

Graduate Enrollment Growth at MTSU: A Planned Achievement

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Vice Provost for Research



COLLEGE OF
GRADUATE STUDIES

Steps to Graduate Student Enrollment Growth

- **Assessment** study the data and know the market potential
- **People** create a team, change culture, become service focused
- **Processes** remove barriers and processes and automate when possible.
- **Technology** amazon.com as the model, not the DMV
- **Marketing** need to be known in the market; use of social media;
new demographics = new behaviors
- **Communication** timely responses on queries with multiple
communication channels including weekends

Our Pandemic Pivot for Enrollment

- Spend more, not less, on marketing
- Lead with positive and optimistic messages in ads
- Trial, error, trial, success. Failure o.k. if lessons learned.
- Standardize test score waivers to reduce barriers to entry
 - 87-89% of programs opted to waive test scores for the 2020-2021 and 2021-2022 Academic Year
- Sale: \$1 graduate application fee to get their attention
 - 2020 Campaign, 25 days, 1,042 \$1 applications
 - 2021 Campaign, 45 days, 673 \$1 applications

Social Media Ads

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By the Numbers

Fall Enrollment

Term	Total Graduate Enrollment	% Growth	% of Total University Enrollment
Fall 2021*	2,973**	+2.8%	14.3%
Fall 2020	2,892	+28.0%	12.6%
Fall 2019	2,260	-	10.0%

* Term In-progress

** Highest enrollment since Fall 2013, and is predicted to exceed enrollment for all fall terms by Census

Highest Enrollment		
Program	# Enrolled	% of Total Enrollment
Business Administration	515	17.5%
Curriculum and Instruction	217	7.4%
Professional Studies	153	5.2%
Management	128	4.4%
Information Systems	126	4.3%

Highest Growth Rate Fall 2020 to Fall 2021	
Special Education	+52.6%
Social Work	+51.0%
Public Health	+47.8%
Management	+33.3%
Music	+30.8%

53.8 % of graduate programs exceeded Fall 2020 enrollment

Spring Enrollment

Term	Total Graduate Enrollment	% Growth	% of Total University Enrollment
Spring 2021*	2,917	+33.1%	14.4%
Spring 2020	2,192	-1.4%	11.0%
Spring 2019	2,223	-	11.3%

* Record Enrollment

Highest Enrollment		
Program	# Enrolled	% of Total Enrollment
Business Administration	442	14.5%
Curriculum and Instruction	212	7.2%
Nursing	174	6.0%
Professional Studies	137	4.6%
Information Systems	128	4.3%

Highest Growth Rate Spring 2020 to Spring 2021	
Special Education	+425.0%
Literacy	+249.9%
Public Health	+225.1%
Business Administration	+185.2%
Management	+113.1%

69.2% of graduate programs exceeded Spring 2020 enrollment

Summer Enrollment

Term	Total Graduate Enrollment	% Growth	% of Total University Enrollment
Summer 2021	1,865	+25.5%	26.0%
Summer 2020	1,486	-0.9%	21.6%
Summer 2019	1,499	-	20.5%

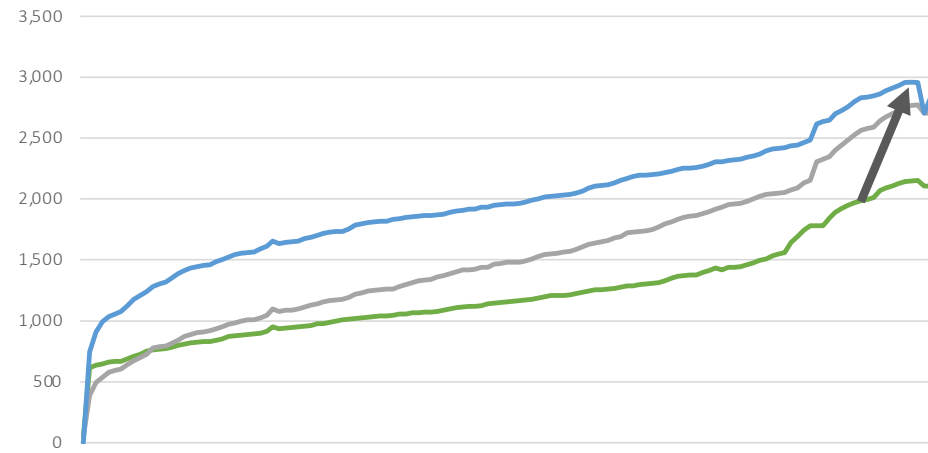
* Record Enrollment

Highest Enrollment		
Program	# Enrolled	% of Total Enrollment
Business Administration	307	16.5%
Curriculum and Instruction	151	8.1%
Nursing	139	7.5%
Professional Studies	87	4.7%
Information Systems	80	4.3%

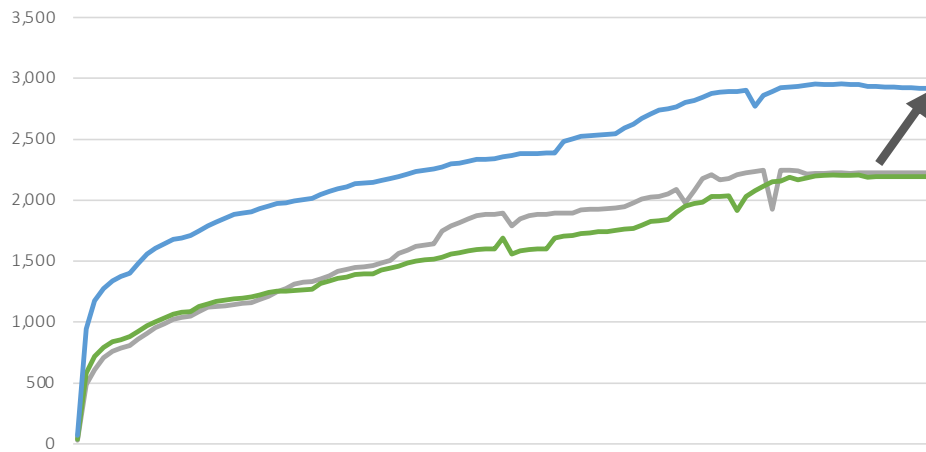
Highest Growth Rate Summer 2020 to Summer 2021	
Computer Science	+450.0%
Public Health	+150.0%
Engineering Technology	+100.0%
Special Education	+90.9%
Curriculum and Instruction	+90.0%

61.5% of graduate programs exceeded Summer 2020 enrollment

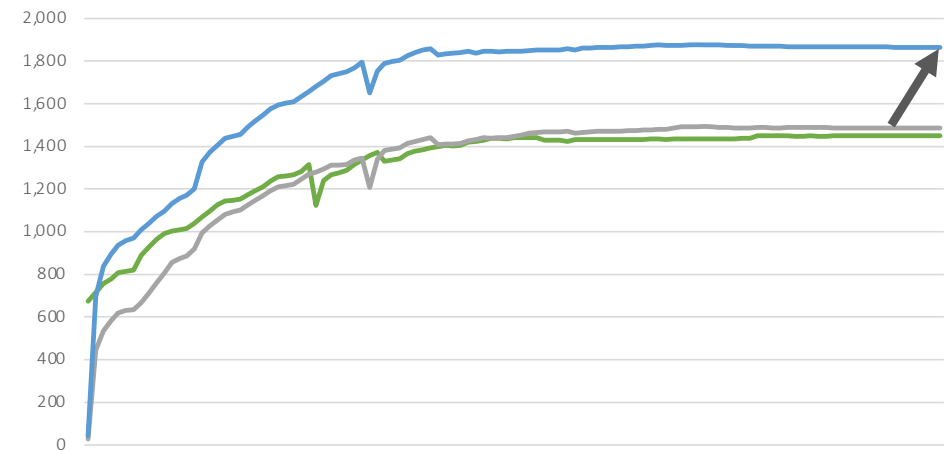
Fall Enrollment by Term



Spring Enrollment by Term



Summer Enrollment by Term



■ 2021 ■ 2020 ■ 2019

The Competition: Fall 2020 Census

THEC 14th Day Headcount Enrollment: Fall 2019 to Fall 2020

		Graduate	
	Fall 2019*	Fall 2020	% Change
LOCALLY GOVEREND INSTITUTIONS			
Middle Tennessee State University	2,259	2,892	28.0%
Tennessee Technological University	1,182	1,399	18.4%
University of Memphis	4,312	4,821	11.8%
ETSU College of Medicine	291	292	0.3%
East Tennessee State University	2,437	2,435	-0.1%
ETSU College of Pharmacy	309	281	-9.1%
Tennessee State University	2,205	1,617	-26.7%
Austin Peay State University^^	NA	1,170	
TOTAL	12,995	13,737	5.7%
TOTAL w/o MTSU	10,736	10,845	1.0%
AVERAGE			3.2%
AVERAGE w/o MTSU			-0.9%
UNIVERSITY OF TENNESSEE SYSTEM			
	Fall 2019*	Fall 2020	% Change
University of Tennessee, Martin	514	722	40.5%
UT Space Institute	79	83	5.1%
University of Tennessee, Knoxville	5,672	5,841	3.0%
UT Vet	370	381	3.0%
University of Tennessee, Chattanooga	1,349	1,384	2.6%
University of Tennessee Health Science Center	2,953	2,962	0.3%
TOTAL	4,302	4,346	1.0%

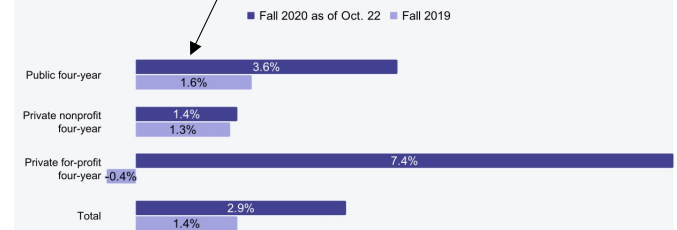
Growth was not across the board. Was not only COVID related

MTSU made up 4.7% of the total growth

Nationwide graduate enrollment up 3.6% at public institutions

Modest growth projected for graduate programs this fall

Year-over-year change in graduate enrollment, fall 2019 and fall 2020



National Student Clearinghouse Research Center

My Team in Graduate Studies

Dawn McCormack – Associate Dean

Staff

- Tara Hayes
- Sherry Fuller
- Shannon Caywood
- Allison Martenson
- Lyndsey Bennett
- Andi Jones
- Melissa Houghton
- Andrea Smith
- Sarah Hendrix
- John Davis
- Rachel Lambert
- Bethany Cardenas

Graduate Assistants

- Jordan Sanders
- Tomi Bello
- Jacob Stone
- Alex Pulido
- Adam McCravy
- Lidia Burrows
- Deja Cage
- Mariah King

International Office

- Ben Shupe
- Tongia Key

My Partners within the University

- | | |
|-------------------------------------|-----------------|
| • Office of the President | Sidney A McPhee |
| • VP for Academic Affairs & Provost | Mark Byrnes |
| • VP for Marketing | Andrew Oppmann |
| • VP for Finance and CFO | Alan Thomas |
| • VP Information Technology & CIO | Bruce Petryshak |

Our Driving Culture and Philosophy

- By 2025 there will be approximately 420,000 people in the greater Nashville MSA who hold bachelors degrees but not a graduate degree (Hanover Report).
- We will invite all of these folks, multiple times through multiple modes, to obtain a graduate degree from MTSU.
- Our goal is to enroll as many of the 420,000 potential graduate students possible.

Summary

- Graduate student enrollment at MTSU is on an upward trajectory
- This trajectory is purposeful and planned
- Our growth outpaces other institutions in the state and the national trends with much upside potential
- Building the right team and great partnerships are a cornerstone to continued growth and success

Thank you

I am happy to answer any questions you have at this time