ASPPH Presents,
Student Services Spotlight:
Holistic Admissions
Method for Submitting Questions/Comments

Join the Conversation...

• You can ask questions in writing anytime during the webinar.

• Simply type them in the “Questions” field on the right side of your screen.
Learning Objectives

- Understand the meaning and importance of holistic review
- Identify successes and challenges of your admissions review process
- Describe the benefits of holistic review to faculty and deans
Today’s Presenters

Erin Schneider, MPH
Director, Office of Student Affairs, School of Public Health
Texas A&M University

Johnston King, MAEd
Enrollment Management Coordinator, Gillings School of Global Public Health
University of North Carolina at Chapel Hill

Meghan Sullivan, MPA
Associate Director of Academic Programs, Department of Behavioral Sciences and Health Education, Rollins School of Public Health
Emory University
Holistic Admissions

Enrollment Management Planning
And Holistic Admissions

06/27/2018
Johnston King, MAEd

- Enrollment Management Coordinator at the UNC Gillings School of Global Public Health for 3 years
- 2017 NAGAP pre-conference PDI Fellowship
- ASPPH SRAC Member
Outlining an Enrollment Management Plan

- Use three stages and the admissions funnel theory
- Define enrollment management planning
- Identify who is involved
- Discuss the components involved in the planning
Three Stages for Admissions and Recruitment

- Pre-Application Recruitment
- In-Progress Application Recruitment
- Admitted Student Recruitment

Pool of Potential Applicants

Prospective Students

Applicants

Admitted Students

Enrolled Students
Three Stages for Admissions and Recruitment

• Pre-application
  • Prospective students collect program information

• In-progress application
  • Prospective students submit their application

• Admitted Student
  • Prospective students receive an offer of admission
Defining an Enrollment Management Plan

• The purpose of an enrollment management plan is to have a comprehensive approach to the methods by which an institution recruits, admits, supports, retains, and graduates baccalaureate and post-baccalaureate students in their respective degree programs (NAGAP, 2009).
Who Will Lead Your Enrollment Management Plan?

- Buy in from school/program academic leaders
- Faculty
- Representative from data team/office
- Finance/accounting/business office
- Academic and student affairs
- Communications team member
- Include people of different identities
Components of an Enrollment Management Plan

- Establish **guiding principles**
- Evaluate program enrollment **data**
- Identify prospective student behavior **trends**
- Develop and implement recruitment **strategies**
- Evaluate the plan throughout the admissions cycle
Holistic Application Review to Make Admissions Decisions

• Connect holistic application review to guiding principals and institution mission

• Align admissions and recruitment efforts
  • Diversity recruitment of underrepresented minorities
  • Consistent communication to prospective students
Strategies for In-Progress Application Stage

• Holistic admissions training  
  • Use data from previous years  
• Training on how to use GRE scores  
• Develop and implement a school/program wide rubric  
• Implicit bias training
Recruitment – Admissions - Recruitment

- Start of admissions cycle
- Pre-application recruitment
- **Admissions decision**
- Admitted student recruitment
- End of recruitment cycle
Meghan Rios Sullivan, MPA

• Associate Director of Academic Programs, Emory/Rollins School of Public Health

• Reviewer, New York University Office of Admissions
Why Review Applications Holistically?

What do you expect?
- To be fair.

What does it mean to be fair?
- To treat everyone the same.

To treat everyone the same would be inherently unfair.
- Access, opportunities, and experiences vary greatly.
Application Walkthrough

- Personal Information
- Test Scores
- Transcript
- Resume/CV
- Personal Statement
- Letters of Recommendation
A cut-off score (i.e., a minimum score) should never be used as the only criterion for denial of admission or awarding of a fellowship.
Important Questions

Academic
- Type of institution?
- Major?
- Grades in relevant coursework?
- Grade trend?
- Prerequisites?

Experience
- Impacted by circumstance?
- Part of national program that has already recognized certain qualities?

Recs
- Note of grit/resilience even if indirectly?

Personal/ Fit
- Content of essay?
- Quality of writing in essay?
- Quality of writing in other sections of application?

McNair, Posse, Questbridge, Gates
## Case Study

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## Case Study

### 003705: COLLEGE OF WILLIAM AND MARY

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### Academic Status: Undergraduate Year: 2012 Term: Spring/Semester

| ART 214 | 3-Dimensional Foundations | Freshman/Sophomore | Other | Not App | A | A |
| RELG 204 | Christian Origins | Jan/Senior | Other | Not App | A- | A- |
| BIOL 312 | Evolution of Organisms | Jan/Senior | BioChm/Phys | Not App | C+ | C+ |
| PSYC 202 | Intro to Basics of Social Science | Freshman/Sophomore | Soc/Beh Sci | Not App | B | B |
| BIOL 345 | Neurobiology | Jan/Senior | BioChm/Phys | Not App | V | None |

### 003705: COLLEGE OF WILLIAM AND MARY: Planned or In Progress

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### 003745: UNIVERSITY OF VIRGINIA - CHARLOTTESVILLE

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**ASPPH ASOCIATION OF SCHOOLS & PROGRAMS OF PUBLIC HEALTH**
Case Study

Personal Statement is well written (i.e. good structure, free of/minimal errors).

Themes
- Built Environment
- Media and Health

Indication of Future Success
“Worked with advisors to design an experiment that would expand upon previous qualitative research.”
“...implementing changes and designing interventions that are specific to underserved communities.”

Fit
- Opportunities for hands-on learning
- Socio-Contextual Determinants of Health Certificate
- Proximity to CDC, American Cancer Society, and CARE
Questions

• What does holistic admissions mean to you?
• Do you have any additional questions about holistic admissions?
• What resources or training do you think will help your admissions committees?
THANK YOU

Johnston King – jking3@email.unc.edu
Erin Schneider - eschneider@sph.tamhsc.edu
Meghan Sullivan – meghan.sullivan@emory.edu
Time for Q&A & Discussion
Method for Submitting Questions/Comments

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Thank You to Today’s Presenters

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Director, Office of Student Affairs, School of Public Health
Texas A&M University
eschneider@sph.tamhsc.edu

Johnston King, MAEd
Enrollment Management Coordinator, Gillings School of Global Public Health
University of North Carolina at Chapel Hill
jking3@email.unc.edu

Meghan Sullivan, MPA
Associate Director of Academic Programs, Department of Behavioral Sciences and Health Education, Rollins School of Public Health
Emory University
meghan.christina.rios@emory.edu
Thank You!

This webinar has been recorded and will be available on the webinar event page on the ASPPH website soon:

https://www.aspph.org/event/aspph-presents-webinar-student-services-spotlight-holistic-admissions/

Contact: sweiner@aspph.org
ASPPH Presents Webinar: Policy, Advocacy, and the Missions of Academic Public Health

Tuesday, August 7, 2:00 p.m. – 3:00 p.m. Eastern

For more information about and to register for upcoming webinars, visit the ASPPH Events page: http://www.aspph.org/events/category/webinar/