

ASPPH Presents, Student Services Spotlight: Holistic Admissions

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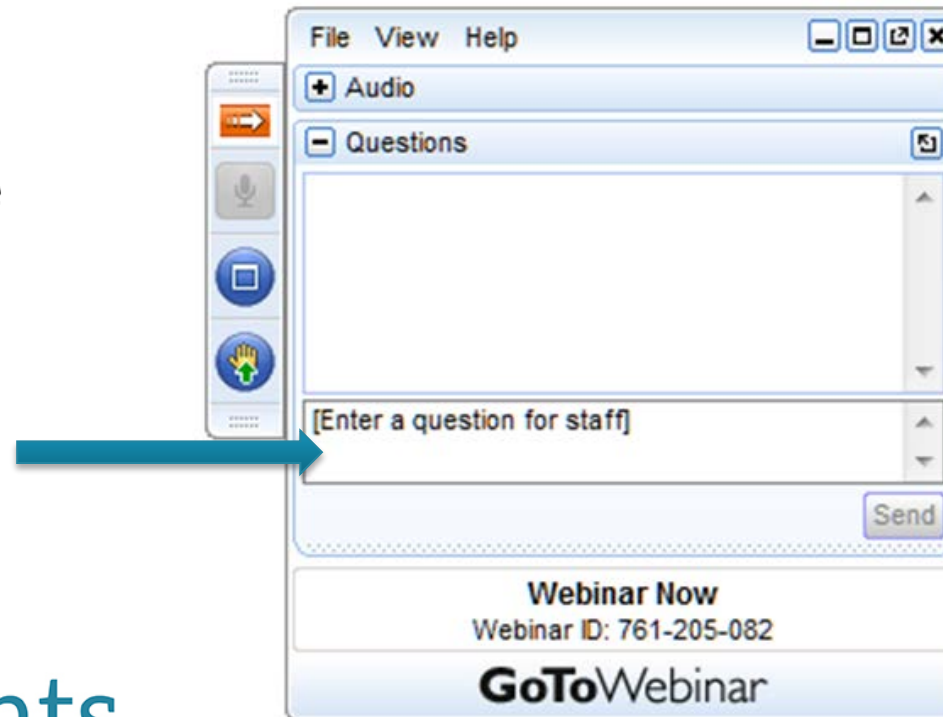
1900 M Street NW, Suite 710
Washington, DC 20036
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ASPPH Presents
 WEBINAR

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.



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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

CPHCE
Credits

Today's Presenters



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



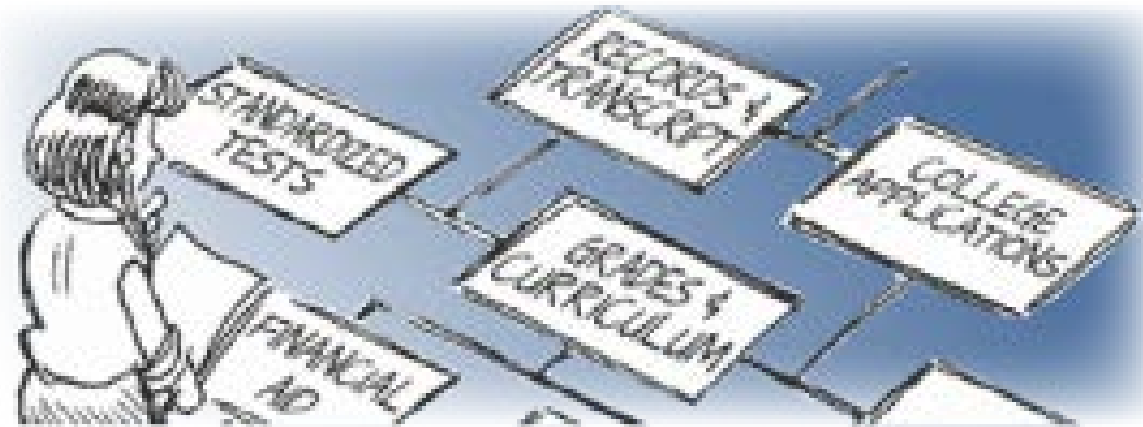
Johnston King, MAEd
Enrollment Management
Coordinator, Gillings School of
Global Public Health
University of North Carolina at
Chapel Hill



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

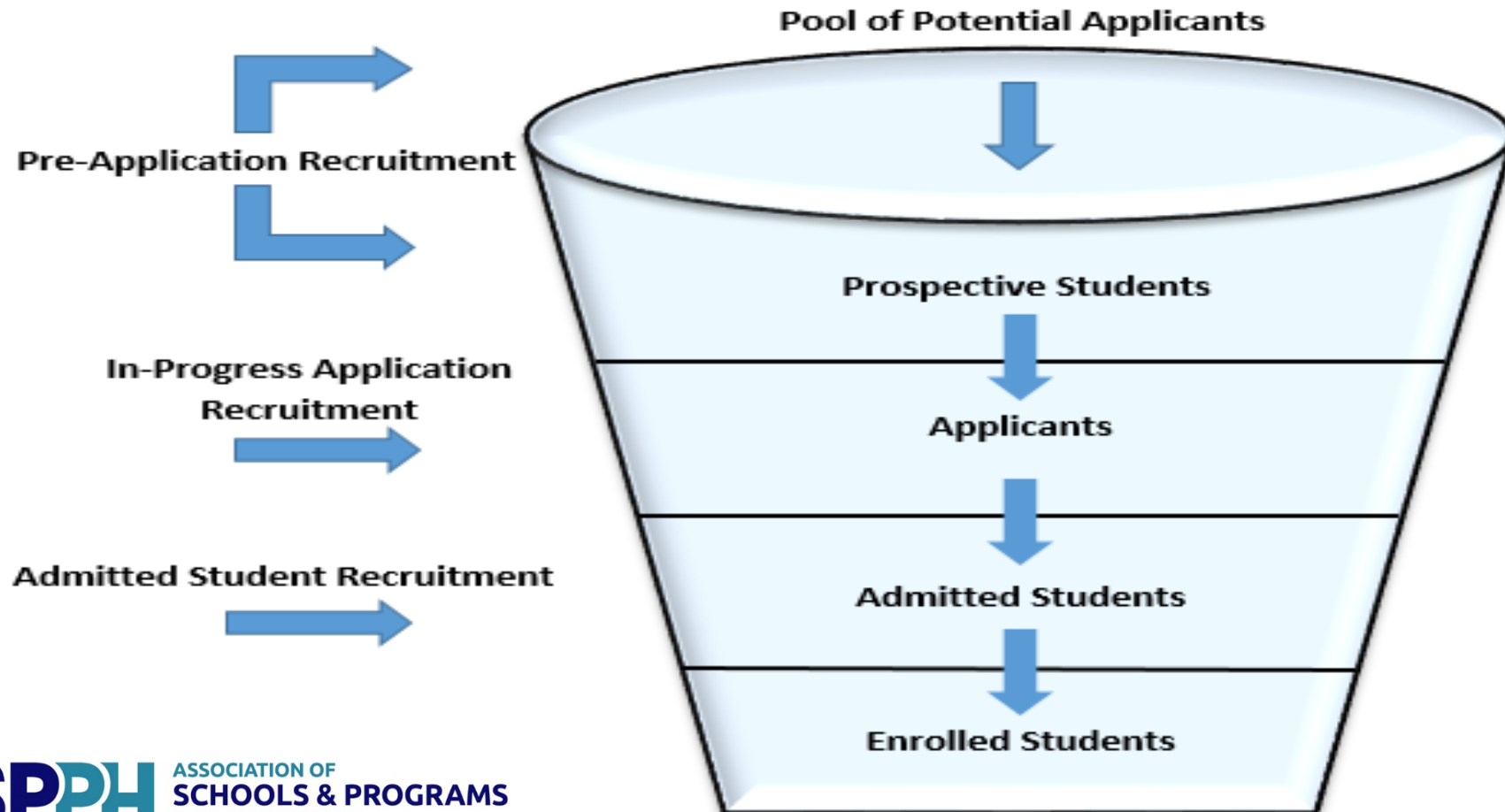


- Enrollment Management Coordinator at the UNC Gillings School of Global Public Health for 3 years
- 2017 NAGAP pre-conference PDI Fellowship
- ASPPH SRAC Member

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



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

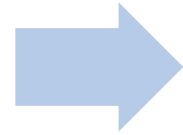


- Associate Director of Academic Programs, Emory/Rollins School of Public Health
- Reviewer, New York University Office of Admissions

Why Review Applications Holistically?

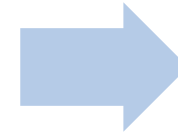
What do you expect?

- 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

Testing

Using *GRE*® scores *successfully*
in holistic admissions.



Look beyond a single
criteria when making
admission decisions.



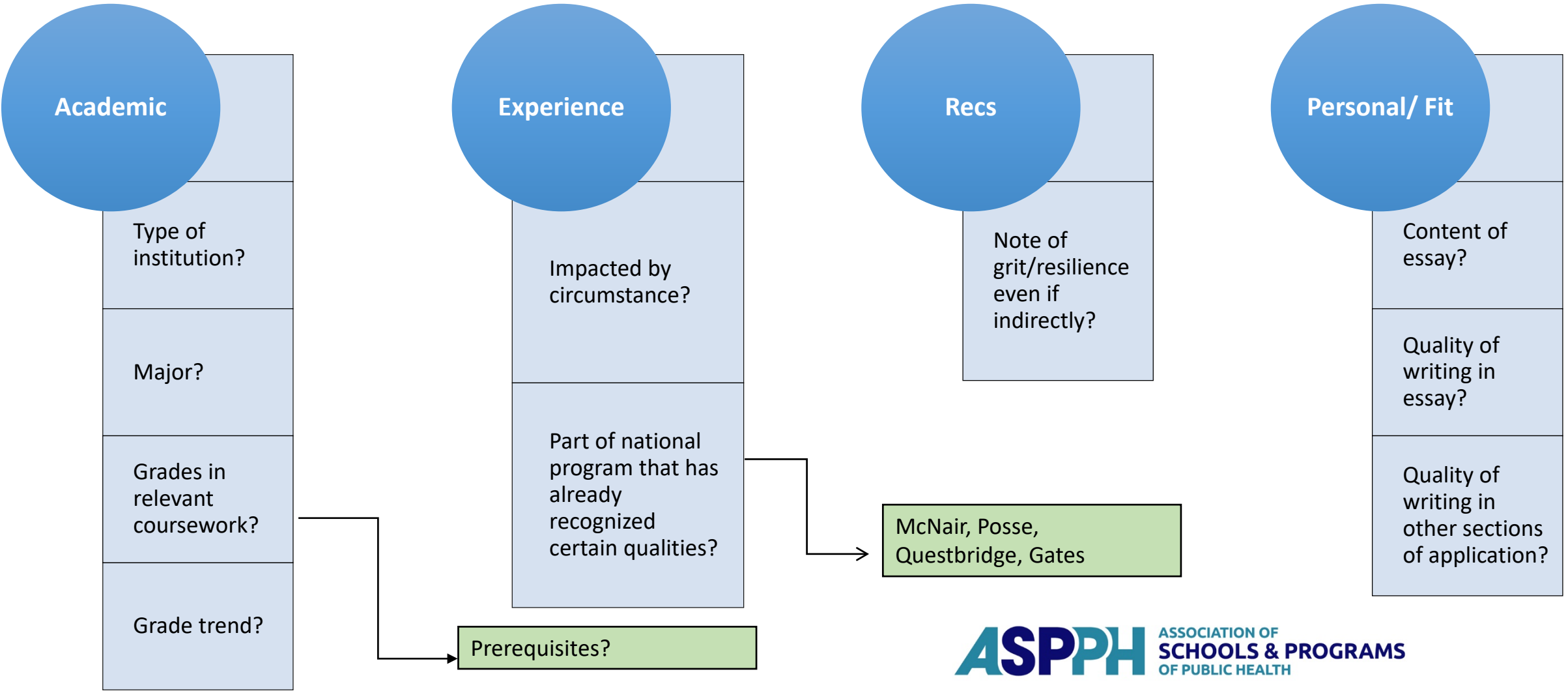
Be more inclusive by
avoiding the use of a GRE
cut score.



Consider scores on the
three GRE General Test
measures independently.

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



Case Study

Official GRE: Received on (09/11/2014)

Test Date	Scr 1	C.Scr 1	Pct 1	Scr 2	C.Scr 2	Pct 2	Scr 3	C.Scr 3	Pct 3
08/29/2014	Verbal	152	54	Quant	143	15	Writin	3.5	38

Case Study

003705: COLLEGE OF WILLIAM AND MARY

Academic Status: Undergraduate Year: 2011 Term: Fall/Semester						
PSYC 150W	FRSM:Human Relationships&Origin	Freshman/Sophomore	Soc/Beh Sci	Not Appl	A-	A-
PSYC 201	Intro Psy as a Natural Science	Freshman/Sophomore	Soc/Beh Sci	Not Appl	B	B
AFST 205	Intro to Africana Studies	Freshman/Sophomore	Other	Not Appl	A-	A-
ENGL 220	Study of Language	Freshman/Sophomore	Other	Not Appl	C-	C-

Academic Status: Undergraduate Year: 2012 Term: Spring/Semester						
ART 212	3-Dimensional Foundations	Freshman/Sophomore	Other	Not Appl	A	A
RELG 204	Christian Origins	Junior/Senior	Other	Not Appl	A-	A-
BIOL 312	Evolution of Organisms	Junior/Senior	BioChmPhyLS	Not Appl	C+	C+
PSYC 202	Intro Psy as a Social Science	Freshman/Sophomore	Soc/Beh Sci	Not Appl	B	B
BIOL 345	Neurobiology	Junior/Senior	BioChmPhyLS	Not Appl	W	None

Academic Status: Undergraduate Year: 2012 Term: Fall/Semester						
PSYC 301	Elementary Statistics	Freshman/Sophomore	Math/Statistics	Not Appl	B-	B-★
PSYC 491	Independent Research	Freshman/Sophomore	Soc/Beh Sci	Not Appl	A	A
FREN 201	Intermed French I	Freshman/Sophomore	Other	Not Appl	B-	B-
KINE 200	Intro to the Human Body	Freshman/Sophomore	Other	Not Appl	B	B
PSYC 314	Social Psychology	Freshman/Sophomore	Soc/Beh Sci	Not Appl	B	B
KINE 460	Social&Behavioral Sci inHealth	Freshman/Sophomore	Soc/Beh Sci	Not Appl	B	B

003745: UNIVERSITY OF VIRGINIA - CHARLOTTESVILLE

Academic Status: Undergraduate Year: 2013 Term: Spring/Semester						
KINE 270	Foundations of Epidemiology	Freshman/Sophomore	BioChmPhyLS	Study Ab	A-	A-
hist 329	Hist of Mdrn China	Freshman/Sophomore	Other	Study Ab	B-	B-
Kine 280	Intro to Public Health	Freshman/Sophomore	Other	Study Ab	A-	A-
Relg 201	World Religions	Freshman/Sophomore	Other	Study Ab	A-	A-

003705: COLLEGE OF WILLIAM AND MARY

Academic Status: Undergraduate Year: 2013 Term: Fall/Semester						
PSYC 310	Developmental Psychology	Junior/Senior	Soc/Beh Sci	Not Appl	A-	A-
KINE 101	Fitness Leadership and Aging	Junior/Senior	Other	Not Appl	P	None
KINE 295	Health-Related Exercise Rx	Junior/Senior	Other	Not Appl	B	B
KINE 290	Introduction to Global Health	Junior/Senior	Other	Not Appl	B	B
PSYC 313	Physiological Psych	Junior/Senior	Soc/Beh Sci	Not Appl	C+	C+
PSYC 491	Research in Psychology	Junior/Senior	Soc/Beh Sci	Not Appl	A	A
PSYC 302	Research Methods/Psy	Junior/Senior	Soc/Beh Sci	Not Appl	B	B
KINE 175	Weight Training	Junior/Senior	Other	Not Appl	P	None

Academic Status: Undergraduate Year: 2014 Term: Spring/Semester						
FREN 202	Intermediate French II	Junior/Senior	Other	Not Appl	B	B
KINE 320	Issues in Health	Junior/Senior	Other	Not Appl	B	B
KINE 301	Public Health & Phys Activ	Junior/Senior	Other	Not Appl	A	A
PSYC 491	Research in Psychology	Junior/Senior	Soc/Beh Sci	Not Appl	A	A
KINE 350	Science of Nutrition	Junior/Senior	Other	Not Appl	A-	A-

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

Academic Status: Undergraduate Year: 2014 Term: Fall/Semester						
PSYC 495	Honors	Junior/Senior	Soc/Beh Sci	Honors		
KINE 380	Intro to Clinical Practice	Junior/Senior	Other	Not Appl		
PSYC 410	Research in Develop Psychology	Junior/Senior	Soc/Beh Sci	Not Appl		
PSYC 317	Sensation and Perception	Junior/Senior	Soc/Beh Sci	Not Appl		

Case Study

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

Themes

- Built Environment
- Media and Health

Fit

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

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.”

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

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Erin Schneider - eschneider@sph.tamhsc.edu

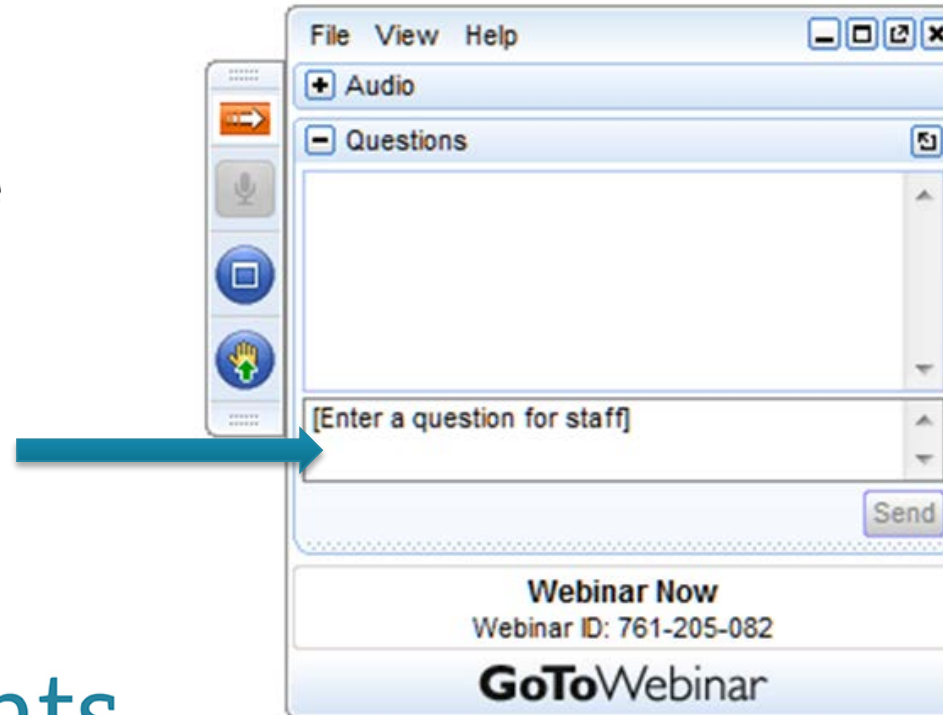
Meghan Sullivan – meghan.sullivan@emory.edu

Time for Q&A & Discussion

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Emory University

Thank You to Today's Presenters



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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

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Coming Attractions...

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 WEBINAR

ASPPH Presents Webinar: Policy, Advocacy, and the Missions of Academic Public Health

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

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