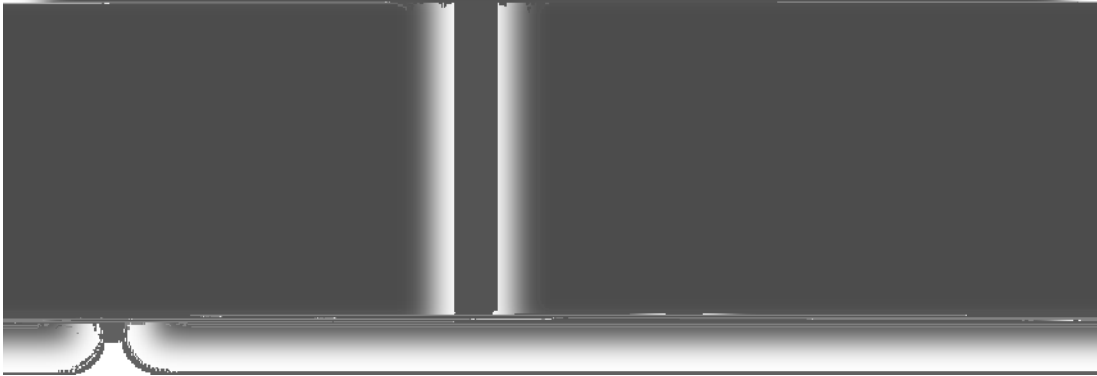


Annual Report for Academic Year 2012-13  
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With 48 graduate programs, enrollment changes from year-to-year. Some programs are doing well. IUP has six high demand programs that are highly selective and admit only a small percentage of applicants. These are strong programs that many prospective students want to attend:



18 graduate programs gained 10% or more in enrollment in Fall 2012 compared with the previous year. They are:

Programs That Grew by 10% or More From Fall '11 to Fall '12					
10/11	School	Program	Fall 2011	Fall 2012	%
102	Eberly	MBA/Executive Track	54	109	

Below are programs that have declined for three consecutive years:

The preponderance of MEDs on this list may be due to the loss of Act 48 Funding from the state of Pennsylvania. Also, some chose to reduce their enrollment such as Criminology and the Composition & TESOL programs.

#### Process Students for Graduation.

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

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Pay a Summer Stipend to All Master's Coordinators.

This concept was discussed in a Council of Deans meeting in the spring, and in several graduate coordinator meetings. Everyone agreed that it would be wise for the SGSR to pay the



use. This is a very big and complex project that will significantly improve our ability to attract both undergraduate and graduate students for Fall 2014.

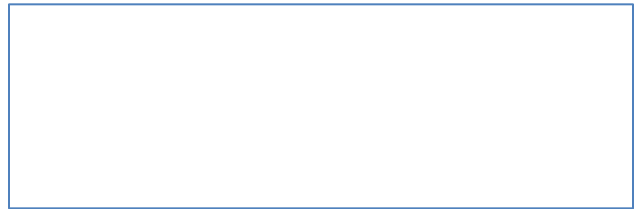




### Improve the Monroeville Graduate and Professional Center.

Improvements continue to be made to the Center, at which 241 graduate students were enrolled in the Fall 2012 term.

- Three SMARTBoards have been shipped to the Monroeville Center and are awaiting installation.
- We also upgraded the multimedia stations, installed new digital video projectors, and replaced the server.



### Launch New and Enhanced Marketing for Graduate Programs.

An important aspect of marketing graduate programs is realizing just how much marketing has changed recently<sup>1</sup>:

1. TV viewership for local affiliates lost 6.5% of its viewers in just the last 12 months.
2. Newspaper circulation has declined by over 11 million since 2003, with many papers switching to just three days per week publishing schedule.
3. The number of newsroom staff has declined by 30% since 2000.
4. 31% of Americans have stopped tuning in to a news outlet.
5. Total advertising revenue for mobile devices in 2012 grew by 80% to \$2.6 billion, with only six companies accounting for almost three quarters of that growth.

Each of the 48 programs is separately and independently marketed with its own unique plan developed in concert with the coordinator. We continued to shift monies from expensive print ads to new digital campaign platforms. Our newly developed retargeting campaign with Google is a system that allows our ads to 'follow' an individual



## Use Google to IUP's Advantage.

Our Google campaigns generated over **91,000 visits to our various graduate program websites.**

Google generated over 84 million impressions for our IUP graduate programs.

Google ad placement on page was ranked as a 1.8 (the top listing on the page is 1.0), so our IUP ads were always near the top of the 1<sup>st</sup> page.

## Explore HotCourses.com for the 1<sup>st</sup> Time

SGSR contracted for \$10,000 with '**hot** courses abroad', an umbrella website that is used by 25 million international students.

The site is presented in the student's native language (21 countries – 14 different





Work with the Federal Grants Performance Metric Committee to Submit a Strategic Funding Initiative Proposal that would Increase Grantsmanship at IUP.

The Strategic Funding Initiative entitled, “



		simplified application requirements, and the new electronic submissions system.
University Senate Fellowship Awards	<a href="http://www.iup.edu/research/senateresearchgrants/default.aspx">http://www.iup.edu/research/senateresearchgrants/default.aspx</a> Grants up to \$3,500 per investigator for seed support for projects that may develop into more extensive undertakings eligible for funding from an external source; summer support for faculty members who want to conduct research or design creative teaching project, or stimulating faculty in areas of publication, professional presentations, artistic endeavors, and external grant applications.	\$12,989 this year versus \$6,700 last year.
Faculty Publication	<a href="http://www.iup.edu/page.aspx?id=98048">http://www.iup.edu/page.aspx?id=98048</a> Publication costs for articles in scholarly journals paying no royalty or fee to the author are funded by the School of Graduate Studies and Research to a limit of \$500.	\$5,909 spent or committed.
Incidental Research	<a href="http://www.iup.edu/page.aspx?id=98048">http://www.iup.edu/page.aspx?id=98048</a> Large research projects are funded externally. \$500 for preliminary studies leading to external grant proposals are supported internally.	\$6,924 spent.
Travel in Pursuit of External Funding	<a href="http://www.iup.edu/page.aspx?id=98048">http://www.iup.edu/page.aspx?id=98048</a> Funds to assist with travel to establish direct contact with program officers at federal and state agencies and private foundations.	\$833 spent.

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- x The Third Annual Graduate Scholars Forum was held on April 3, 2013 . A dual-chair faculty committee led this effort, with again a lot of personnel involvement of the SGSR. New this year was the addition of oral presentations – expanding the scope of the event and attracting more students than last year.
  - o 112 students from five colleges presented their work through research posters, and juried art exhibits, and oral presentations.
  - o 72 faculty participated as judges and/or student research sponsors.
  - o 17 awards were presented including 5 dean’s awards (\$100 cash) and 5 travel awards (\$500).
- x We also initiated planning efforts with the Undergraduate and Graduate Scholars Forum committees that led to a coordinated ask for financial support (and physical presence) by the University President as well as support from the Provost and college deans. The latter gave \$



added IACUC modules that we hope to make mandatory.

- The IACUC chair, the College of Natural Sciences and Mathematics Dean's Office, the RI, and the SGSR worked together to resolve

x As of May 13, 2013, the RI had conducted



