



August 2026
Graduate
Directors Training

- August 13 1:00-4:00 PM



Agenda

1. **Welcome and Introductions**
2. **Program Director Expectations**
3. **Admissions and Recruiting**
 - i. The Enrollment Funnel
 - ii. Using Slate
 - iii. Admission Types
 - iv. Recruitment opportunities
 - v. Communication Flows
4. **Program Administration and Student Support**
 - i. Managing your GA budget
 - ii. GA Policies and Procedures
 - iii. Graduate Petitions
 - iv. Thesis & Dissertation Policies and Procedures
 - v. Policy Updates

Introductions – COGS Staff

- Shandra O'Dell – Office Coordinator
- Student and Faculty Services
 - Veronica Hill – Director of Graduate Student and Faculty Services
 - Marquita Rodgers – Graduate Student and Faculty Services Coordinator
- Admissions & Recruiting
 - Kaitlyn Britt – Graduate Recruitment Coordinator
- Programming and Training
 - Kyle Reynolds – Graduate Student Success Coordinator

Graduate Student Ambassadors

- 2 representatives per academic college + 1 representative for the MLS program
- 11 students working to enhance student belonging on campus, social engagement, advocacy, and communication on campus
- Students serve on teams to address areas of opportunity to enhance graduate life at CSU
- Follow us on Instagram and LinkedIn to see profiles of the ambassadors
https://www.instagram.com/csu_gradstudies/ and
<https://www.linkedin.com/in/csugradstudies/>

Upcoming Graduate Student Programming

Thursday, August 20

- GA Orientation from 9-10am in 201 Berkman Hall
- TA Orientation from 10am-2:30pm in 201 Berkman Hall
- Lab Safety Training from 2:30-3:30pm in 201 Berkman Hall

Your programs should have already sent us their students to invite to the orientation programs

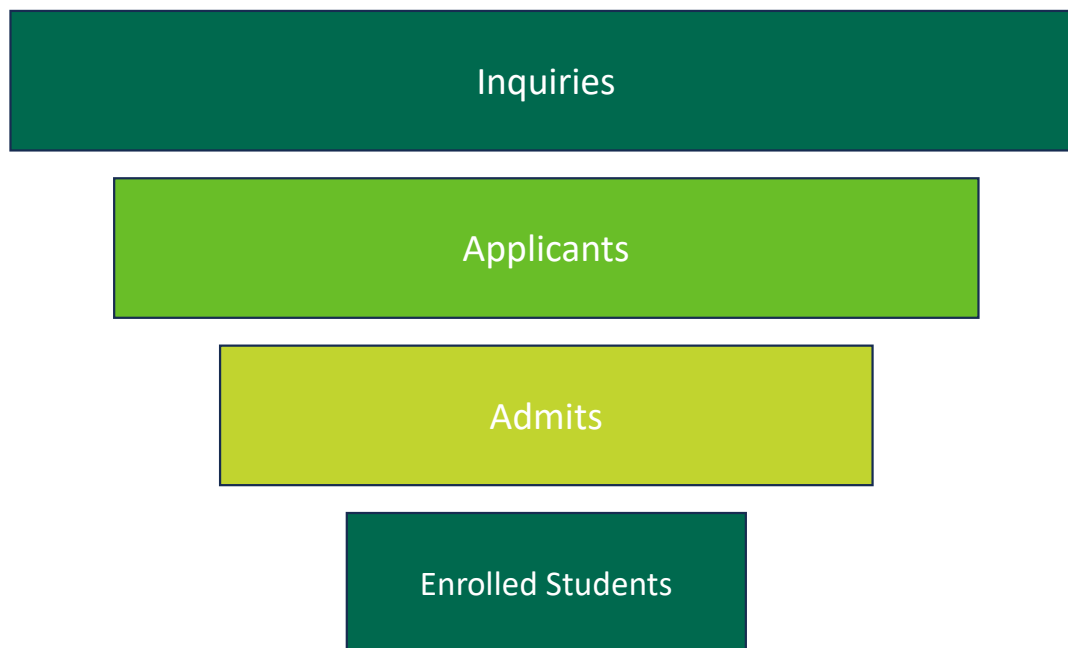
- **New Graduate Student Welcome Reception from 4:30-6pm in SC Ballroom**

Faculty Welcome to Attend: RSVP at <https://go.csuohio.edu/register/reception-faculty>

Program Director Expectations

- Provide academic leadership by overseeing the program curriculum
- Coordinate student support and advising
- Coordinate admissions and recruitment
- Facilitate regular communication with students in your program and represent the program at college & university level meetings
- Some programs have staff and/or vendor support for some of these functions. Make sure you are working within the framework of these arrangements.

The Enrollment Funnel



Inquiries

<https://go.csuohio.edu/register/CSUgradInquiry>

- Organic leads (students looking for x program in y market)
- Marketing ad leads (social, list buys, search ads, EAB partner)
- Geofenced event-based outreach (CSU Marketing, Prospective Grad Social)
- Current CSU undergraduate programs (we can pull out populations)
- Alumni/Former Students (Your college's alum data or CSU Alumni Association *may* have)
- Your professional networks/organizations
- Conferences/events where you may meet prospective students
- Your social content/outreach (LinkedIn posts, Shared College Social Posts)
- Rankings or highlighted research or outcomes
- Applicants that don't inquire, but start an application that is unsubmitted ("Awaiting Submission")
- **NOTE:** Most grad students are "stealth shoppers"—we only see them once apply
- Inquiries receive up to 2 grad studies program-specific emails & enter EAB general marketing cycle

Applicants

<https://go.csuohio.edu/portal/apply>

- Most start in Slate via our CSU app
 - Exceptions for CAS programs & some Keypath
 - CAS and Keypath still have to push students into Slate as this is only way to get into SIS, PeopleSoft
 - No application fee at this time for ANY graduate applications
- Slate app creates student **CSU Applicant Portal**
 - Has custom checklist by program and applicant type
 - Where students get decision letter from CSU
 - Where students see post admission checklist of next steps
- **System sends missing checklist item reminders**
 - By email and text automatically, continuously, with list of missing items; if students reply, grad studies answers
 - By postcard after 36 days
- 3 automatic applicant emails sent on program's behalf; students enter EAB applicant campaign (unless vendor supported program)
 - Ideally each program email is a "call to action" to get them to interact in some way with us to say "I am interested"
 - These emails need to work for all terms and run continuously, automatically, and on a prescheduled cycle
 - Contact Kaitlyn Britt to edit your emails and ensure optimized!
- We build you a report that shows you your programs' applicants & status (Contact Kaitlyn Britt if not receiving)
 - **Recommend you consider connecting with "hot leads" in this stage (NOTE: Unless you are working with a vendor who does this work for you!)**
 - "awaiting submission" = They don't know we can see they started an app BUT, they are inquiry, so outreach good
 - If awaiting materials for 30+ days suggestion checking in "any questions, concerns?"

Admits

<https://go.csuohio.edu/account/login>

- Access Completed Apps if you are the decision-maker via Slate Reader
 - Link to Access Slate Reader directly: <https://go.csuohio.edu/manage/reader/>
 - Only apps with all materials will enter your Queue
 - Auto-assigned based on rules in database; we must know who your application reader is (1 person) so we can ensure we assign correctly or your apps go to Graduate Coordinator
- Decision via letter sent by CSU in student CSU Applicant Portal
 - Students emailed an update to app on record
 - Will get notice of admit, admit type, or if denied
 - If admit, new checklist for admitted students to accept offer, consider getting ID, contact PD or college to register for classes, recommend parking/transportation passes, etc. (**can customize**)
 - **Colleges should not be sending their own letters as offer is a contract between CSU and student**
 - **AND, your decision is a recommendation;** if student put that they have **criminal background or prior academic incident**, must go through committee review that you are not notified of since sits outside of admissibility of program standards; handled by EMS, not grad studies, app decisions released after review
- Post Admission emails set to go until start of term
 - 2-3 from program, must be able to transcend all terms or cannot be automated
 - 2-3 from grad studies about common next steps like financial aid/tuition, on campus services; based on student type (international/domestic, online/in-person)
 - International admits get system emails about CISP required next steps and info on Visas
 - Fall/Summer invitation to grad studies hosted new student orientation
- In your applicant/admit report and will show decision type and if student accepted offer (matriculated) and if enrolled (CSU credit hours)
- International admits currently asked to pay \$120 enrollment deposit; new internal processes being built
- System asking all applicants starting SP27 to verify identity by ID card to reduce fraud

Enrolled Students

<https://campusnet.csuohio.edu/>

- **Matriculated**
 - Appears on your reports **ONLY** if student has accepted offer of admission
 - Not currently required step, but strongly preferred—if talking with student, encourage to take this step, especially if have more than 1 app for same term—which program want?!
 - Required for International students since connected to \$120 deposit step
 - **DOES NOT MEAN** they have enrolled in classes
- **CSU Credit Hours**
 - **Only** field in slate that indicates a student has enrolled
 - Imported from CampusNet/PeopleSoft **ONLY 1 TIME** and therefore, will never show us if they drop classes, add more, etc
 - Snapshot in time of enrolled students; may not align with your Starfish or class counts
 - Can see Institutional Research on enrollment that is **CURRENT** here (can add filters and download student list if get permission): [CSU IR Link](#)
- **Also on Admitted Student Email process**
 - So same 2-3 program-specific automated emails if kept general, and EAB reminders for next steps until confirm enrolled
 - Same 2-3 grad studies general emails about recommended next steps based on applicant type
- **Your goal is to get admits to enroll at high rate (consider if you are working with vendor and if this is a duty they fulfill)**
 - Suggest doing intentional outreach to students who are admitted but not enrolled on your reports
 - Consider having clear post-admit process that is documented on a webpage so we can share this continuously with them—you can update this page each year/term
 - Consider how you onboard/welcome students—what should they do and when—how clear is being a part of your program to new admit?
 - How seen do we make students feel? Our partners in recruiting that are successful (keypath/Collegis) do a LOT of direct outreach to get enrolled

Common Questions

...and where to direct students

- **Cost of Attendance**
 - <https://www.csuohio.edu/bursar/tuition-and-fees>
 - Bursar question; can also send to CSU All-in-1 Services: <https://www.csuohio.edu/all-in-1>
 - 216-687-5411
 - allin1@csuohio.edu
 - Per Credit hour; how many credits do students typically take in your program per term; also some fees
 - Pay once admitted and enrolled via student account: <https://campusnet.csuohio.edu/> or can direct to this page for common questions: <https://www.csuohio.edu/bursar>
- **Financial Aid/GA/TA**
 - If you have a process, direct to that process (ideally, a weblink that you maintain year over year)
 - If no aid, can direct here: <https://www.csuohio.edu/financial-aid>
 - Only PR or US citizens qualify for FAFSA-based aid
 - Can contact 411 all-in-1 for questions (see above)
- **Don't know what program to study**
 - Can direct to graduate Studies for exploratory meeting
 - Currently handled by Kaitlyn Britt; use bookings link you can share with student: [Book time with Kaitlyn Britt: 30 minute Prospective Student Meeting](#)

Common Questions Cont.

...and where to direct students

- **Former Grad student, want to return**
 - Depends on how long away and type of leave, but can contact Kyle Reynolds in Grad Studies: k.p.Reynolds@csuohio.edu or 411 will also know process/how to advise
 - Leave of absence policy (LOA) and process changing and will be shared by Grad Studies
- **How Learn more about program?**
 - Do you host any events to connect with students? Create a stagnant page of events where prospects can register to attend
 - Do you offer time to meet with students or someone on your team? Provide link and ensure other offices know this process (like grad studies/411!)
 - Do you have a really great informative webpage? Ensure up-to-date and easy to find via google/clicking through website (test annually)
- **Why your program?**
 - Students want to know your differentiators
 - Students want to know what your career outcomes are; job placement rate; types of careers can go into; types of additional earnings on average from their investment
 - What does your faculty team/expertise offer that they can't get elsewhere?
 - If these are hard to find facts, students are often wary of enrolling; even if price is right
 - It is an investment—show them what the ROI is and why it matters to go the extra and continue your education

Common Questions Cont.

...and where to direct students

- **How Learn more about program?**
 - Do you host any events to connect with students? Create a stagnant page of events where prospects can register to attend
 - Do you offer time to meet with students or someone on your team? Provide link and ensure other offices know this process (like grad studies/411!)
 - Do you have a really informative webpage? Ensure up-to-date and easy to find via google/clicking through website (test annually)
 - Be sure to share weblink changes/updates across campus as occur
- **Why your program?**
 - Students want to know your differentiators or the ROI; this needs to be easy for AI to crawl & students to find via search engines
 - Students want to know what your career outcomes are; job placement rate; types of careers can go into; types of additional earnings on average from their investment
 - What does your faculty team/expertise offer that they can't get elsewhere?
 - If you share a quick fact sheet with grad studies and 411, we can use this to inform how we answer students when they email us first; try to direct to you for expertise
- **Steps for International Student Process like Visas**
 - You are not responsible for knowing this! Direct to CISP: <https://www.csuohio.edu/international>
 - 216-687-3965 or intlcenter@csuohio.edu; Can always send to k.britt18@csuohio.edu as well if feeling in tight spot with high touch/high need student
- **How Enroll in Classes/What are Next Steps**
 - While checklist gives some guidance, this is where you can step in to own your program's specific approach
 - Suggest creating clear page that outlines next steps, or email that can transcend terms/years and be automated
 - Can have grad studies do 1-off emails, but we will not manage this for you; must request each term; not best practice; over 150+ program pathways to manage
 - All enrollment happens via CampusNet; if struggling with tech, can direct here: <https://www.csuohio.edu/registrar/register-for-classes>

Slate Database

- Customer Relationship Management Database (CRM)
- Used by Graduate & Undergraduate Enrollment & Admissions
- <https://go.csuohio.edu/manage> (please consider bookmarking)
- Manages inquiry to enrolled student pipeline
- Permissions are granted by EMS or Grad Studies; contact grad studies with changes in PD or reader so database access can be updated

What Slate Can Do

- Track Student Leads
- Communicate with Students
- Collect Applications
- Create applicant checklists
- Process Applications
- Host Event Registrations
- Host Forms to collect other student data
- Organize data for reporting

slate



Search...



Welcome, Kaitlyn.

You have accessed Slate from 2 devices in the past 72 hours. [Details](#) [Your Profile](#) [Supervised Login](#)



Admission Counselor Assistant Director My Territory 1. Top Prospects 2. Admits Dashboard 3. Applicants Dashboard 4. Inquiries Dashboard 5. Campus Visitors Athletics



Current as of 08/11/2026 at 09:03:46 AM ET [Refresh](#)



Cleveland State University

Fall Enrollment Dashboard

Total Enrolled: **1693**

First-Year Enrolled: **1080**

Transfer Enrolled: **613**

Total Progress Toward Goal (2,000)

1693 (84.7%)

First-Year Progress Toward Goal (1,000)



- **Slate Reader:** Where you go to view applications in your queue and enter your admission decision



- **Slate Queries/Reports:** Where you can see reports that have been built for you if you would like to access them outside of emails that forward you the data



- **Slate Events:** This calendar is where Grad Studies builds your event registration forms and communications for sharing with students



- **Slate Mailings:** Where Grad Studies builds out email campaigns for programs



- **Search Bar:** Where you can look up students by name, email, or phone (xxx-xxx-xxxx)

Slate Record: Dashboard

The screenshot shows the Slate Record Dashboard for an applicant. The top navigation bar includes tabs for Dashboard, Timeline, and various application statuses. The main content area is divided into sections for Person Information, Prospect Information, Additional Contact Information, Biographic, and a timeline of the application process. Annotations with red circles and arrows highlight specific features:

- Person Information:** The CSU ID# is highlighted with a red circle and an arrow pointing to the text "CSU ID#".
- Additional Contact Information:** The SMS Opt-In status and CSU email are highlighted with a red circle.
- Biographic:** The citizenship information (Citizen of United States) is highlighted with a red circle and an arrow pointing to the text "Can see citizenship for considering application requirements/common student concerns or questions for tuition & coming to CSU".
- Timeline:** The "FA 26 GRAD Await... Awaiting Submission" status is highlighted with a red circle.
- Connect:** The email and mobile phone fields are highlighted with a red circle and an arrow pointing to the text "Can email them directly from here, or you can text if they have opted-in".
- Tags:** The "FERPA Record Restriction" and "Test Record" tags are highlighted with a red circle.
- Status History:** The "Status History" section is highlighted with a red circle, showing dates and prospect status.

Slate Record: Timeline

EMS/Grad can see who touched the record and what they did/when, including all staff interactions

Dashboard

Timeline

SU 26 GRAD Await...

SP 27 GRAD Await... Awaiting Submission

FA 26 GRAD Await... Awaiting Submiss

New Interaction ▼

2026 August

08/05 04:49:52 PM Login

2026 June

06/15 10:22:40 AM Login

06/04 03:16:10 PM Login

2026 April

04/24 03:16:05 PM Form Submitted EAB DIQ Lead Follow-up Documentation Form

04/22 08:54:45 AM Login

04/07 12:44:52 PM Sent Message , You're almost there!

2026 March

03/20 12:03:59 PM Sent Message (Opened) You're Invited: CSU Prospective Graduate Student Social April 30

03/12 09:48:59 AM Sent Message , You're almost there!

03/12 09:47:37 AM Sent Message , You're almost there!

Can make your own note of a phone call or general note



Will track registration for events or emails the student is sent



Can see what the student has opened/read or not



Slate Record: Materials

If we received it, it will be here! Note that materials are denoted as official/unofficial as-relevant

Tab called "Materials" that will list all received and date; can look at materials here, too

Technically the only required transcript is proof of Ugrad conferred degree; However, grad policy does ask for all records and for some PhD we know need other records; limitation of Slate for now

Rec letters, Essays, CVs, English Proficiency and Foreign Transcript evaluations will go here too







Dashboard	Timeline	SU 26 GRAD Await...	SP 27 GRAD Await... Awaiting Submission	FA 26 GRAD Await... Awaiting Subr
Date	Description			
New Material				
04/10/2026	Reference -			
04/04/2025	Transcript (Official) 83961191-1 -			
04/04/2025	Transcript (Official) 83961552-1 -			
04/03/2025	Transcript (Official) -			
04/03/2025	Transcript (Official) -			



Slate Record: Application

Can have infinite open apps; we would really like to close by withdrawing any apps not current or relevant to student so if you hear from student, let us know!!

Round of Application to include Term and Year; status also appears here (applicant/decided)

SU 25 GRAD Decided

Decided
Submitted April 3, 2025
Last updated April 8, 2026

Matriculate (Deposit Paid)
Status: Received

CSU ID#

Application Source: Slate
CSU ID: [REDACTED]
PS Appl Nbr: [REDACTED]
Common App ID:
EAB/Royall ID:
CAS ID:
KeyPath Ref ID:

Reminder that this only means they ACCEPTED their offer admission, not that they are enrolled

Program this application is for and delivery type

Applied Program: M.L.R.H.R. Labor Relations & Human Resources - Online
Admitted Program: -
CSU Enrolled Hours: 6

Only field that indicated enrolled

(CSU Enrolled Hours: x)

Self-reported GPA:
Self-reported GPA Scale:
Transfer Cumulative GPA:

Will show if foreign national, PR or Resident/Out of state

FERPA Restriction Status: BLOCKED
Prior CSU UGRD Dismissal: N

Ohio Resident: Yes
Ohio Resident Years: 13

[Request to Waive Checklist Item](#)

Where programs required app materials appear and notes when received or if waived (waived = not auto!)

Checklist

Date	Subject	Section	Status	
New Checklist				
✓ 04/04/2025	Transcript [REDACTED]		Received	▼
✓ 04/04/2025	Transcript [REDACTED]		Received	▼
✓ 04/03/2025	GRE or GMAT Test Scores		Waived	▼ Edit



Cleveland State
University

Slate Reader: Main Page

Your view is limited; please primarily stick to your Queue

<https://go.csuohio.edu/manage/reader>

Can search for student by name/ID # in Browse if looking for specific application



Will show you all apps you opened recently up to last 50 apps



slate

Hello, Kaitlyn Britt.

Home

Browse

Search

Queue

Recent

Share

Classify

Help

Exit

Where your unread application or incomplete review of apps will live, in a list, with date entered Queue

NOTE: You get email when applications in Queue

Reminders sent biweekly

Expectation that that decisions for rolling programs made within 2 weeks

If not rolling program, ensure students know when will get decision either via automated letters or by your personal outreach

Pay attention to decision type and ensure admission decision based on required applicant information; review materials carefully



Slate Reader: Queue

You have to enter a recommendation for app to move to next steps and release a decision

<https://go.csuohio.edu/manage/reader>

Queue (3)

Build Query

Name	Round	Applied Program	App Status	App Source	Tags	Bin Entry Timestamp
  Wanda Lopez	FA 25 GRAD	M.M. Music Performance	Awaiting Decision	Slate		02/27/2025 03:...
  Wanda Lopez	FA 25 GRAD	M.M. Music Education	Awaiting Decision	Slate		07/10/2025 04:...

- Click on Student Name, anywhere, to open decision application
- If can't click on application for any reason, let Kaitlyn Britt know (k.britt18@csuohio.edu)
- If you feel you are missing an app in your queue, also email Kaitlyn Britt
- If you feel an app should NOT be in your queue, you can enter a decision type now that will send application automatically to Kaitlyn for review/solution (see decision types slide)

Slate Reader: App

You have to enter a recommendation for app to move to next steps and release a decision

<https://go.csuohio.edu/manage/reader>

slate

Dashboard

Application

Transcripts

References

Resume

Writing Sample

Essay

Personal State...

CSU ID

FA 25 GRAD Awaiting Decision

Student Info

Name:

City:

Citizenship:

State:

Email:

Country:

Mobile Phone:

South Korea

Text Msg OK:

No

CSU ID:

Slate ID:

Round:

Source:

Submitted:

Graduate Student - Fall 2025

Applied Program:

Admitted Program:

M.M. Music Performance

Tests

Type	Subtype	Date	Total	Score 1	Score 2	Score 3	Status
There are no test scores to display for this record.							

Schools

Name	Location	Category	Conferred/Expected	GPA	Major 1
		Undergraduate		3.79	

CSU International

Search...

Program Coordinator Review Form

Recommended Decision

Race / Ethnicity cannot be used as a consideration for admission.

Send to Bin

Current Bin

Program Coordinator Review

Next Bin (required)

Application Processing

Send

Saving in 11s...

Decision Types

- **Admit: Regular admit**
 - They met all minimum requirements for admission such as GPA and relevant degree type, as well as any GRE/GMAT, English Proficiency or other numeric value-based items
 - You were satisfied with any other required items such as resume/CV, Personal statement, recommendation letters
 - Do not feel they have any academic deficiencies that require perquisite course assignment
- **Admit with Course Prerequisite Requirements**
 - ONLY other admit type for International students if show academic deficiencies that can be remedied with prerequisite courses
 - Meet academic GPA minimum and other applicant requirements, but maybe not aligned academic background
 - Example: Need chemical foundations four chemical engineering but was a mechanical engineer undergrad
 - Example: Has humanities undergrad but applied to MBA and would do best if take introductory finance and accounting classes before master's level coursework
 - Will get special letter outlining what need to take, when, and that cannot count toward total credits for master's degree
- **Admit – Provisional**
 - **DO NOT USE** for ANY international applicant; they will not be able to get a Visa with this admit type
 - For students who do not meet GPA minimum; Given letter that says must get minimum GPA and grades in at least 6 credit hours for first term or will be dismissed
- **Deny**
 - Did not meet minimum GPA or other markers for success and do not want to extend other admission type
 - Sent denial letter; students may ask for explanation so consider what records you will keep and how want to answer these types of follow-up
- **Waitlist** (not currently used, could be though!)
- **NEW: No Decision/Other**

Entering Decision

- **Comments Box**
 - This is visible to the student as a public record of what you said when you made your decision
 - In past, we've asked that you **NEVER** write in this box
 - This request is because we could end up in serious legal pickles if you are not incredibly cautious with what you write, and how you write it
 - For 2026-2027, you can write in the comment box, **but you must exercise professional expertise and if you feel you CANNOT DO THIS then I would not write anything**
- **Acceptable Content for Comments Box**
 - **Fact-based** notes on your decision
 - GPA above 2.75 at 3.4
 - Undergrad degree in mechanical engineering; meets our preferred expectation of engineering background
 - No prerequisites required based on academic transcript provided
 - Recommendation letters met expectations; recommendations did not meet expectations for program admission
 - Resume demonstrate 10 years of relevant industry experience
 - Student personal statement met expectations; student's personal statement had an AI watermark which does not meet our expectation of self-produced work at this time
 - **LIMIT OPINION BASED NOTES:** Keep vague/broad in any case
 - Articulate it is an opinion; "this reader feels recs were strong based on repeated recognition from recs of strong work ethic and commitment to field"
 - Keep in mind, if providing context on recs, if you state that a rec was negative/positive too specifically, can violate right to anonymity; be sure to not violate anonymity
 - Even when stating an opinion, try to keep to absolute facts to frame opinion; "essay did not meet expectations as there were incorrectly cited sources"
 - **NEVER** reference a funny feeling; concern about ability to attend; feel the app is fraud; question their values; disparage their academics; or suggest not CSU "quality"
 - If meeting with you is **NOT A REQUIREMENT OF ADMISSION**, do not reference meeting student as basis for decision; notes should be in reference to admission criteria
 - If feel need to note why denied, **STICK TO FACTS**
 - Did not meet GPA minimum
 - Meets requirements, would admit if space available, currently working from waitlist

New Decision Type:

No Decision/Other

- **We want to prevent applications from sitting in your queue for an extended period of time**
 - Sometimes you are keeping notes on your applications—awesome!!! But we just see an application, sitting, undecided upon
 - Sometimes you find a discrepancy in the application that raises a question for you
 - Sometimes human error results in an app in your queue that should not be there; Sometimes the system makes a mistake!
- **REQUIRED: Reason for 'No Decision/Other' to be written in**
 - Be as detailed as possible—the student CANNOT see this information on their application decision
 - This is what will be sent to Kaitlyn/Grad Studies for us to review and act on
 - If you write in shorthand or are unclear, it will result in more legwork for our team to assist you—we'll need timely replies to our requests for additional info
 - May be “kicked back to you” when we resolve your concern—it will have a red note on it with feedback from Kaitlyn
- **Examples of when to use this:**
 - The applicant applied after your program application deadline
 - You want grad studies to follow-up with them to see if they want to move their app to another term
 - You followed up with student and want grad studies to move the app for you
 - The applicant is missing a calculated GPA
 - Applicant is a duplicate and you don't need to do another decision
 - Applied to wrong program based on knowledge you have about applicant
 - Not supposed to be in your queue—not your program!!
 - Past the decision deadline for a term and just came into your queue
 - 26/27: FA = Aug 21, SP = Jan 4, SU = May 10 – May change in future!!!
 - international deadlines earlier: <https://www.csuohio.edu/international-admissions>



Cleveland State
University

Recruitment Opportunities

- **Prospective Grad Student Social**
 - 1x a year in spring moving forward
 - Tentative: April 8 2026
 - Marketing spend on geofenced inquiries, current students, students in enrollment funnel
- **Slate Events**
 - We can create registration forms that can be embedded in web pages
 - Can create automated communications to student populations through whole event process
 - Can track attendance and do check-in; in-person or virtual!!!
- **Some funds available to help with hosting prospective events**
- **Can cross-promote your existing social or published student successes if share with us via our platforms**
- **Grad studies can provide some giveaways for some events with notice**
- **Grad studies can attend your events to help do check-in or provide giveaways with notice**
- **Recommend:**
 - Creating a **Microsoft Bookings Link** to make setting up a meeting with you to learn more, simple/smooth; matches industry best practice vs. emailing back and forth
 - **Identifying what in-person or virtual events will host** annually and when and create page to promote to prospective students; create touchpoint plan
 - Ensuring your **program page** is **up-to-date** and answers most common student questions
 - **Identifying outreach plan** for students that appear on your applicant/admit report that we send
 - **Clearly communicating who does what to graduate studies** if you have a team approach to onboarding students to CSU



Cleveland State
University

Communication Flows

- **New Approach: Content Block Dynamic Automated Messages**
 - Will be completed for all program pathways by December 15
 - Will result in ability to quickly fix program-specific emails each year
 - Follow industry best-practice of recommending that each email drive student to take some kind of action
- **Marketing Partner EAB doing simultaneous General Marketing Outreach to students in our pipeline**
 - Campaign adjusts as student moves through funnel
 - General and pushes inquiries to identify where they have questions and about what
 - Pulls on some list buys to build market as well as ad-based leads
 - Some targeted marketing of programs that EAB identifies as having market opportunity/space to compete
- **Slate/Grad Studies Email Pipeline**
 - 3 Inquiry Emails for each program
 - 2 Applicant Emails for each program
 - 2-3 Program-Specific Emails for admits
 - 2-3 CSU General admit emails up until start of term (general calls to action like, get ID card, go here finaid/tuition info, on campus resources, virtual resources, international resources)
 - System Emails: International Enrollment Steps
 - System Emails: Reminders for incomplete application (also texts and a post card after 36 days!)
- **Event-based emails pre-programmed for special events**
 - Inviting students to attend
 - Thanking for registering
 - Reminders & Post event follow-up

Communication Flows:

Content Block Example 1

Grad_Inq_1

String (Discrete Values)

Active ▾

M.Ed. School Counseling: Chemical Dependency

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, insert link, insert image, source, and other formatting options. The font is set to Arial, size 14.

Cleveland State's CACREP-accredited School Counseling master's program prepares you to support the academic, social-emotional, and career development of PK–12 students while meeting Ohio licensure requirements. **Interested in learning more?** Connect with Levin College: [Prospective Levin Graduate Student Meeting Calendar](#).

J!

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, insert link, insert image, source, and other formatting options. The font is set to Arial, size 14.



Hello {{Preferred}},

We are excited to learn that you are interested in Cleveland State University. Our team at CSU is here to support you.

Your Academic Interest: {{Program}}

{{Program | block: "Grad_Inq_1"}}

We hope to see you apply to CSU soon! You can start an application here: [CSU Application](#). Have general questions about applying to CSU? Consider setting up a meeting with our Graduate Recruitment Coordinator: [Getting to Know CSU Graduate Studies Meeting Calendar](#).

Warmly,

{{Program | block: "Grad_Col_Sig_Block"}}

Content Block Example 2



Key	Grad_Col_Sig_Block
Type	String (Discrete Values)
Status	Active
Value	M.P.A. Public Administration

Levin College of Public Affairs and Education
 Cleveland State University
explorelevin@csuohio.edu

Hello {{Preferred}}, Are you still exploring your options?

Cleveland State University has over 150 graduate programs that offer strong social mobility and impact.

At Cleveland State, We Care About Your Success

```
{{Program | block: "Grad_Inq_2"}}
```

We know choosing to continue your study is a big decision. Connecting with your college and program will ensure you are equipped with the information you need to make an informed choice. CSU cares about your success and that start with getting connected with us! We can't wait to hear from you.

Warmly,

```
{{Program | block: "Grad_Col_Sig_Block"}}
```



Some Final Things to Consider: Your Role

- **Varies by college**
 - **If working with a vendor, know what they do along pipeline**
 - Contact leadership in college to confirm your duties versus theirs
 - Include Kaitlyn Britt if you'd like any additional exploration to ensure nothing is overlooked—always happy to help!
 - **If duties shared across roles in college, know who does what**
 - Do you have people who do meetings with prospects/inquiries like college of business?
 - Do you have a team that helps get students enrolled in classes/does advising like Levin?
 - Do you have someone in charge of aid/GA/TA/RA/scholarship funding?
 - **If college has specific processes along pipeline, know timeline**
 - Do you do an open house annually?
 - Do you do aid awards on a specific platform/timing/award announcement schedule?
 - **If managing full process, have you met with grad to go over everything we're doing to ensure we're supporting you effectively?**
 - Specific recruitment goal? Hosting events that we should know about and promote?
 - If you are still learning how to use Slate, want to make changes to communications, have ideas on what is best, let us know!

Questions about Admission Processes?

- **Contact directly: Kaitlyn Britt**
 - 216-687-3625
 - k.britt18@csuohio.edu
- **Contact General Admission Inbox: Come2CSU**
 - Come2csu.grad@csuohio.edu
 - This will allow anyone else supporting Kaitlyn to help you; box checked daily
- **Slate User Guide:**
 - New; To be released via email in August
 - Feedback welcome!!!

GA Offers as a Recruiting Tool

- The GA allocation serves two roles
 - Recruit highly qualified students to our graduate programs
 - Support the university's academic mission to provide quality educational opportunities
- **Providing a full assistantship covering all tuition to students already in your program, who shown a willingness and ability to pay may not be the best use of those funds.**

Graduate Assistant Policies & Procedures

- Must be a degree-seeking graduate student
- Minimum GPA: 3.0
- Two types: With Scholarship and Stipend only
- Must maintain minimum credit hours based on assistantship type
 - 6 credit hours for stipend only or part time GA contract (limited to 10 hours & 6 tuition)
 - 9 credit hours for full time contract (20 to 15 service hours)
- Tuition support applies only to 500 level coursework and above

Graduate Assistant Policies & Procedures

- Must have valid I-9 before first day of work
- Maximum GA Contracts: Master's - 5; Doctoral – 18
- Primary focus should be instructional support
 - International students must meet language requirements for student-facing roles
- All Research duties must be externally funded
- All contracts go through 3-5 levels of approval depending on funding source
 - If designated as an approver and need access how to instructions are posted in the Team GA Contract site and training videos are available [here](#)

Petitions

A **petition** is a formal request for an exception to university rules or policies. Students may submit a petition when they believe there are **special circumstances** that justify a deviation from standard academic regulations. **Petitions need to be initiated by the student.**

- Petition form
- Narrative – explanation of request and why it should be approved
- Supporting documentation
- Students submit documents to grad@csuohio.edu
- Graduate Studies will review to ensure completeness.

Petitions



Grade Dispute

- **Student Identifies Issue**
 - Student believes a grading error or non-uniform standard was applied.
 - **Burden of proof** is on the student.
- **Initial Discussion**
 - Student must meet with the instructor **within 45 days** of semester completion.
- **Formal Written Complaint**
 - If unresolved, student submits a written statement to the **department chairperson**.
 - Chairperson shares the complaint and documents with the instructor.
 - Instructor responds in writing; student receives a copy.
 - Chairperson may collect further documentation.

Grade Dispute

- **Chairperson Meeting**
 - Chairperson meets with student (and instructor, if possible) to resolve the issue.
- **Escalation to Grade Dispute Committee**
 - If unresolved, student petitions the **College of Graduate Studies Grade Dispute Committee**.
 - Chairperson forwards all documents and their recommendation to the Committee.
- **Committee Actions**
 - Notify both parties of Committee membership.
 - Share all documents and additional materials with both parties.
 - Allow written responses to new materials.
 - Schedule a hearing with both student and instructor present.

Grade Dispute

- **Final Review**

- Committee forwards recommendation and full file to the **University Admissions and Standards Committee**.
- This Committee reviews for **due process only**.
- Final decision is sent in writing to both student and instructor.
- **No further appeal** is available within the University.

Degree Completion – Thesis/Dissertation

- Before a student enrolls in thesis or dissertation credits, the **Proposal Form** must be completed and signed by all committee members. This form should list the committee members involved. <https://graduate-studies.csuohio.edu/current-students/thesis-dissertation>
- Departments and faculty should submit the following documents to the corresponding email addresses: **Proposal Form, Notice of Completion, Signature Page**
- **Email Addresses:**
 - For Master's Thesis: Masterthesis@csuohio.edu
 - For PhD Dissertation: PhDdissertation@csuohio.edu

Degree Completion — Thesis/Dissertation

Defense Deadline: Fall/Spring: By Week 10, Summer: By Week 7

After Defense:

- Student needs to submit document to corresponding email address
- Schedule format review meeting via Starfish

Reminders

- Must be continuously enrolled in thesis/dissertation credits during Fall & Spring
- Must be enrolled in the term of defense
- Degree is not awarded until the document is published

Degree Completion — Degree Audit

Students should submit their **graduation application** at least one semester before their expected completion term. This starts the **advisor review process** early, helping ensure everything is completed on time.

Why It Matters

- Helps avoid **surprises** with unmet degree requirements
- Provides **important info** that affects **GA contracts**
- Supports **commencement planning**

Degree Completion — Degree Audit

Course Repeat — How does it impact

- Students may repeat up to two graduate courses, each up to two times
- Only letter-graded courses are eligible; S/U and S/F grades excluded
- Not applicable to courses with an alternative repeat policy (i.e. Special Topics)
- Most recent grade counts in GPA—even if lower

Degree Completion — Degree Audit

Graduate Credits Earned as an Undergraduate

- **Accelerated Master's (4+1):** Max 9 credits (B or better) can be double-counted; **partial credit not allowed**
- **Non-Accelerated Path:** Up to 9 graduate credits at 500-level may count toward a future master's if **not used** for the undergraduate degree

University Requirements

- Max 8 credits of 400-level coursework may count toward graduation; must be **outside the degree program's department**
- Max 8 credits of C-level work (400–800 level) may apply

Degree Completion — Doctoral Ceremony

Planning for Defense & Commencement

- Students should have already applied for graduation; if not, they need to do so immediately
- Discuss defense plans early in the term; students should defend by Oct. 30, 26 for a Fall conferral. Students should update graduation date in CampusNet if postponing.
- Identify doctoral students participating in commencement early to confirm eligibility and ensure accurate program details

Ceremony for Doctoral Graduates - *Friday, December 11* at 6 p.m. Waetjen Auditorium

Course Substitutions and Credit Hour Waivers Policy

- **Student Academic Responsibility (from the Graduate Catalog)**
 - Each graduate student is personally responsible for completing all University, College, and department degree requirements. It is the student's responsibility to be informed of these requirements. A student's advisor may not assume this responsibility, nor may the advisor substitute, waive, or exempt the student from any established requirement or academic regulation.
- **Course substitutions: program faculty may substitute up to 20 percent of the program requirements, as measured in credit hours. Substitutions beyond 20 percent require approval from the College of Graduate Studies. Programs under a teach out program are exempted from this rule.**

Course Substitutions and Credit Hour Waivers Policy

- **Waiving credit hours:** program faculty may waive 1-2 credit hours as long as the student has completed the minimum credit hours required by the state and accrediting bodies (e.g. 30 credit hours for master's degree and 90 credit hours for a post-bachelor's Ph.D.). Programs should not, except under exceptional circumstances, seek to waive 3 or more credit hours. On those rare occasions, the program must seek approval from the College of Graduate Studies.
- Programs that have submitted a curriculum revision that reduces the total credit hours for a program may waive the credit hours difference between the current and proposed curriculum for students graduating in the spring semester prior to the changes taking effect, providing the proposal has received all approvals through the Faculty Senate step.

Course Substitutions and Credit Hour Waivers Policy

- At least one semester prior to the graduating term, the advisor will raise the "Graduate Substitutions and Waivers Review" flag in Starfish, providing an explanation for the substitutions/waivers.
- Student will receive a notification that the flag has been raised and is under review by the College of Graduate Studies.
- College of Graduate Studies will review and resolve the flag accordingly.
- This will expedite the degree completion review process in the student's graduating term.

Leave of Absence Policy

- **Current practice:** students are placed on leave after one year without enrollment; complete and submit a form to the Registrar's Office.
- **New Policy:** students will apply for a leave that is reviewed and approved by the graduate program director.
 - Students may apply for a one-year leave, renewable for a second year.
 - Students on leave maintain catalog rights and pause the degree completion clock.
 - Students complete a return from leave form; if they do not return at the end of the leave period, they will be placed in withdrawn status.

Leave of Absence Policy

- **New Policy (continued)**

- The policy follows regulations for military leave of absences for students called to active duty while enrolled per the Ohio Revised Code 3345.53.
- After three consecutive semesters of non-enrollment, a student will be withdrawn from their academic program unless they have filed and been approved for a leave of absence.
- Withdrawn students must reapply for admission to return to their graduate program.

Leave of Absence Policy

- Students seeking a leave, or to extend a LOA will complete the Graduate LOA form and submit to their program director.
- The program director approves or denies the leave and submits their recommendation to the College of Graduate Studies.
- The College of Graduate Studies submits approved leaves to the Registrar's Office for processing.
- Separate Graduate Return from LOA form; same process.
- <https://graduate-studies.csuohio.edu/current-students/graduate-students-forms>

Accelerated Master's

- **Standardize the admissions and application process for junior admits**
 - Students apply after completing at least 60 credit hours of their undergraduate program.
 - Students must have a cumulative grade-point average of at least 3.00 (A = 4.0) through the preceding semester, unless there is a program-specific GPA requirement.
 - One application for all accelerated master's programs.
- **Introducing a freshman admit option**
 - Freshmen are eligible to apply for early admission if they have achieved a high-school cumulative grade-point average of at least 3.5.

Accelerated Master's

- Freshman admits will be reviewed for continued eligibility after completing 60 credit hours.
- All accelerated master's students will be reviewed for eligibility to continue with the master's program upon completion of the bachelor's degree.
- Benefits of a standardized process
 - Better tracking and metrics
 - Ability to use CRM functions to develop targeted communications

Accelerated Master's

- Eligible new first-year students will be invited to apply for an accelerated master's if there is a pathway for their undergraduate major.
- The College of Graduate Studies will review to ensure the student has chosen an appropriate pathway and notify the Registrar's Office.
- Students have until the end of their first semester to apply for admission to an accelerated master's pathway as a first-year student.

Accelerated Master's

- **Graduate Studies will collect all materials and share applications with the appropriate graduate program directors.**
 - Application deadlines (tentative): September 30 (Fall), March 15 (Spring)
- **PDs make their admission decision and inform the grad college.**
 - Decisions are due October 15 (Fall), March 30 (Spring) – dates tentative
- **Graduate Studies will inform the Registrar's Office of all admits for processing.**
 - Notifications will be sent by November 15 (Fall), April 15 (Spring) – dates tentative



Cleveland State
University

Questions

Email Bill @ b.kosteas@csuohio.edu

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