONVERSION: How effective are the following practices at converting admitted U.S. master’s students to enrollees?

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Campus visits for admitted students**  |    |    |  |  |  |  |
| **Phone calls to admitted students from faculty members in students’ programs of interest**  |    |    |  |  |  |  |
| **Phone calls from current students/graduate assistants**  |    |    |  |  |  |  |
| **E-mail or written communications intended to yield admitted students (not procedural communications)**  |    |    |  |  |  |  |
| **Non-matriculant surveys of admitted students who do not enroll to identify reasons why, for the purpose of strengthening admit-to-enrollee conversion in future years**  |    |    |  |  |  |  |

Section III: Effectiveness of Financial Aid Practices for Master’s-Level Graduate Programs – **Domestic Students**

How effective are the following financial aid practices for recruiting U.S. master’s students in general?

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Scholarships/fellowships awarded without a work obligation**  |    |    |  |  |  |  |
| **Assistantships awarded with a work obligation attached**  |    |    |  |  |  |  |
| **Institutional aid awarded based on student financial need**  |    |    |  |  |  |  |
| **Institutional aid awarded to attract students from diverse ethnic groups**  |    |    |  |  |  |  |
| **Financial aid award notices sent at the time of admission**  |    |    |  |  |  |  |
| **Financial aid award notices sent following the student’s deposit/confirmation**  |    |    |  |  |  |  |
| **Tuition discounts to students who received a bachelor’s degree from our institution**  |    |    |  |  |  |  |
| **Tuition discounts to students from particular employers**  |    |    |  |  |  |  |
| **Targeting companies/organizations that provide tuition reimbursement to enroll students with less financial need**  |    |    |  |  |  |  |
| **Combined bachelor’s-master’s programs that allow students to accelerate at a reduced total cost**  |    |    |  |  |  |  |

Section IV: Effectiveness  of Marketing and Recruiting Practices for Master’s-Level Graduate Programs – **International Students**

How effective are the following practices for recruiting international master’s students?

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Send recruiter to travel internationally on tour or individually**  |    |    |  |  |  |  |
| **Assign recruiters overseas to represent the institution on a commission basis**  |    |    |  |  |  |  |
| **Assign recruiters overseas to represent the institution without compensation**  |    |    |  |  |  |  |
| **Use faculty and staff traveling internationally for other reasons to assist with recruitment**  |    |    |  |  |  |  |
| **Internet advertising and listings in international markets**  |    |    |  |  |  |  |
| **Use current students who are visiting their home countries to generate leads**  |    |    |  |  |  |  |
| **Web pages designed to enhance international student interest**  |    |    |  |  |  |  |
| **Use current students/graduate assistants to call and e-mail international inquiries**  |    |    |  |  |  |  |
| **Build relationships with influencers in embassies, governments, or other international services**  |    |    |  |  |  |  |
| **Send materials to embassies, governments, or other international services. Please specify types of material if this method is used:**  |    |    |  |  |  |  |

Section V: Effectiveness  of Marketing and Recruiting Practices for Master’s-Level Graduate Programs – **Adult Learners From the U.S.**

How effective are the following practices for recruiting U.S. adult learners for master’s programs?

|    |    |    | **Very effective**  | **Somewhat effective**  | **Minimally effective**  | **Method not used**  |
| --- | --- | --- | --- | --- | --- | --- |
| **Visits by admissions representatives to employers (e.g., business, health, education, and industry sites or human resources offices)**  |    |    |  |  |  |  |
| **Partnership agreements with businesses or agencies to provide education to employees**  |    |    |  |  |  |  |
| **Recruit at military or veterans sites**  |    |    |  |  |  |  |
| **Tuition discounts to students from particular employers**  |    |    |  |  |  |  |
| **Local advertising targeted to adult students**  |    |    |  |  |  |  |
| **Direct mail to homes in a specific geographic region**  |    |    |  |  |  |  |
| **Mail/e-mail to names purchased from list vendors by industry**  |    |    |  |  |  |  |

Optional Final Section: Enrollment and Purchased Name Information for a Future StudyIf you can spare a few more minutes, please add your responses below to begin establishing benchmarks for conversion and yield rates and success with purchased names—two topics that will be explored more fully in a future study.

Optional question: What was your total approximate fall 2011 headcount in all master’s programs offered by your institution, broken down by full-time versus part-time?(Feel free to skip over this item if these data aren’t readily available to you.)

Approximate full-time
master’s students:

Approximate part-time
master’s students:

Optional question: For the master’s program(s) you work with, what was your experience with your most recent admissions funnel? Please complete the table below.
(Again, feel free to skip over any items in cases when data aren’t readily available to you.)

|  |  |
| --- | --- |
| Number of inquiries received for fall 2011 (see inquiry definition below) |  |
| Number of fall 2011 inquiries who made their first contact as an applicant (This is a subset of the above.) |  |
| Number of fall 2011 applicants who completed the application process (This is a subset of the total number of applications.) |  |
| Number of admitted applicants for fall 2011  |  |
| Number of total deposits/confirmed students for fall 2011  |  |
| Number of actual enrolled new students in fall 2011 (Combined total of full-time and part-time) |  |
| Approximate percentage (%) of actual enrolled new students in fall 2011 who were enrolled full-time |  |

Inquiry definition: Inquiries are students who have contacted your institution through any source (phone, e-mail, inquiry card, Web site contact, sent test scores, application for admission, etc.). Note that the number of inquiries should include all first-contact inquiries, including students who made their first recorded contact as an applicant.

Optional question: For the master’s program(s) you work with, what is the approximate number of prospective student names your institution purchased during your last completed recruitment cycle? Please complete the table below.
(Again, feel free to skip over any items in cases when data aren’t readily available to you.)

|  |  |
| --- | --- |
| Approximate number of names purchased from testing services such as GRE and GMAT, aimed at building fall 2011 enrollment |  |
| Approximate number of names purchased from any source that identifies students’ career interest in entering specific industries/professions |  |
| Approximate number of names purchased from any source by the geographic area students reside in |  |

REQUIRED INFORMATION(\*):

|  |  |
| --- | --- |
| Institution\*(Please enter the full name) |  |
| State\*(Please enter a two-letter abbreviation, e.g. AZ, PA) |  |

Are you a member of NAGAP?

Yes

No

Please identify yourself so we know where to send the resulting benchmarks:

|  |  |
| --- | --- |
| Salutation |  |
| First Name |  |
| Last Name |  |
| E-mail |  |
| Job Title |  |

Please note any clarifications that may be helpful in understanding your responses to this poll:

Note: Consider printing this page before pressing Submit so you have a record of your responses that you can compare with the findings.

Survey Powered By [Qualtrics](http://www.qualtrics.com)

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