



March 2024
Graduate Program
Directors Meeting

- March 7 @ 11:30



Agenda

- Navigating a challenging enrollment environment
 - Review your curriculum
 - Streamlining curriculum
 - Sharing coursework
 - Update coursework to reflect in demand skills/knowledge
 - Review your recruiting strategies
 - Promoting accelerated master's programs
 - Making your GA allocation go further
 - The personal touch: responding to inquiries and following up

Streamlining Curriculum

- **If your program has multiple tracks or specializations, consider reducing the number of tracks/specializations.**
 - Recent examples:
 - Urban Affairs no longer has separate tracks for the MPA program.
 - Accounting will go from four tracks to two, with the second being a STEM designated track.
- **Review course sequencing and prerequisites**
 - This will allow programs to rotate core offerings to increase the likelihood of meeting the minimum enrollment requirement.
 - Example: rotate methods and theory coursework.

Sharing Coursework

- There are cases where multiple departments offer the same, or highly similar courses.
 - Prime example is statistics/methods coursework.
- Consider allowing courses from other departments to count towards your program's degree requirements.
- Coordinate scheduling of these courses so that each department offers their program in rotation.
- Examples of sharing/using coursework from other departments:
 - Ph.D. in Transdisciplinary Health
 - New program with minimal creation of new courses
 - Using courses from multiple colleges, including Engineering and Public Affairs & Education.
 - Ph.D. in Urban Studies and Public Affairs
 - Proposing to use methods courses from the Urban Education Ph.D. program.

Update the Curriculum

- **Map the skills developed and knowledge acquired in your program to the skill/knowledge in demand with employers.**
 - Talk to alumni and employers to help with this process
- **Review the curriculum of your closest competitors.**
 - Are the degree requirements and admissions criteria competitive?
 - If your degree requires 39 CH for completion while other school's programs are all at 33 CH, you will be at a disadvantage in recruiting students.
 - Are you casting a wide enough net, or do students without a specific academic preparation require a lot of prerequisite/foundation coursework to enter and complete your program?

Promoting accelerated master's programs

- Identify promising undergraduate majors early and begin conversations about your accelerated master's program.
- Consider multiple pathways for accelerated completion of your master's program.
 - Traditionally, we've mapped these programs one-to-one (e.g. BS in Mathematics → MS in Mathematics).
 - Consider how students from a variety of undergraduate majors might complete your master's program on an accelerated basis.

Making your GA allocation go further

- Consider offering in-state tuition to international students.
- Consider offering stipend only contracts.
 - Especially for students already enrolled at CSU as graduate students.

The personal touch: responding to inquiries and following up

- Prospective students first introduction to you is often your program website. Is it up to date? Is your contact information easily accessible?
- How do you work with students who have requested information or started an application? Are you following up with these students?
 - The College of Graduate Studies can help to generate weekly reports.
- How often are you reviewing applications? Quick admission can make the difference between a student choosing us or someone else.
- What is your procedure for keeping in touch with students after admission but before they start? Do they have clear guidance from your department on who to contact, what to register for, and how to register?



Cleveland State
University

Questions

Email Bill @ b.kosteas@csuohio.edu

or Shandra @ s.l.odell@csuohio.edu