



What we have learned

**Conference reports**

**Graduate Studies Workshop**

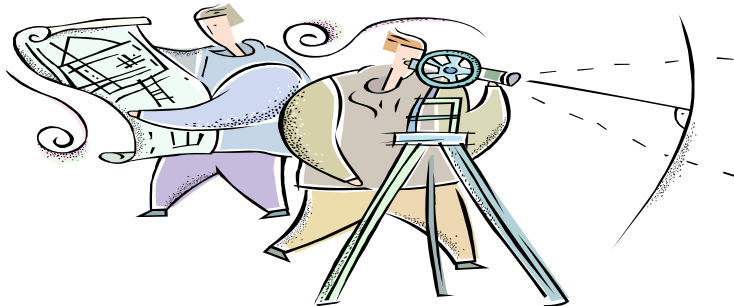
**June 14, 2006**

81% of total college search and research done by prospective applicants is spent on the WEB!!!

- What do your prospective applicants see?

# Princeton Review 2006 National Survey

- Program or department specific websites are much more important than generic school sites for Graduate prospects.
- 38% of PhD bound prospects visit school websites 5 x per week.
- Masters prospects spend 15 – 30 minutes per website searching for information.



# Department Landing pages

- What do prospects want to see once they land on your dept website?

(In order of importance)

#1 Admissions and department requirements and apply online link

#2 programs offered

#3 funding for admitted students

# Landing pages, cont.

- Value of the degree
- Outcomes they can expect with this degree
- Reputation of the program
- Job opportunities
- Research by faculty
- Distinguished features of the department

# Department pages, cont.

- Alumni success stories
- Location ( is this a drawing card for your school?)
- Financial aid opportunities

# Value of various search tools

(in order of importance)

#1 – Grad School websites

#2 – Print materials (be clear in your design and information)

#3 – Admissions staff conversations

#4 – Rankings and non-school websites

#5 – Grad school emails

# Look at your website

- Use focus groups ( prospective students, current students)
- Have them complete some tasks:
  - Find the deadline for applications
  - Required tests
  - Costs to attend your school
  - Take note of weaknesses on your website.

# Features and Benefits

- What are the great features of your program and school?
  - Stone cold sober three years running!
  - Faculty and research
  - Cutting edge research areas?
  - State of the art library facilities
  - Faculty mentoring



# Common website mistakes

- Scholarship or financial aid info is buried.
- Programs offered are not listed alphabetically – just listed by school or college.
- Department websites lose the look and feel of the university website – not clear prospect is still even on the same university pages



# Some informative PowerPoint presentations

- <http://www.stjohns.edu/admission/graduate/conferences/nagap/nagap.sju> Creative Thinking for Changing Realities
- <http://www.nagap.org/annual/ata glance.asp> 2005 NAGAP Conference sessions
- <http://www.princetonreview.com/educators/enrollment/papers.asp> Princeton Review 2006 National Survey on Website Usage in Graduate School Search

# Links, cont'd

- <http://llu3.earthboundmedia.com/?view=outreach> Great website, using professional design  
**2006 NAGAP Promotional Excellence Award**  
**"Winning Strategies for Effective Web Design"**
- **1st Place** - Regent University School of Psychology & Counseling <http://www.regent.edu/psychology>
- **2nd Place** - California Institute of Integral Studies  
<http://www.ciis.edu>
- **3rd Place** - University of Central Florida, Division of Graduate Studies, International Services Center <http://www.intl.ucf.edu>

# Communication tips



Quick response to inquiries

Communication while in the  
“admissions pipeline”

Send impt info to admitted students  
– they still need to enroll!

# Auto email guidelines

- Immediate follow up
- Keep it brief and focused
- Don't repeat your fact sheet from the web
- Don't point them back to the site they just saw
- Use personalization
- Don't make it so hard to do that you fail

# The GRE is changing

## Fall 2007



- New verbal reasoning section
- Greater emphasis on higher cognitive skills (no antonyms or analogies)
- More text based materials (reading passages)
- Will be a linear test, not computer adaptive

**Thank You for Coming!**