ASPPH Presents Webinar:
Admissions Series Part 2: Effective Yield Strategies in Plateauing Times
Friday, February 22, 2019 – 2:00 p.m.
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.
Adam Ancira-Corrigan
University of Michigan School of Public Health
Agenda

1. Admissions Series Part 1 Recap
2. University of Arizona
3. University of Iowa
4. University of Michigan
5. Takeaways and Q&A
Presenters

Amy Glicken  
University of Arizona  
Mel & Enid Zuckerman  
College of Public Health

Lexie Just  
University of Iowa  
College of Public Health

Mary Beth Carroll  
University of Michigan  
School of Public Health
Learning Objectives

• Understand why yield strategies are more important in flat or declining admissions periods

• Describe innovative and effective strategies that can be implemented on your own campus to improve yield
Admissions Series
Part 1 Recap
Public health graduate degree admission trends for a cohort of 35 members* (2005 - 2018)

*estimated

Source: ASPPH Annual Data
Actual and projected public health degree conferrals by degree level for a cohort of 50 ASPPH members (2012 - 2023)
• **Part I**: Data Trends and Analytics webinar
• **Part II**: Effective Yield Strategies in Plateauing Times webinar
  February 22, 2:00-3:00 PM EST
• **Part III**: Using Admission and Workforce Trends to Inform Enrollment Strategies, concurrent session at the [ASPPH Annual Meeting](#) on Thursday, March 21, 10:45 AM - 12:00 PM EST
• **New Resource**: Data Center Portal Admissions Toolkit
Amy Glicken
University of Arizona
Mel & Enid Zuckerman College of Public Health
Arizona: Virtual Visit Week

→ Purpose

→ Invite all prospective students and admitted students

→ Start the week with an Admissions Information Session

→ 45 minute sessions for each program/students

→ Record each session

→ Cost: free!
Arizona: Manage Expectations Around Financial Aid

➔ Notify admitted students early if they will not be receiving scholarships or assistantships

➔ Tell them the anticipated federal loan amount and when the official offer will be made

➔ Provide resources:
  ◆ Named scholarships
  ◆ Teaching assistantships in other departments
  ◆ Research assistantships across campus
  ◆ Handshake
  ◆ Staff positions
  ◆ Funding from other entities

➔ New enrollment increase of 23.5%: 119 (2017) to 147 (2018)
Lexie Just
University of Iowa
College of Public Health
Iowa: Faculty Involvement After the Offer is Made

- Highest to lowest yield by department
  - Top 3 departments, very similar yield rates, similar outreach by faculty
  - Bottom 2 departments, very similar yield rates, no outreach by faculty

- Evidence-based yield strategy - all departments now on board
UI Graduate Student Ambassadors….
represent a diverse group of students that strive to inspire, connect with and represent, past, present, and future College of Public Health graduate students.

Affecting yield through...
→ Email
→ Social Media
→ Student Visits
→ Testimonials
Purpose- Connect current masters students with 3-4 admitted students to congratulate them on their admission offer and provide a current student perspective of life at Michigan Public Health

Email Campaign Logistics:

Step 1- Admitted masters students are sent a form where they can request to be contacted by a current student in their admitting department or student org interest.

Step 2- Admissions staff match admitted student requests with current student volunteers.

Step 3- Current student volunteers are contacted with 3-4 names and email addresses of admitted students along with instructions on how to contact them. An example template of an initial email, and a handout that includes common questions and answers for reference (any question too detailed or if the answer is unknown by a student is forwarded to staff). Current students are asked to BCC sph.inquiries@umich.edu during their initial response, so we can log that the admitted student has been contacted.

Michigan: Admitted Student Email Campaign
Michigan: Faculty Research Showcase

- Pre-Admitted Student Day Reception
- Collaborative approach utilizing student services staff, faculty, and current students
- Highlights schools research and projects
Takeaways and Q&A
Tangible Takeaways:

1. **Virtual Visit Day**- take your onboarding to them!
2. **Manage Funding Expectations**- let students know what to expect and when to expect it.
3. **Faculty Involvement**- timing it right can make a big difference and use data to get everyone on board.
4. **Graduate Student Ambassadors**- Engaged students are eager to play a role in yield strategies and should be considered in an effective yield campaign.
5. **Admitted Student Email Campaign**- matching admitted students with current students via email- providing guidance for questions and tracking of responses.
6. **Faculty Showcase**- A compliment to Admitted Student Day to provide engagement when students arrive. Showcasing diverse research of the school or program for admitted students.
Questions?
Thank You!

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


Contact: tseward@aspph.org
Coming Attractions

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MARCH 20-22 • ARLINGTON, VA

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