



Missouri
State
UNIVERSITY

**MSU Graduate Education
2016-2021:
Fostering Our Unique Niche**

Spring, 2016

Good News Abounds

- Consultant reports that university community excited about grad education
- LRP identifies graduate education as one of the primary factors in distinguishing MSU
- MSU structure better than many
- Affordability: low costs plus support for non-residents (MOGO, MSEP, International partners)
- Breadth of graduate programs and certificates
- Quality faculty-student mentoring
- Excellent facilities

Optimal Environment for GC Planning

- Right Time
 - 2016-2021 LRP is being finalized
 - CGS consultant submitted report from Nov. visit
 - SWOT analysis conducted in GC meetings in the fall
 - “Listening tour” with dean of every college; GPDs in most
- Today we’ll begin a conversation about how we can use all of this to make MSU graduate education even stronger.
- **5 Themes (Needs), Areas of Concentration**
- You’ll see some new committees, teams, etc. highlighted in yellow... that means that I want your feedback/input regarding purview and I need volunteers and/or suggestions for members!

Theme 1: Strong Infrastructure

- Recognition, resources, incentives related to supporting graduate students
- Consistency (or acknowledged inconsistency...) for recognition of contributions to graduate education (e.g., workload allocation)
 - Consultant indicated multiple reports of frustration over inconsistency across and within colleges
- Focused support and development for GPDs
- Improved application/admissions portal and processes

Graduate College Steering Committee

Grad Dean/Assoc Dean, Selected members of GC Exec Committee, Academic Dean, Selected GPDs

- Graduate Council will always have curricular authority
- However, the Exec Committee currently charged with “considering all issues related to graduate education at MSU not delegated to the standing committees of the Graduate Council.”
- Academic units have College Councils, but they also have Leadership Teams (usually department heads, etc.)
- First task will be to identify/develop operational structure, including specific membership, terms, roles for current standing committees, etc.

Graduate College Steering Committee

- Once they get going.....
- Collect input and develop yearly focus initiatives
- Inter- and intra-college models of graduate faculty support and expectations; representation in workloads
- Inter- and intra-college models of student support (including GA stipend levels) and expectations
- Ways to reward/recognize research mentoring, innovative programming, etc.

Other Strategies for Infrastructure

- New Admissions Portal
 - Graduate Admissions staff would play major role in use and local training.
- GPD Support
 - GC will provide data re FT and PT admissions, retention, completion, etc.
 - GC will support GPDs to provide ongoing communication with students, advisors, etc.

Theme 2: Strategic Expansion

- Expand grad programs to serve *distinctive*needs
- Offer cutting edge programs...innovative technologies....
- Expand interdisciplinary programs
- Partner with regional and state industries, both for traditional offerings and executive (cohort) programs
- Need to reward colleges that align with Grad College initiatives

Strategies



- Graduate Academic Innovation Team (GAIT)
Grad Dean/Assoc Dean, Rep from Career Services, Selected Faculty (ID programs, alternative models, etc.)
 - New programs
 - Innovative models for program delivery
 - Collaborative relationships (within MSU; Outside MSU)
- College Distinctiveness Awards
- MSU Awards for Innovative Internship Sites

Theme 3: Marketing & Recruitment

- Wide disparity in individual grad programs activities in marketing and recruitment
- Grad college has been doing a variety of centralized activities
 - Grad fairs
 - Ads in KY3, KSMU, etc.
- Need to identify the optimal balance in centralized and decentralized approaches
- Role of Grad College will be not only to engage in centralized, but also to support decentralized efforts

Strategies

- Recruitment and Marketing Initiatives Team (REMIT)
 - Grad Dean/Assoc Dean, Grad Marketing/Recruitment Coordinator, MSU VP Marketing, Reps from Enrollment Management and International Services, Faculty/staff with expertise
 - Develop a 3-year marketing/recruitment plan
 - Meet regularly to monitor and assess implementation
 - Suggest budgetary priorities related to marketing and recruitment
- New CRM Software
 - Grad M-R Coordinator will play major role in use and local training.

Theme 4: Student-Focused



- Improve on measures of student success (retention, graduation)
- Increase student-centered instructional models and schedules and accelerated pathways, while maintaining rigor
 - Demand for online will continue to grow; however, ramifications for workload and student schedule/matriculation must be carefully considered
 - Competency-based instruction
 - Assessment of prior learning
 - Dual degrees

Theme 4: Student-Focused



- Increase student funding (assistantships, research/travel support)
- Summer research opportunities for visiting undergrad students (pipeline, prestige)
- Improve efforts to orient/engage/support... graduate students....
- Expand influence of public affairs in graduate programs
- Ensure a diversity of perspectives (underrepresented, international, etc.) are consistently influential in graduate programs

Strategies (GAIT, Steering Committee)



- Graduate Scholars Program
 - Special GAs that support individuals with commitment to leadership; become nucleus of GSS
 - Need a source of funding... could be internal, partnership with academic colleges, foundation funds, etc.
- Specialized communication
 - Tailored admissions portals and procedures
 - Recruitment and retention programs for underrepresented domestic and international graduate students
 - Tailored orientation
 - “We want you back” campaigns

Theme 5: Funding

- Bad News:
 - No significant increases from state
 - No longer significant carryforward since all GC staff positions are filled
- Good News
 - “High quality education at a competitive price” (many students say this)
 - Consultant specifically mentioned us at the MAGS meeting as having low graduate debt
 - Still have a strong amount of GC reserves

Theme 5: Funding

- “Live within our means”
- Spend-down of reserves (to target levels) determined by yearly strategic focus area (SFA)
- Won’t spend more than allocated budget unless designated as yearly SFA
- Likely that current initiatives (McNair assistantships, diversity scholarships, graduate fellowships, recruitment grants, etc.) will change in some way

Funding: Strategies

- Highlight current
 - Example: *500+ Assistantships to 500+ Scholars*
- Internal advocacy (but we have to provide strong justification via new programs in response to market demands, expanding enrollment, new partnerships)
- Focused Fund Raising
 - MSU Foundation Account for Graduate College
 - Graduate Research Partnerships
 - Named Assistantships

Graduate Education Advisory Board

Alumni, community/regional leaders with a passion for graduate education

- Input on programming
- Assist with fund-raising
- Networking for both students and faculty

Teams: New, Old, Revised

- Revised approach: “It’s like fun; only different....”
- Graduate Steering Committee
 - Graduate Council
 - Graduate Program Directors
- Graduate Academic Innovation Team
 - As opposed to nothing or ad hoc
- Recruitment and Marketing Initiatives Team
 - Extension of subcommittee, with more folks and focus
- Graduate Student Senate (Scholars)
- Graduate Education Advisory Board
 - New