



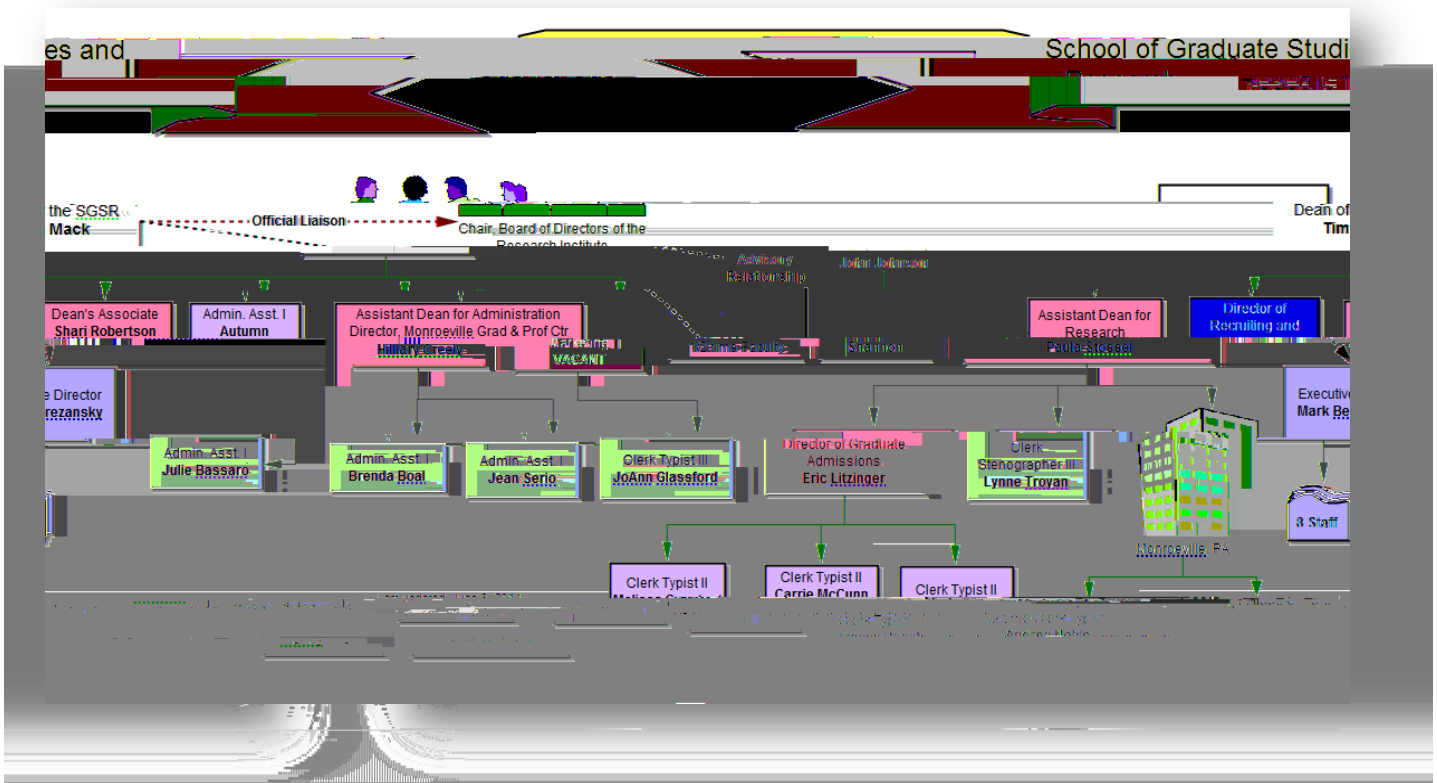
Annual Report for Academic Year 2013-14

July 1, 2014

The School of Graduate Studies and Research (SGSR) works with IUP faculty, staff, and students, and the IUP Research Institute (RI) to provide strategic leadership for IUP’s graduate programs and to enhance the University’s research agenda. The **Mission** of the SGSR is:

Indiana University of Pennsylvania (IUP) is a Doctoral Research University. As such, the School of Graduate Studies and Research provides strategic leadership for all graduate programs and for quality research and scholarship, within and outside the University. It also assists with marketing faculty talent and university capabilities to external audiences, and nurturing partnerships with outside agencies and businesses.

The organizational chart of the SGSR is below:



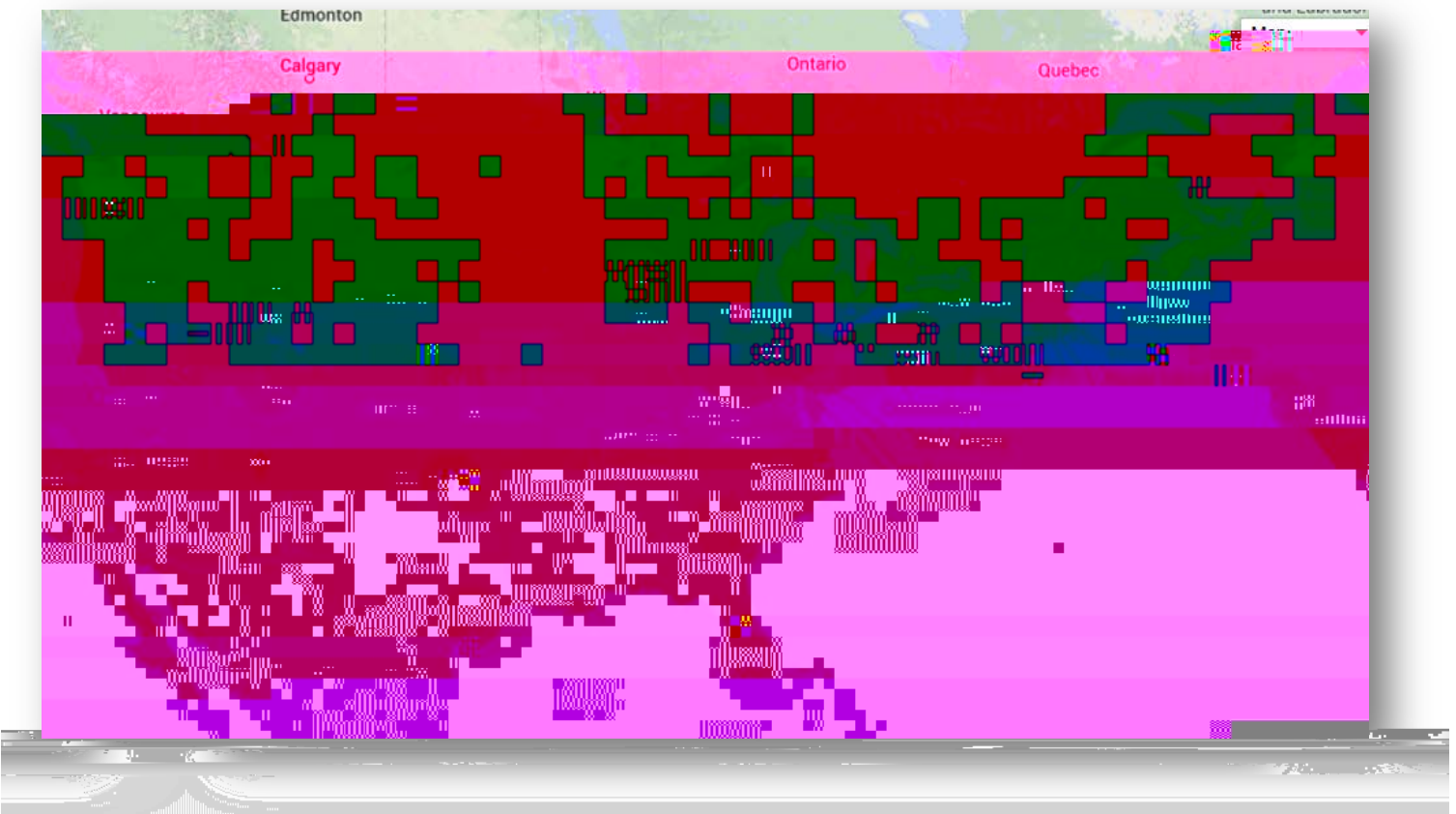
- **Melissa Constant** was hired in graduate admissions.
- **Paula Stossel’s position** was re-described to reflect her increased role in graduate admissions and enrollment management.
- **Hilliary Creely’s position** was re-described to reflect her role as co-chair of Middle States.
- **Frank DeStefano** will officially retire on August 1, 2014.



GRADUATE EDUCATION GOALS

Track Graduate Enrollment:

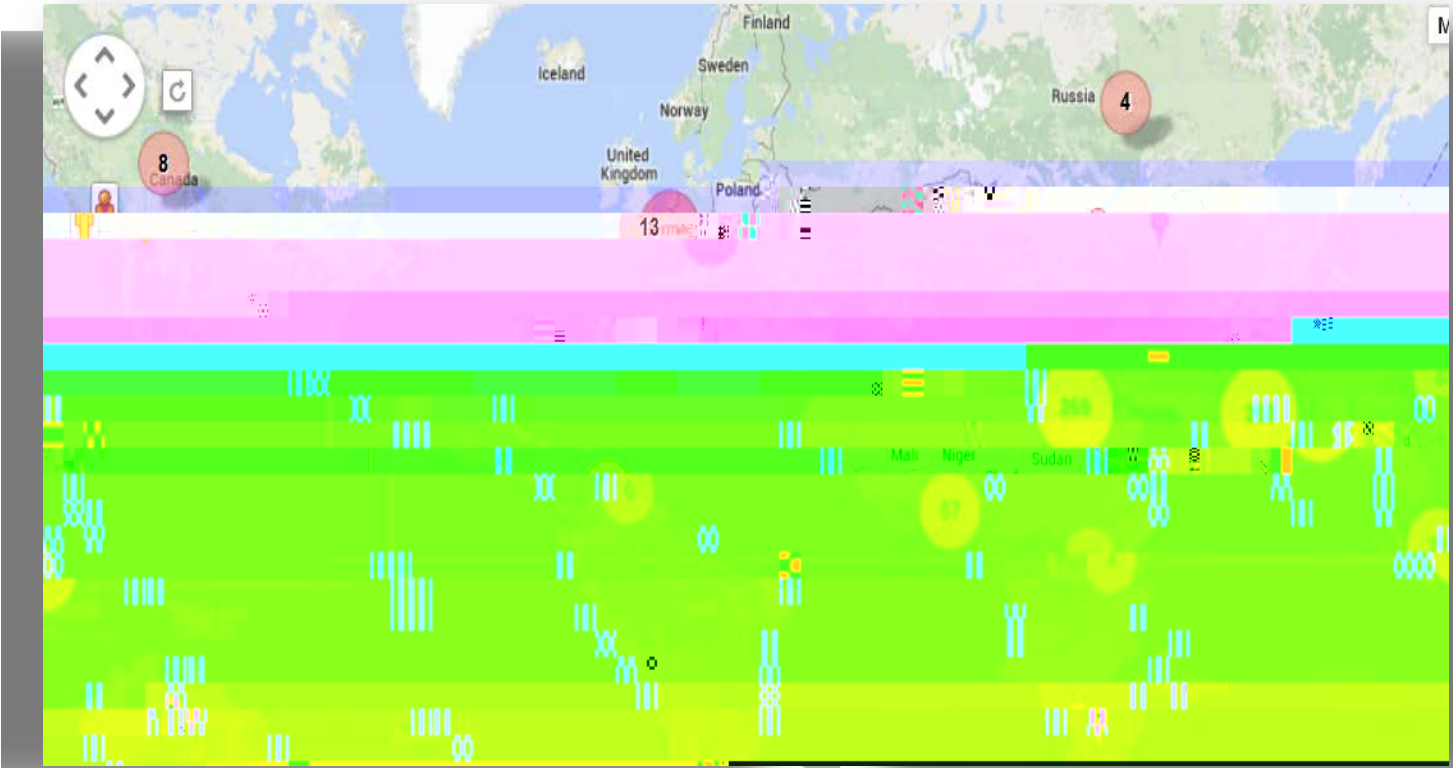
WHERE DO OUR INQUIRIES COME FROM? In 2013, the SGSR worked with a private firm to examine this question. The map below depicts our graduate inquiries for Fall 2012:



Most of our domestic inquiries come from the Mid-Atlantic region. However, it is worth noting that dozens of inquiries come from Illinois, Georgia, Florida, California, and the state of Washington.

Most of our international inquiries come from the Middle East and India. IUP does not usually have many inquiries from China, which is unusual because China is typically where most graduate schools in the US obtain international graduate students.

IUP also received dozens of inquiries from western Africa and Malaysia (see next page):



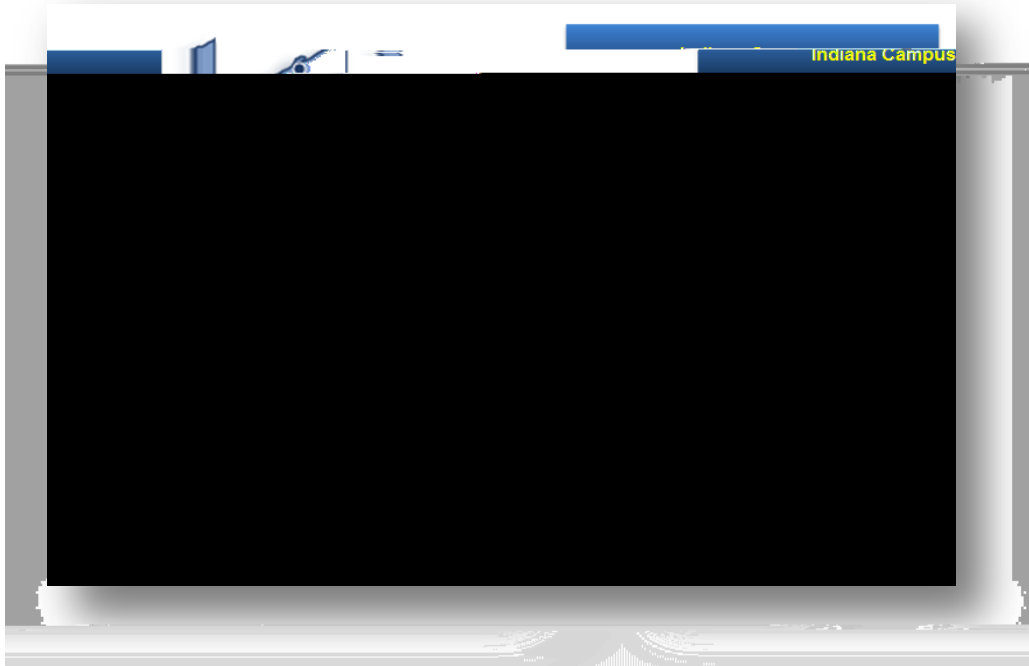
ENROLLMENT: IUP's fall graduate enrollment was 2,257 students, which is 64 less than last year. However, our four-year trend is that graduate **enrollment is relatively stable**:



Our master's enrollment has ranged from 1396 to 1479 over this four-year period, and our doctoral enrollment has ranged from 808 to 833. Note that 'one-course-only' students are not counted in the chart above.



There was great deal of dynamic change and innovation in graduate programs this year:



This innovation by IUP's graduate programs really helped this year. The SGSR estimates that our enrollment would have declined by more than 264 students, instead of 64, without all of this innovation. **Congratulations to these programs for innovating!**

With 48 graduate programs, enrollment changes from year-to-year. Some programs are doing well. 14 graduate programs gained 12% or more in enrollment in Fall 2013 compared with the previous year. They are:





Below are programs that declined for three consecutive years:

Graduation Data:

The SGSR did a degree audit and approved the following for graduation.

- August 2013: 35 doctoral and 169 masters, 2 MFA, and 4 certificate students.
- December 2013: 40 doctoral and 192 masters' students.
- May 2014: 42 doctoral, 2 MFA, 252 masters' students, and 12 certificate students.
- iThenticate scanned 189 theses and dissertations for plagiarism during 2013-14.

Distributing Graduate Assistantships:

572 assistantships were awarded for 2013-14. This number is a combination of 245 GA positions being split, plus the Mini GA positions. **All of the information on a(n) 2iD179.T()JTJ ng .**



commencement RSVP, academic standing, changing grades, file purging, and exceptions to policy requests were created.

- The admissions process is moving towards a 'paperless process'; a pilot test with coordinators is underway.

Improving Websites:

The Strategic Funding Initiative (NICKNAME: **SWAP Project) entitled, "Website Assistance for Every Undergraduate and Graduate Program at IUP" was funded for \$127,600 in Spring 2013.**

This proposal was jointly submitted with the Division of Enrollment Management & Communications, all 48 of the IUP Graduate Coordinators, and the SGSR. The proposal funds web page revisions for all 60 of the departments within www.iup.edu and optimizes the pages to be more attractive to prospective students- both undergraduate and graduate.

- **74,534 prospective undergraduates and 2,500 prospective graduate students were surveyed** to understand expectations of departmental program websites. **60 faculty and** **admiheTw 0.22(m)7(e)14(p5(d)10bu(S)1(a)10(r)7(oups03 Tc -0.003 Tw 2.39 0 Td12.2nt)2(s)].5(t)**

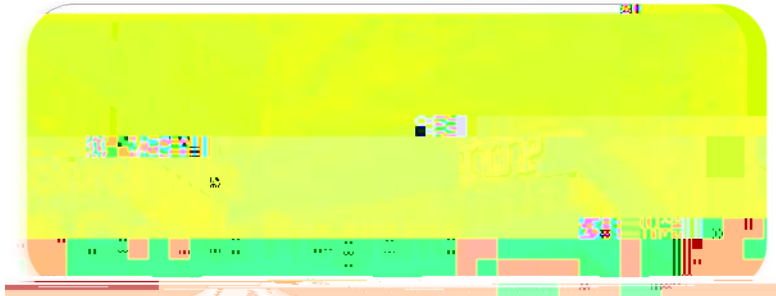


academic reasons. Several others were resolved before reaching this level. We also had one significant plagiarism case involving a student thesis that was referred to the Academic Integrity process.

Graduate Curricula:

SGSR staff worked with the University-Wide Graduate Committee and the University Senate reviewed and approved the following:

GRADUATE CURRICULUM SUMMARY	
Type of Curriculum	2012





Some marketing trends are:

More than **66%**

Each of the 48 graduate programs at IUP is separately marketed with its own unique plan developed in concert with the coordinator. We continued to shift monies from radio and print ads to new digital campaign platforms.

GOOGLE IS ESSENTIAL FOR IUP: Our retargeting campaign with Google allows our ads to follow those who viewed one of the graduate program websites. We found that **5,912 potential students** returned to look at the program websites. Google ad **placement on page was an excellent 1.7** (the top listing on the page is 1.0). IUP has to 'bid' for placement in a silent, non-viewable bid process controlled by Google. **Retargeting works!**



INTERNATIONAL GOOGLE: This year was the 2nd year that the SGSR used International Google marketing campaigns. Three programs were selected to run for three months. The campaigns ran in five cities in the countries of China, India, Taiwan, Saudi Arabia and Ghana and **produced close to 52,000 visits to our graduate websites.**

YOUTUBE EXCELS: YouTube



RESEARCH GOALS

Increase the Number of Large Grants Submitted:

- The **President's Advancing Grantsmanship Fund** provides \$2,500 to faculty who would submit a proposal of \$7



Improve Effectiveness of the Centers and Institutes



Improve Faculty Awareness of Research Policies:

SGSR Staff developed a website (<http://www.iup.edu/page.aspx?id=142584>) for new faculty, chairs and deans. This site is a 'one-stop shopping site' for research policies and procedures, and agreements:

Support Research at IUP:

- The SGSR supported both faculty and student research and travel via many distinct funding mechanisms, including incentives for proposal submission:

Activity	Description	Result
FPDC Annual Competition	http://www.iup.edu/facultyprofessionaldevelopment/default.aspx PASSHE competition; grants up to \$10,000 from PASSHE.	16 IUP faculty applied; 7 were funded for a total of \$69,575. IUP received 39% of all FPDC awards made by PASSHE.
FPDC Special Competition	http://www.iup.edu/facultyprofessionaldevelopment/default.aspx A new grants competition is being sponsored through PASSHE FPDC in the area of Innovation in Teaching and Improvement of Student Learning Grants. Faculty may apply for grants up to \$10,000.	Two IUP faculty applied and one was funded.
USRC Small Grants	http://www.iup.edu/research/senateresearchgrants/default.aspx Awards up to \$2,000 made 8 times throughout the year in 7	



**Professional
Development**

Graduate students can apply for up to \$300 to support their participation in scholarly and creative activities that add to professional development in a significant way. last year.



'Reinvent' the Applied Research Laboratory:

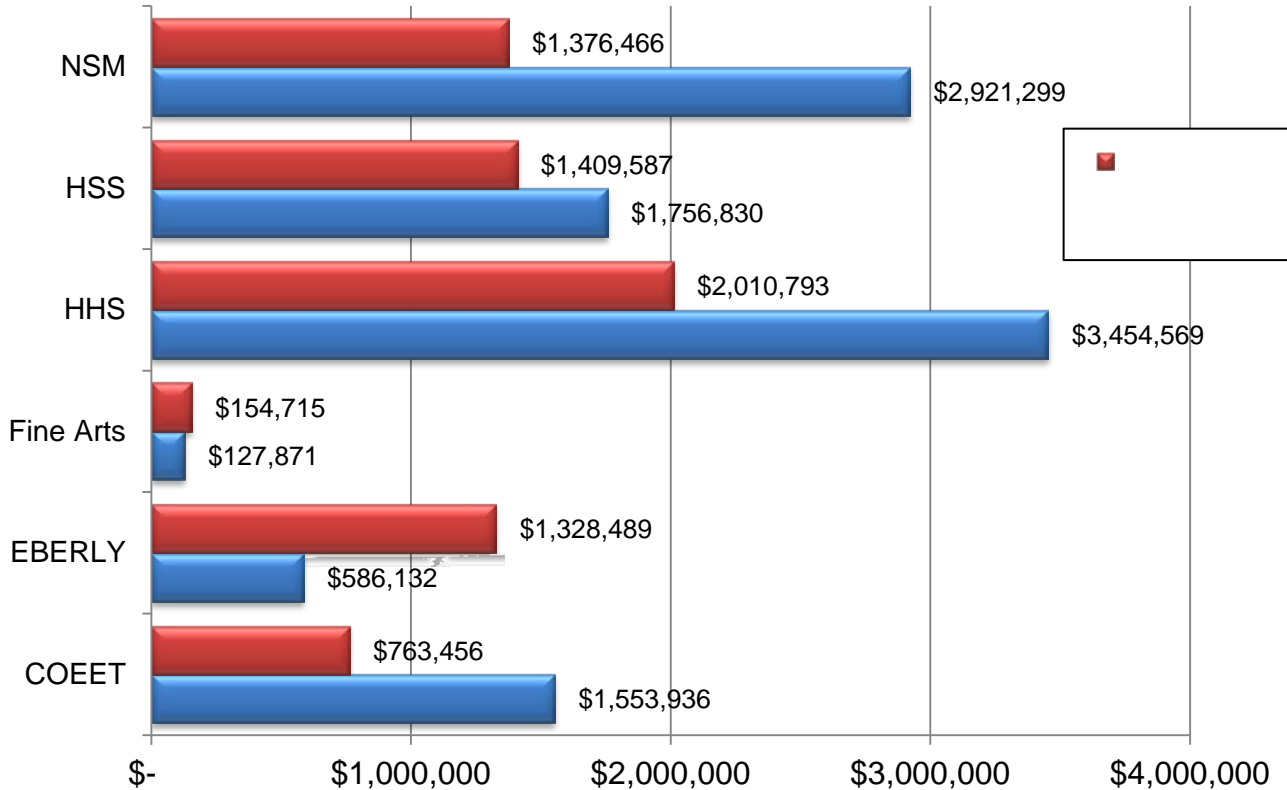
- 1) Due to budget cuts in 12-13, the SGSR eliminated the faculty ARL director position (12-credit release, cost savings of over \$80K), converted the lab to an SGSR service (rather than an official IUP Center & Institute), and assumed



- The RI's best estimate (as of June 16, 2014) for externally sponsored awards for 2013-



- o At the College level, EBERLY increased its grantsmanship significantly this year:



- **The FEDERAL BUDGET SHUTDOWN** at the end of September 2013 had a negative effect on multiple grants. The RI, Grant and Special Fund Accounting, and SGSR staff worked hard for many days to understand what guidance was coming from each Federal agency and particularly what the guidance meant for IUP. This was challenging as the Federal websites were offline and no one was answering the phones. The SGSR worked with the RI and with Grant and Special Fund Accounting to develop a list of affected people- **there were about 60**. **We resolved most of these** and then concentrated on the OSHA personnel. Eventually the government resumed operation and we resolved issues with OSHA. We hope that the Federal government doesn't shut down again for many years.



ACADEMIC AFFAIRS AGREEMENTS

The SGSR manages all agreements for the Academic Affairs Division. **Academic Affairs has more than 500 Agreements.** SGSR staff have a shared drive that is serving as the electronic repository for Agreements. This year, the SGSR worked with the Provost's Office to calculate how many internship course sections each college was offering and then to create a spreadsheet that compared these sections with the number of Agreements that we have on file. A website was created to help faculty, staff, and managers understand the agreements process (<http://www.iup.edu/page.aspx?id=143861>)

STATE AUTHORIZATION

This was a new task assigned to the SGSR this year, with able assistance from Dr. Dolores Brzycki since January 2014. Quoting WICHE², *"States have long had the authority to regulate institutions*



State authorization is rapidly changing, but almost all of the changes are more rigid than previous ones and, to be frank, the process is onerous. IUP will not be able to afford or be able to obtain authorization from every state, unfortunately.

Currently, IUP is authorized in:

- Arizona