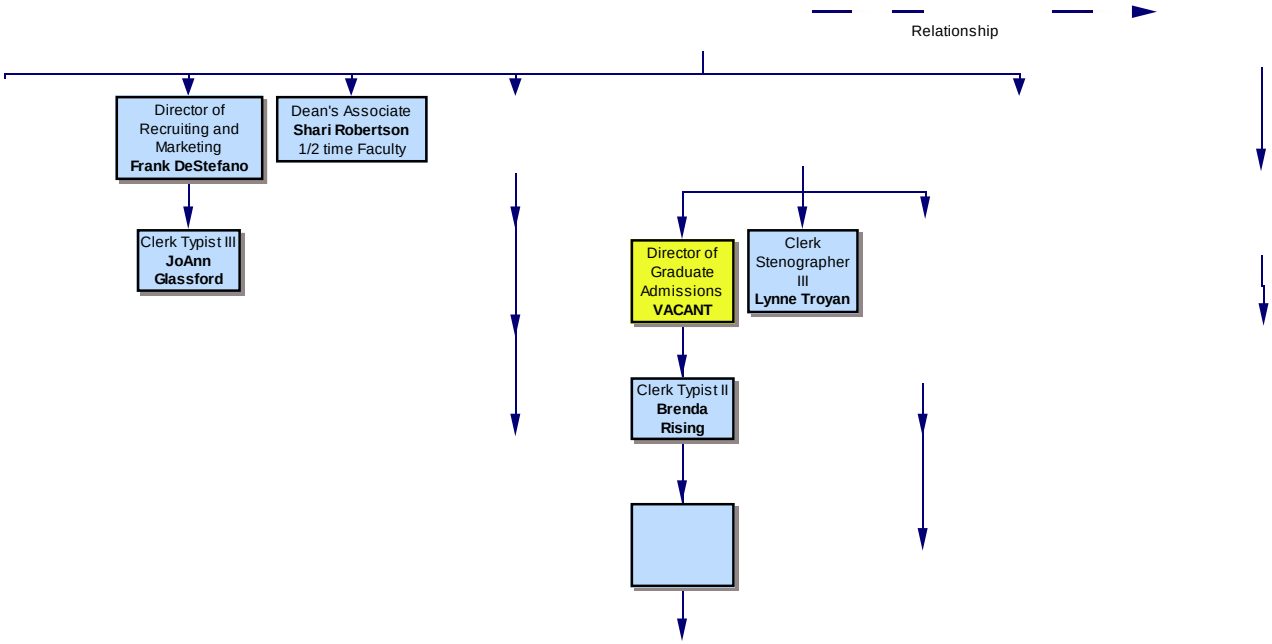
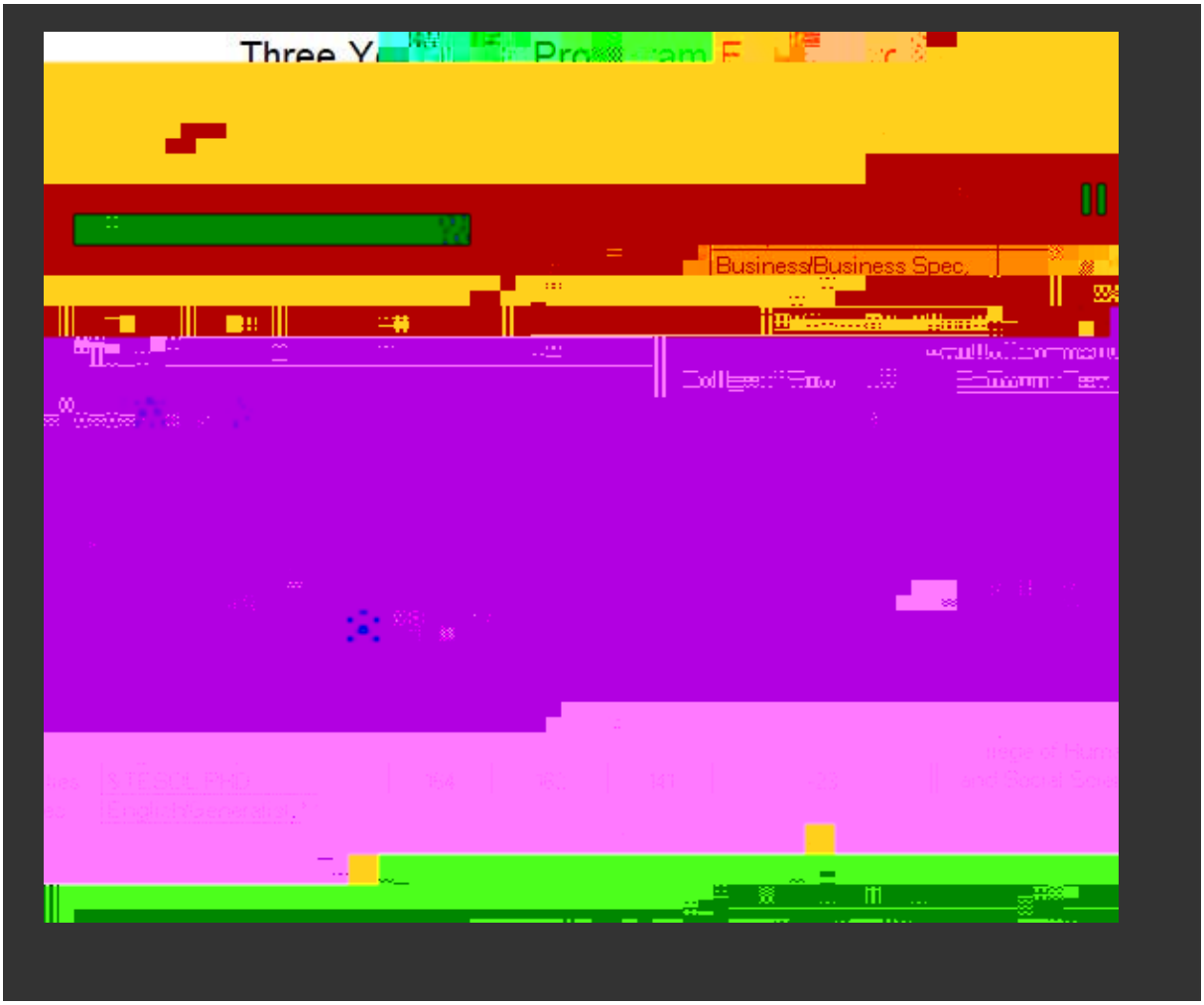

Relationship
Director of Recruiting and Marketing
Frank DeStefano
Dean's Associate
Shari Robertson
1/2 time Faculty
Clerk Typist III
JoAnn Glassford
Director of Graduate Admissions
VACANT
Clerk Stenographer III
Lynne Troyan
Clerk Typist II
Brenda Rising

Here is a look at our APPLICATIONS for the same four years:

Year	No. of Applications
Fall 2008	2046
Fall 2009	2192
Fall 2010	2086
Fall 2011	2200

The number of applications INCREASED from 2008 to 2011, but enrollment has DECLINED. How is this possible? Most of the graduate enrollment decline can be attributed to a few programs. Below is a graphic depicting headcounts of programs that have declined for three consecutive years:



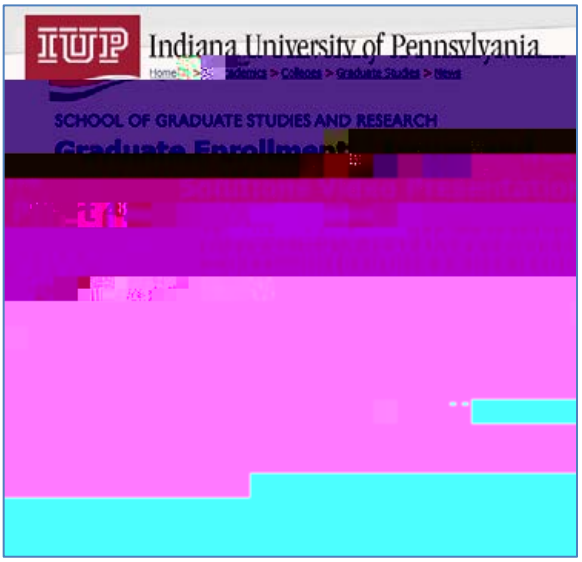
A few of these programs needed to shrink (e.g. Composition and TESOL) because they were overenrolled. A few others reflect national trends of declining enrollment (e.g. MBA).

Strategic Planning for Graduate Enrollment.

Dean Mack shared information at University Planning Council in the fall with a seminar entitled, **"Graduate Enrollment; Issues and Solutions"**. The seminar discussed issues such as:

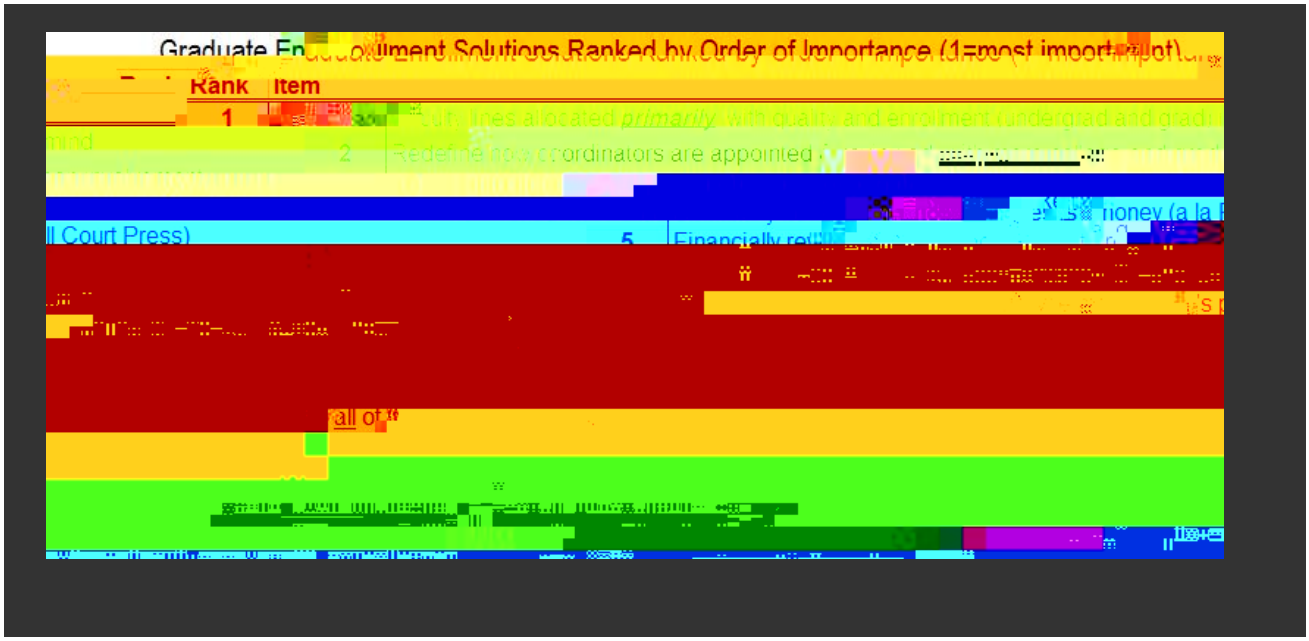
- Assistantship stipends that have not increased since 1988
- The perception that there is no reward for enrollment growth
- The lack of university-level support for keeping departmental websites current
- The recurring debt of $250,000 to $600,000 for graduate tuition waivers that the SGSR has to pay each year

This was followed by a series of **streaming media presentations** that were produced with the aid of the Office of Communications, and were posted to IUP Daily:



- Part 1: Graduate Education
- Part 2: Graduate Assistantships
- Part 3: Graduate Performance
- Part 4: Graduate Marketing

These presentations defined the problems for the entire IUP community and identified solutions. Academic deans and others were asked to rank potential solutions, with a rank of '1' being most important. Below is a summary of their combined rankings:



Based on this ranking, **Allocating faculty lines based on quality and enrollment** is a highest priority. Budget cuts have made most of the solutions above difficult or impossible to achieve, though.

Create Mini GA Positions to Stimulate Enrollment Growth.

The SGSR created **100 new 'Mini GA'** (8 hr/wk) positions for Fall 2012. We had to significantly rearrange finances in the SGSR to create the $300,000 needed to do this. More than 95 Mini GAs have been distributed so far. Programs were required to state that they would increase their graduate enrollment by one from last year to receive one Mini GA position.

Improve Processing of Assistantships so they can be Awarded Earlier as Recruiting Inducements.

The SGSR processed 471 graduate assistantships for the 2011-2012 academic year. All forms related to Graduate Assistantships (GA) have been condensed and moved online so that graduate coordinators can access information needed, including departmental GA allocations. **We also reduced the number of assistantship forms from seven (7) to one.** The GA Agreement language was revised, enabling graduate coordinators to offer assistantships to recruits who are in the application phase rather than the admitted phase. Components of the GA Agreement terms were automated through collaboration with IT Services, creating a shorter turnaround time on assistantship offers. This new process has been fully in place since May 1, 2012 and has *cut processing time in half*.

Reduce the Number o

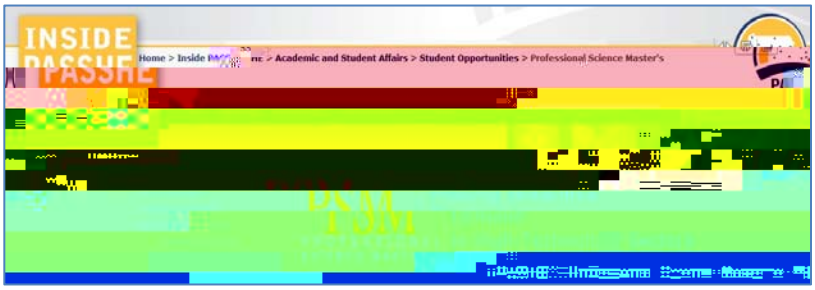
Review all graduate programs in the Academic Affairs Workforce Plan.

This Plan initially targeted many graduate programs for

Add New Programs, Course, and Delivery Methods.

- Both the **Ph.D. in Safety Sciences** and the **Master's of Strategic Studies in Weapons of Mass Destruction** were approved by PASSHE this year. The SGSR reformatted and desktop published these documents, as well as added content, to enable the programs to be approved quickly. Both had been 'in the queue' for years, so getting them approved meant a lot to the faculty. PASSHE noted about the Safety Science Program: *"This Doctoral program will be unique in the Commonwealth and the nation, designed to address a critical shortage of safety professionals with advanced skills. It will be offered via both distance education and through on-site experiential learning providing graduates of the program with advanced skills in the anticipation, recognition, evaluation, control and prevention of safety, health and environmental hazards in the workplace."*

- Members of the Physics and Chemistry Departments met with SGSR staff on several occasions to discuss their **Professional Science Masters** (PSM) degrees. PASSHE has stipulated that revisions to both of these programs must be in place by **December 2012**. SGSR administration attended several PASSHE PSM meetings in Harrisburg and also web conferences about the PASSHE PSM initiative. Both IUP programs have had their revisions approved by their college's curriculum committee, and both will be ready to submit to the University-Wide Graduate Committee this fall.

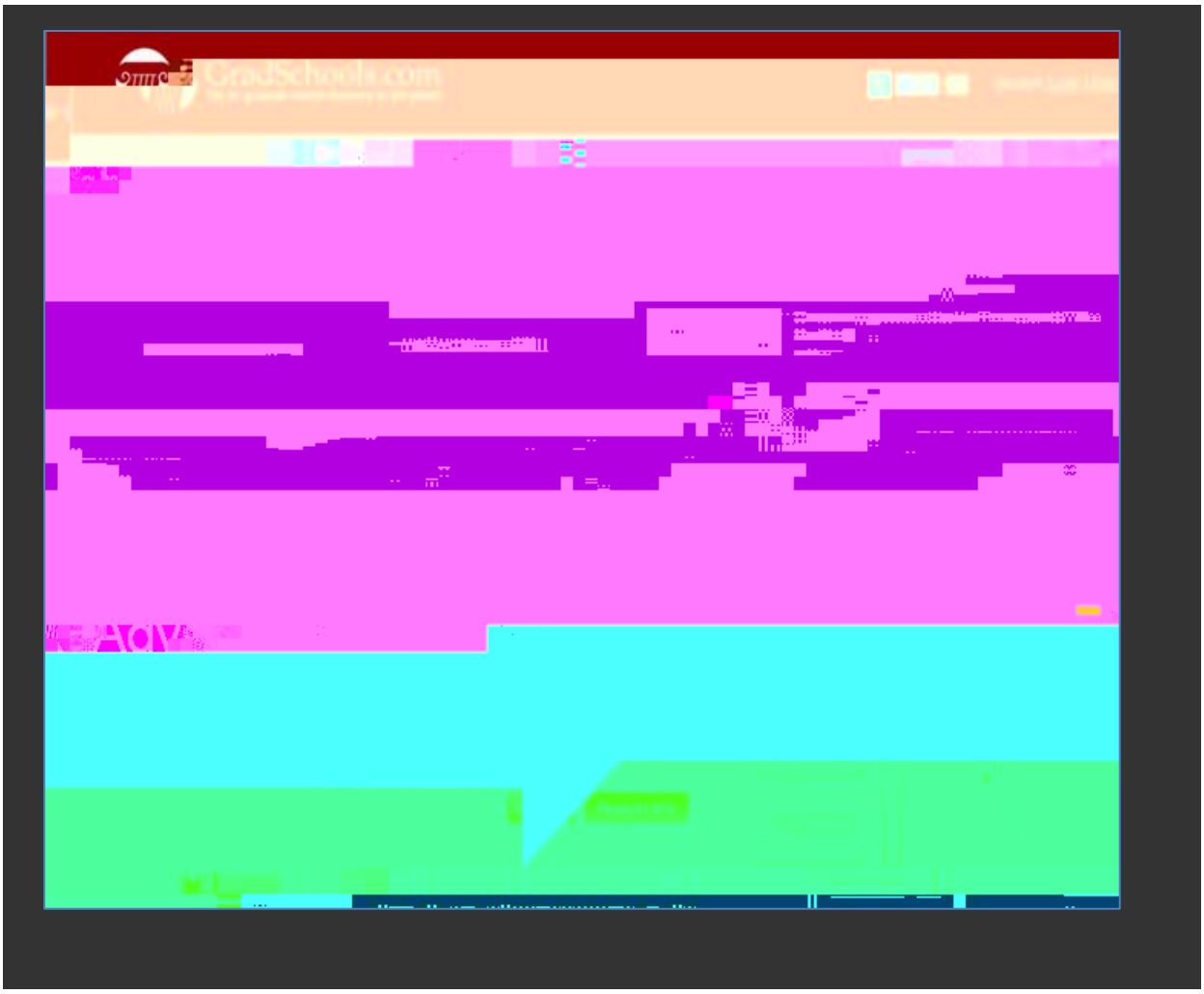


Launch New and Enhanced Marketing Efforts

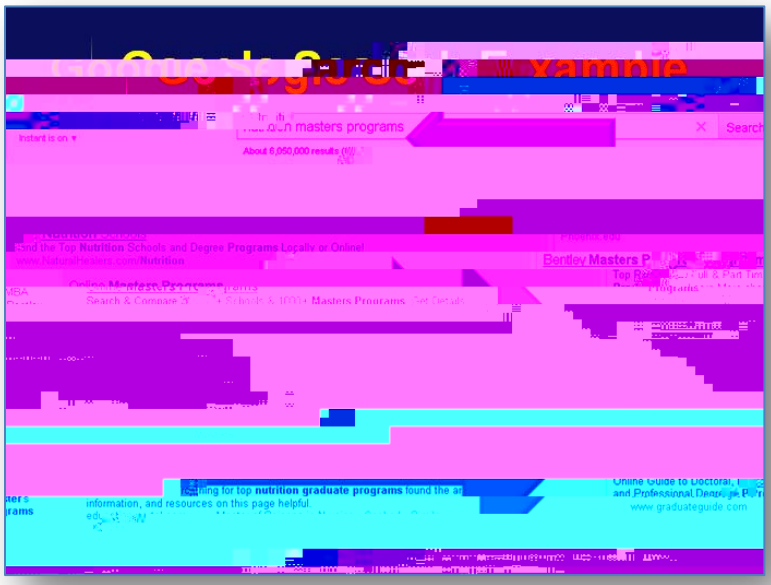
- Our Fall 2011 data showed that **48% of all graduate inquiries to IUP came from 3 sources:**

- We increased our prospective student recruiting budget **by $106,000 this year,** from $199,000 in 2010-11 **to $305,000 in 2011-12,** and emphasized **the 3 sources above.**
- The SGSR hired **three graduate student workers** to assist graduate programs with improving the websites for the 48 graduate programs.
- The Twitter campaign was launched and the SGSR currently has 110 followers. **Tweets are being posted at least once a day.**

- **GradSchools.com** receives over 750,000 unique visitors per month and is the #1 graduate program website in the US**. The SGSR invested over $50,000 in additional marketing funds for this site. IUP's traffic** from GradSchools.com has grown from 4,396 unique visitors in Spring 2011 to **8,800 unique visitors** in Spring 2012….a 2-fold increase.



- Our Google AdWords campaign for the 2nd quarter of 2011 registered 7,391 visitors, while the same quarter in 2012 registered **31,700 visitors**….a more than 4-fold increase.



- The number of visitors to the SGSR website has increased from **22,157 in 2011 to 32,969 in 2012**….a 48% increase.
- A **professional web design company**, Paskill/Stapleton/Lord, was commissioned in December 2011 to develop a redesign and rewrite of the SGSR's graduate program landing pages.
- **Hobson's Connect** is a tool used to create and implement electronic communication plans for engaging prospective students. Multiple correspondences from graduate coordinators were drafted by SGSR staff, reviewed, and inputted into the system. Letters for A-Deans and Deans were requested and then added to the system, as well as a set of additional letters from Financial Aid, the SGSR, and others.

- We created three tracks:
    - Track 1 "**Inquire to Apply**" went from three e-mail letters to a total of ten over a two month period for each of the 48 programs. It is fully operational.
    - Track 2 "**Apply to Admit**" did not exist previously and now has eight e-mail letters that will be sent over a five week period. All letters are complete and in the process of loading.
    - Track 3 "**Admit to Enroll**" did not exist previously and will have five letters sent over a one month period. It is in the process of being created, with plans to be implemented by late summer.
- We continued our **campaign of advertising on FaceBook**. Note that more emails are sent within FaceBook than are sent by all other forms of email communication combined, hence our interest. Our goal was to have 250 fans by Jun 30, 2012. As of May 14th, we had 614 fans.

Increase communication and engagement with stakeholder groups.

- The SGSR continued to publish its **e-newsletter**, with one in Fall 2011 and one in Spring 2012. It is sent to all graduate students, faculty, staff, and administrators at IUP as well as alumni and interested members of industry and the community. Significant improvements initiated this year include new sections featuring the work of IUP's Centers & Institutes, highlighting graduate student accomplishments, sharing announcements and research

- **For undergraduate students**, the SGSR conducts an annual competition for undergraduate research and creative works grants, and provides travel funds for undergraduate students to present their work at academic conferences.
- **For faculty**, the SGSR works with the University Senate Research Committee to administer the “Small Grants” and “Senate Fellowship” competitions, supports annual Faculty Professional Development Committee competitions, and distributes funds in support of faculty publication, incidental research expenses, travel in pursuit of external funding, and the President’s Advancing Grantsmanship Fund.

USRC Small Grants	http://www.iup.edu/research/senateresearchgrants/default.aspx Awards up to $2,000 made 8 times throughout the year in 7 categories (including travel to present papers/posters at scholarly conferences).	$131,023 committed—a 12.2%

Undergraduate Scholars Forum (USF) Awards	http://www.iup.edu/page.aspx?id=4695 Awards to select undergraduate participants in the USF, including an award to represent IUP in the Annual "Research at the State Capitol" Event.	SGSR buys "give-aways"; RI buys "prizes"; and SGSR pays travel to the state capital for winning students.
Graduate Scholars Forum Awards	Travel awards to select graduate participants in the Forum.	$2,500 prizes; $1,553 to organize and host event.
Student Travel	http://www.iup.edu/page.aspx?id=4695 Up to $750 per academic year for graduate students and $500 for undergraduates to travel to present their research/scholarly work.	Doctoral=$98,049 Masters=$14,529 Undergraduates =$7927.
Student Professional Development	http://www.iup.edu/page.aspx?id=65579 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.	$4,975 spent.
Graduate Student Research Grant	http://www.iup.edu/page.aspx?id=65579 This fund was created to encourage and support graduate students as they undertake research and creative projects that will contribute new insights in their chosen academic field. Max. amount students may receive in support of their research project, creative project, thesis, or dissertation research is $1,000 per year.	$14,317 spent.
Undergraduate Student Research Grant	http://www.iup.edu/page.aspx?id=65577 $300 grant to encourage students to undertake research and creative projects that will contribute new insights in the student's field.	$900 spent.

Develop and Refine Research Policies and Procedures.

- The Federal government required all institutions to conform to its new Federal Conflict of Interest guidelines by August 22, 2012 or they would lose their ability to submit grants to the NIH and HHS. IUP receives HHS grants. A **new Federal Conflict of Interest Policy** was passed by University Senate this spring. A committee led the development of this Policy, with Helen Kennedy and Hilliary Creely as co-chairs. IUP is the first institution in PASSHE to have the required Policy updates in place.
- IUP needed to update its 1995 **Gift, Grants, and Contracts Policy**. The SGSR worked with Mr. Bill Speidel, the VP for University Advancement, on initial drafts. The Policy was presented to President's Cabinet, Deans' Council, the University Senate Research Committee, and was approved by University Senate.

- **A draft Time and Effort Policy** is under review by the University Senate Research Committee and will be voted on in the early fall. The SGSR worked with Grant and Special Fund Accounting to create the draft. Having an approved Policy is mandatory for Federal research compliance.
- The SGSR worked with Robin Gorman and Mark Berezansky to create **"Guidelines for Working with Industry"** that clarifies how faculty can successfully collaborate with industry partners. These guidelines are now posted on the SGSR website.
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3. The ALS Training Center
4. The Speech, Language, and Hearing Clinic
5. The Government Contracting Assistance Program
6. The Small Business Incubator

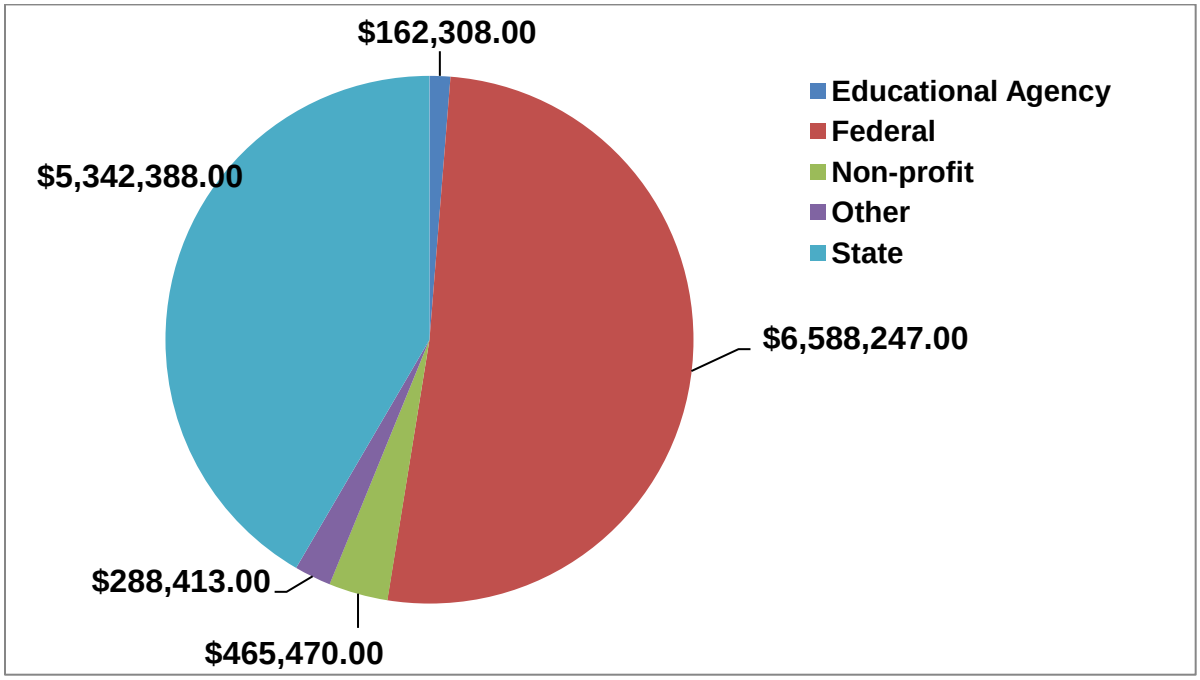
- The website redevelopment project has been a success and the SGSR plans to offer the opportunity for similar web design assistance to 10 Centers and Institutes next year.
- Upon request of the directors, the SGSR initiated a new practice of sending annual report

donated by the IUP-RI), and 5 third prizes ($25 Amazon gift cards, donated by the IUP-RI) were presented.

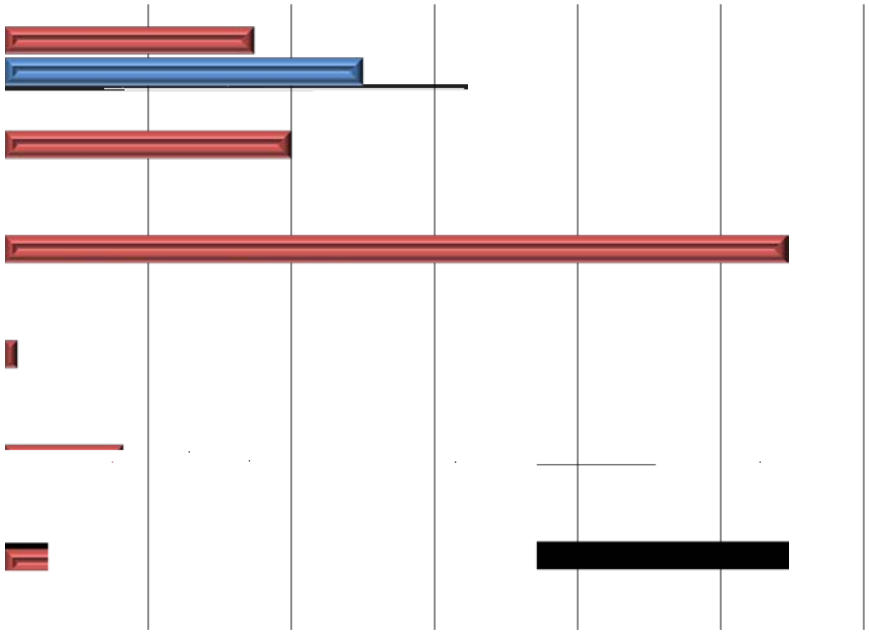
Support Faculty Research.

The SGSR supports the **Institutional Review Board (IRB)**. The Institutional Review Board (IRB) for the Protection of the Human Subjects is a regulatory body at IUP that is responsible for the review of research involving human participants. In 2011 IUP's IRB, led by chair Dr. Jay Mills (Psychology), received a total of **407 applications**. Of these applications, less than 6% required full-board review meaning that the expedited reviewers, Dr. Mills and Dr. Jen Roberts (Criminology), reviewed 94% (382) of the applications received. Even more impressively, **IUP's expedited review is more than 30% faster than national benchmarks**—having an average turn-around time of less than 10 days. Moreover, **the IRB is more than 2.5x more efficient than national benchmarks** for institutions of similar size, handling an average of 285 active protocols w0(f)-8(-3(i)6(l)6it)2(u -0.)6(t)12(-012(8v)14((ul)Tul)en m6(r)7( )10l)6(apc)4(h)]T0.002 Tcha

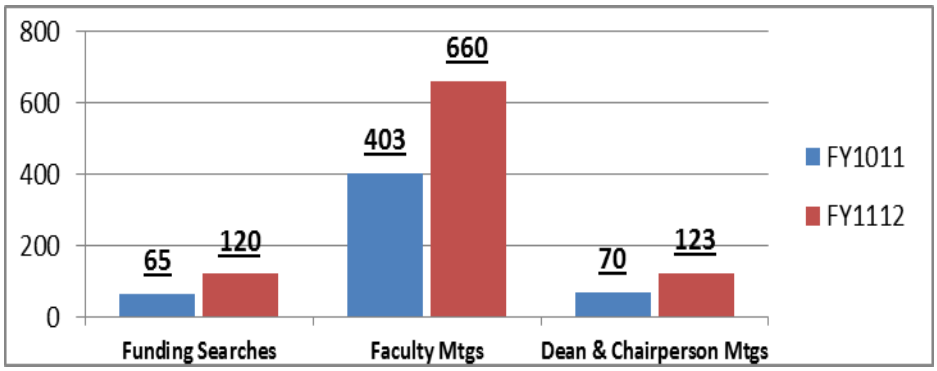
- Most of IUPs grants came from the federal government, followed by state agencies. Note that this is **2010-2011** data:



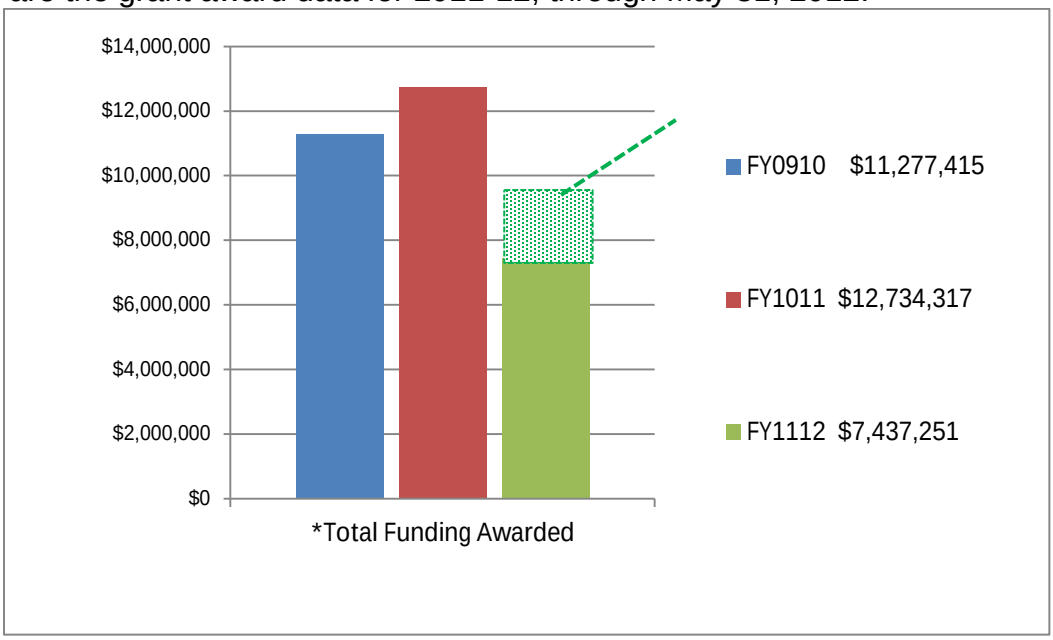
- **Grant performance by college** varied.
    - Grant awards in increased in HHS HSS, and COEET; they declined in NSM, FA, and ECOBIT:



- Both the number of searches for potential grant opportunities and the number of meetings is up this year (**July 1, 2011- May 31, 2012**) compared with last year:



- Below are the grant award data for 2011-12, through May 31, 2012:



The RI expects an additional $2,361,683 in pending proposals to be awarded during month of June, which produces a total of $9,798,934. More funds will be received in July and August than usual; again, this is caused by delays in funding from the **Federal budget continuing resolution and the state budget funding**.

- **Hobson's Connect** has been implemented as a way of electronically communicating with prospective graduate students.
- **196 undergraduate students** participated in the Undergraduate Scholars Forum and **93 graduate students** participated in the Graduate Scholars Forum.

- RESEARCH
  - Faculty receiving the President's Advancing Grantsmanship Fund increased from 9 last year to **22** this year.