



Graduate Education Update

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Goal 1: Development of New Graduate Programs

- 32 new graduate programs have been developed in the past five years
 - 6 doctoral (4 Ph.D. and 2 Clinical)
 - 6 masters
 - 20 graduate certificates
- The following new programs were approved during the past year
 - tDPT (new track)
 - Graduate Certificates in Music (7)
 - PM Graduate Certificates in Music (7)
 - Graduate Certificate – International Education
 - PM Graduate Certificate – Criminal Justice Leadership
 - PM Graduate Certificate – Health Care Administration



Goal 1: Development of New Graduate Programs (continued)

- New graduate degrees in process include:
 - ED Specialist – Early Education and Intervention
 - MD – Doctor of Medicine
 - MSN – Clinical Nurse Leadership
 - MSN – Clinical Nurse Specialist
 - MA – Communications
 - MS – Mechatronics
 - PM Graduate Certificate – Clinical Nurse Leader
 - PM Graduate Certificate – Criminal Justice Leadership
 - PM Graduate Certificate – Health Care Administration
 - Graduate Certificate – Autism Spectrum Disorder



Goal 2: Increase the Number of Graduate Degrees Awarded

- **Five year increase 20.6%**
 - Between 2004-5 and 2008-9, the number of graduate degrees increased from 1082 to 1305
- **One year increase 9.8%**
 - Between 2007-8 and 2008-9, the number of graduate degrees increased from 1189 to 1305



Goal 3: Increase Total Minority Graduate Student Enrollment

- Minority students represented 13% of total graduate enrollment in Fall 2009
- Minority students represented 11% of total graduate enrollment in Fall 2005
- Between 2007-8 and 2008-9, graduate minority enrollment increased from 435 to 464 an increase of 7%
- KCP Initiative
 - Currently 11 KCP Future Faculty Fellow Awards Active (\$350,047)
 - During last five years 22 KCP FFF paid in full (\$589,167)



Goal 4: Improve Service to Graduate Students

Recent Highlights:

- Graduate Assistantships – 98% of general fund packages allocated to students
- Graduate Assistant interest form centralized on Graduate Study website
- Move from two-year to one-year Graduate Catalog publication cycle
- Searchable/printable online course description catalog
- Hired new half-time staff to assist with phone and E-mail inquiries
- Graduate Study website being redesigned for easier access to information
- Online graduate student orientation under development



Goal 5: Improve Graduate Student Retention

- New policy – time limit to complete a Ph.D. degree
- Ph.D. degree audits at time of candidacy
- Curriculum modifications to existing graduate programs
- University Committee on Student Retention identifying and addressing retention barriers for graduate students
- Master retention plan for Ph.D. students
- Outstanding dissertation/thesis awards
- Curriculum, Advising and Program Planning (CAPP) supports
 - Academic advising
 - Waiver, substitution and additional curriculum requirements
 - Prerequisite requirements and checking during registration
 - Transfer course data

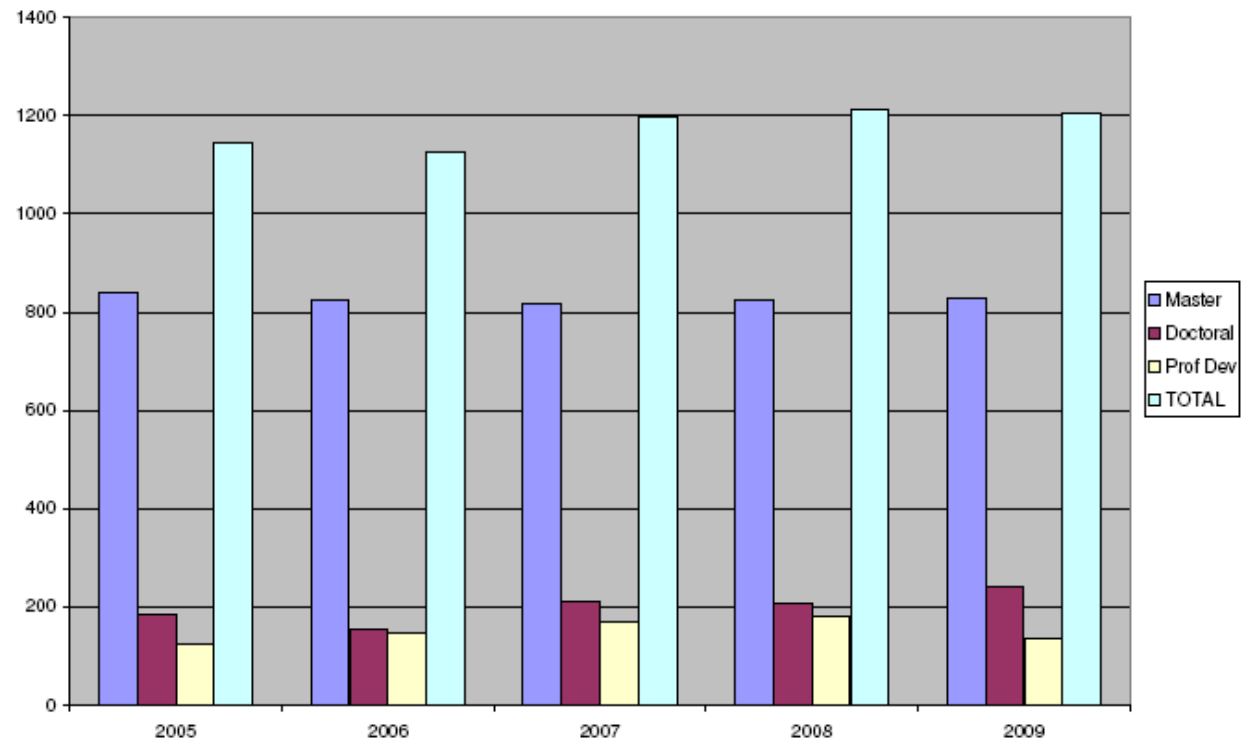


Goal 6: Increase Enrollment in Graduate Programs

- Winter 2010 Overall Graduate Enrollment 8% above target
- Winter 2010 Overall Graduate Enrollment 5% above Winter 2009
- New graduate enrollment is up

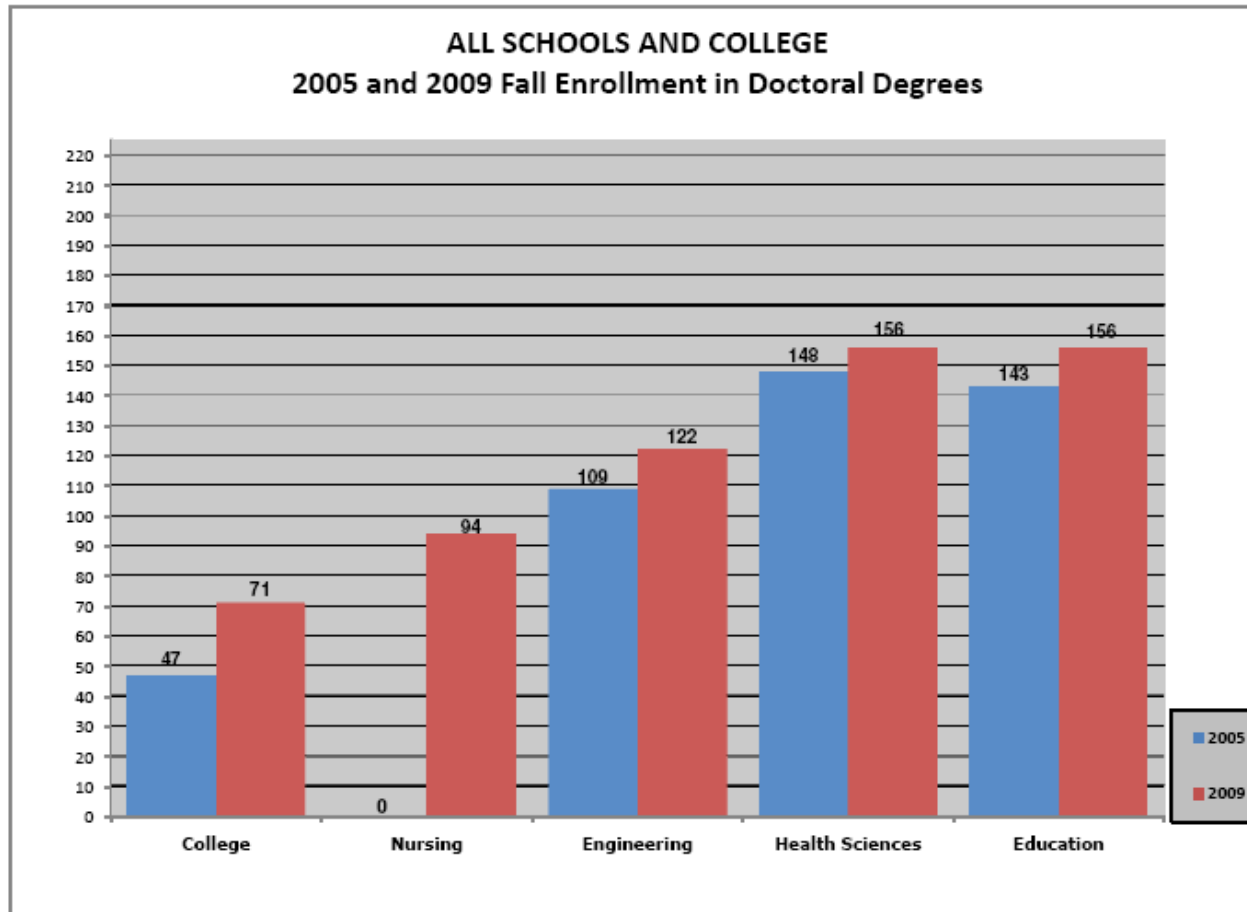


NEW GRADUATE ENROLLMENT FALL 2005 - 2009



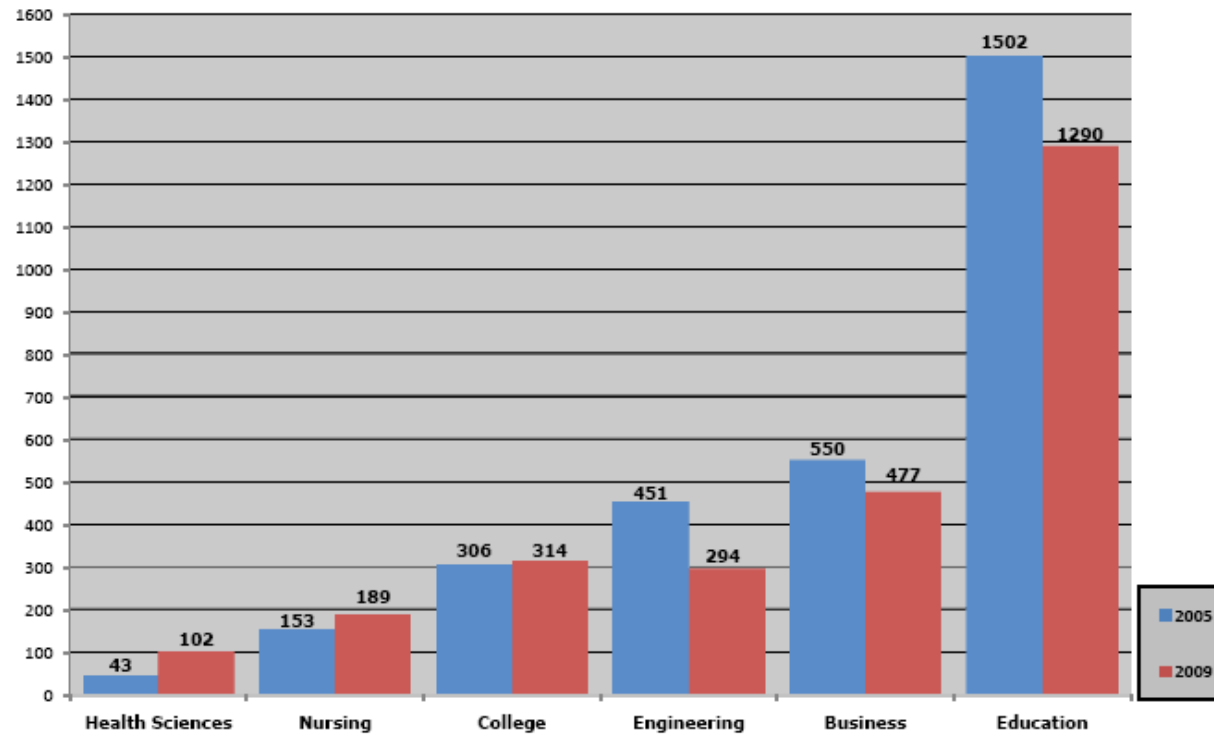


ALL SCHOOLS AND COLLEGE 2005 and 2009 Fall Enrollment in Doctoral Degrees





**ALL SCHOOLS and COLLEGE
2005 and 2009 Fall Enrollment in Master Degrees**





School/College Market Share of Masters Enrollment

Unit	2009 Masters Enrollment	Percent of Faculty	Percent of OU Masters Students
CAS	314	51% (252)	12%
SEHS	1290	15% (76)	48%
SBA	477	13% (64)	18%
SON	189	7% (38)	7 %
SECS	294	10% (47)	11%
SHS	102	4% (20)	4%
Totals	2666	100% (497)	100.0%



Enrollment Strategies

- Identify and target new markets
- Create new degrees to attract new audiences
- Diversify graduate programming between units
- Involve units in recruitment
- Consider financial costs and support
- Continue to increase new enrollment to refill the pipeline as students graduate



Goal 6: Increase Enrollment in Graduate Programs (Continued)

Highlights of Graduate Study support include:

- Created full-time Director of Graduate Marketing & Recruitment
- Individual meetings with academic deans to discuss vision, enrollment patterns and targets
- Graduate Council review of programs down 15% or more over their five-year high
- Pilot early review and selection of outstanding applicants with unit paying WES evaluation
- Evaluating recruitment efforts with intention of focusing on those with highest return
- Piloting using graduate assistantships as recruiting tool rather than splitting them
- Hosted national consultant, Tom Jackson, session on 101 great ideas for recruiting graduate students
- Scannell & Kurz, Inc. hired to do a pricing study
- TOEFL Exemption for applicants from 54 countries with language of instruction in English



Goal 7: Develop Strategic Vision for Graduate Education at OU

- Vision for Graduate Education
- Deans' visions for graduate education
- Graduate Program and Enrollment Action Plan
- Begun program coordinator meetings
- Graduate Study Goals used as key indicators
- Best Practice Communication Plan



Goal 8: Improve Operations

- Staff retreat held to identify areas of improvement
- Funding approved for SunGard Workflow training
- Imaging software and scanning equipment being reviewed
- Systems analyst position requested
- Hired Scannell & Kurz, Inc. to review:
 - Marketing strategies
 - Recruitment functions
 - Admissions
 - Application decisions processes
 - Yield functions
 - Organization
- Graduate admissions processing study begun