



**Name of Unit:** Graduate and Professional Studies

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Graduate & Professional Studies, Malone University

**Date (Assessment Cycle):** 2015 – 2016

**Mission Statement:** The mission of Graduate and Professional Studies Enrollment is to recruit students by actively contacting and working them through the enrollment process from the point of contact until they start class with Malone University. Increase awareness in the community with local businesses, schools and organizations to positively promote Malone, the Graduate programs, the Degree Completion programs and the overall Malone message.

**Unit Goals:**

1. To develop a sales type environment that increases enrollment results of all GPS programs.
2. Increase awareness in the Malone University experience for the potential student.
3. Develop the GPS staff so that they are qualified and able to provide the best service to the potential and current student in addition to positively promote Malone University to external contacts.

Expected Performance Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
<p><b>Goal 1:</b></p> <p>Develop a sales type environment that increases enrollment results.</p>	<p>The GPS office will undergo a major transformation between May &amp; June of 2015. The department previously had individual Admissions Counselors responsible for recruiting specific programs. In an effort to broaden our reach and better service potential students, all Counselors will now recruit for all programs. A Director and 4 new Admissions Counselors were installed in June/ July 2015. New procedures and processes would be implemented to create a uniformed approach to handling all leads and all programs. All marketing materials will be revised to have a uniform appearance and re-worded to be better understood by the average adult.</p> <p>The GPS will adopt a more focused and aggressive contact strategy to reach more potential applicants. That is, after the initial inquiry is</p>	<p>All changes anticipated were duly implemented in an attempt to increase inquiries at all levels of the GPS programs. Summary of data collected on inquiries are as follows.</p> <p><b>MGMT:</b> inquiries increased by 43%.  <b>HSVM:</b> inquiries increased by 91%.  <b>*Degree Completion</b> saw an increase of 48% as a whole.  <b>RN2BSN:</b> inquiries increased by 3%.  <b>MSN:</b> inquiries decreased by 22%.  <b>COED:</b> inquiries increased by 67%.  <b>MBA:</b> inquiries decreased by 20%.  <b>MAOL:</b> inquiries decreased by 13%.  <b>EDUC:</b> inquiries increased by 87%</p> <p>The results of the revised contact strategy are as follows:  <b>MGMT:</b> Applications increased by 7%.  <b>HSVM:</b> Applications increased by 67%.  <b>*Degree Completion</b> applications increased by 13% as a</p>	<p>Although we show significant gains in inquiries percentage wise for the Degree Completion programs, Education and Nursing; the actual number is still minimal. Inquiries generally convert to students at a rate of 25-30%. Our strongest program is currently the Graduate Counseling programs. The addition of online offerings is expected to increase enrollment numbers. The Education programs have some new programs (online Gifted Endorsement, online Reading Endorsement &amp; Educational Leadership) Our Bachelor's Degree Completion programs are consistent and are poised for growth. Now that our GPS department is trained and has 1 year under their belt is a great opportunity to attempt to launch a HSVM &amp; Project Management cohort in the Spring of 2017. Nursing is going to be a primary focus moving forward, as the interest in RN2BSN inquiries is dangerously low for the survival of a program. Going online should open our program up to new markets and hopefully bring some growth.</p> <p>The results were mixed with increases and decreases in the number of applicants. In response, we will explore new JRM recruiting system that will allow for better follow up on inquiries. In addition, a more aggressive contact procedure to increase the turnaround in inquiries</p>

	<p>received, Counselors are expected to contact the new inquiry within a 15 minute to 1 hour time frame. If they are not reached, they are put through a 38 day process where they are attempted to be contacted multiple times by phone, email and mail. Each attempt has a results oriented goal to either have the lead return a call, return an email or visit the website. Once contact has been made, the Counselor will be responsible for taking a personal approach with the potential student; developing a rapport that leads to an in person student visit to discuss Malone University, the particular program, the students goals, the cost of the program and address all questions. If the lead has not been reached after going through the contact strategy, then it will rest for a maximum of 6 months and then re-engaged in the contact strategy at an attempt to revive the lead or move it to “not interested.” To facilitate this new approach, Counselors will be given specific goals based on inquiries, class number expectations and individual skill level.</p>	<p>whole.  <b>RN2BSN:</b> Applications decreased by 25%. <b>MSN:</b> Applications decreased by 8%.  <b>COED:</b> Applications increased by 24%. <b>MBA:</b> Applications decreased by 27.5%. <b>MAOL:</b> Applications decreased by 32%. <b>EDUC:</b> Applications increased by <u>225%</u>.</p> <p>The following are Fall, Spring and Summer Starts:</p> <p><b>Fall 2015 Starts</b>  <b>MGMT:</b> 38 students, a 24% decrease from previous year.  <b>RN2BSN:</b> 8 students, a 33% decrease from previous year.  <b>MSN:</b> 23 students, a 21% decrease from the previous year. <b>COED:</b> 30 students, a 15% increase from the previous year. <b>MBA:</b> 16 students, a 38% decrease from the previous year.  <b>MAOL:</b> 14 students, a 33% decrease from the previous year. <b>EDUC:</b> 8 students, a 43% decrease from the previous year.</p> <p><b>Spring 2016 Starts</b>  <b>MGMT:</b> 44 students, a 17% decrease from the previous year. <b>COED:</b> 19 students, 11% increase from the previous year. <b>MBA:</b> 11 students, 48% decrease from the previous year. <b>MAOL:</b> 13 students, 30% increase from the previous year.</p>	<p>and movement through the enrollment process will be explored.</p> <p>By all standards, the Starts for Fall, Spring, and Summer 2016 were not encouraging. While we continue to perfect our approaches, there is also the need to re-visit our strategy on the promotion of program awareness, as outlined in Goal 2 below.</p>
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<p><b>Goal 2:</b></p> <p>Increase awareness in the Malone University experience for the potential student.</p>	<p>Looking at the Starts data, interest for a majority of the GPS programs is down. The programs that are up, the quantity in numbers is minimal. We need to enlarge the inquiry pool to increase our enrollment numbers. GPS will work with University Relations on a marketing plan focused on marketing Malone University through Social Media, SEO, Radio &amp; Print.</p> <p>.</p> <p>.</p>	<p><b>EDUC:</b> 21 students, 700% increase from the previous year.</p> <p><b>Summer 2016 Starts</b>  <b>COED:</b> 8 students, 800% increase from the previous year. <b>MBA:</b> 5 students, 72% decrease from the previous year. <b>MAOL:</b> 5 students, 45% decrease from the previous year. <b>EDUC:</b> 7 students, 16% increase from the previous year.</p> <p>The GPS office is implementing plans to market our University and programs to the local community and businesses. There has been discussion of partnership proposals with health systems and school districts to provide a benefit to students selecting Malone Events are worked regularly in the Fall and Spring at other colleges/ universities, health systems &amp; businesses. Renewed relationships with local community colleges are a priority over the next academic year. We have been successful in developing a rapport with the Stark State Nursing Department and have gained access to their graduating students. A new approach to market our current Malone undergraduate students for graduate programs has been implemented with a Grad Day in the Spring of 2016 and regular table set ups inside the Brehme Centennial</p>	<p>Having a Grad School Fair in the Fall of 2016 is in the works to promote to not only Malone students but the Canton community. This is an opportunity to invite other schools to campus but also give Malone the opportunity to shine. Renewed focus on the former Ambassadors program, renamed the Emissary Club. This is a rewards based system for those that refer inquiries to Malone. The framework has been developed, the logistics is still being worked on but we hope to roll this out in the 2016-17 school year. We have also devised a system to review events that we attend; the cost and the results of those events as well as how we handle inquiries from these events. Some events are very costly and the results are minimal, so we have already cut back our exposure at AkronWorks.com job fairs to only attend the Stark County locations. These events typically have individuals looking for employment and we are charged \$500 to participate in each event.</p>
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<p><b>Goal 3:</b> Develop the GPS staff so that they are qualified and able to provide the best service to the potential and current student in addition to positively promote Malone University to external contacts.</p>	<p>Our new staff was put in place in July 2015 with very little guidance. We have been educated on Malone and the Malone programs but there are still questions that arise that only experience will fix. As far as being able to sell and promote Malone University, our team will be professionally developed to enhance their skills. Our number one goal is enrollment; we cannot do this without inquiries as well as providing exemplary personal service to each student. Counselors will be given an individual goal to accomplish in regards to their enrollment numbers. Analytics will be used to set the goal, regular guidance, training and support will be given to help them reach their goal.</p>	<p>Center near the cafeteria. The GPS team is also visiting current degree completion cohorts and RN2BSN cohorts to talk about Grad programs and ask for student referrals.</p> <p>Revision of procedures and processes are still in process with two overall themes: simplicity and uniformity. The previous team had a different process for every program and the program Directors were used to this, so it is an adjustment for everyone to make these changes effectively.</p>	<p>Attempting to take a personal approach with each student is something that can set us apart. Research shows that the more you create personal space with prospective adult student, the higher the probability of conversion to an enrolled student. This is also something that can separate Malone from other schools in the area. Malone is a community and we want to express the Malone community experience to our future students. In addition, analytics will provide us with an idea of how many inquiries we need to be trying to achieve per program per year to show growth. This combined with individual goals will help us grow.</p>
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