



# ASPPH Presents Webinar: Admissions Series Part 2: Effective Yield Strategies in Plateauing Times

Friday, February 22, 2019 – 2:00 p.m.

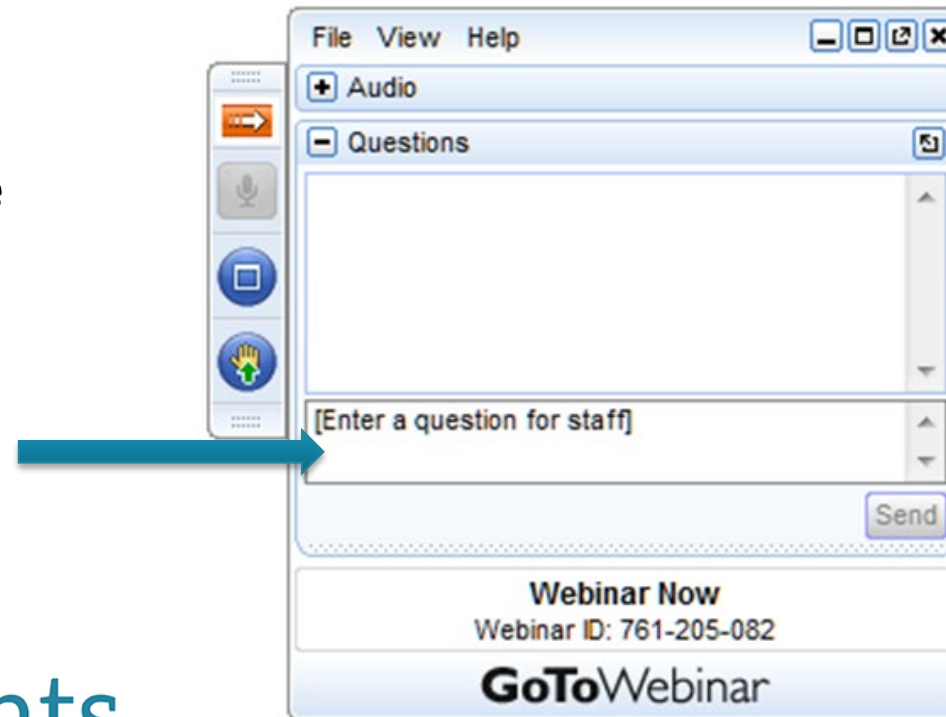


**ASPPH** Presents  
 **WEBINAR**

# 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.



ASPPH Presents  
WEBINAR

# Moderator

**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

**CPHCE**  
*Credits*

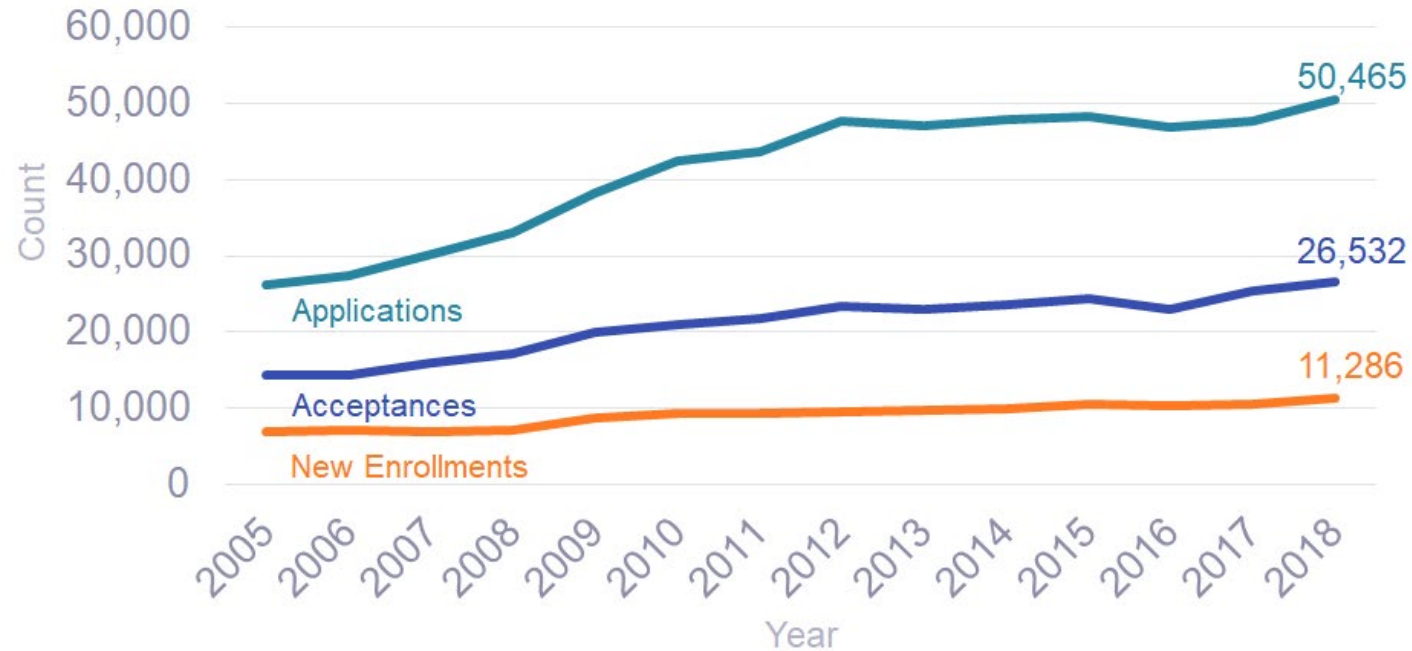
# Admissions Series Part 1 Recap



# ASPPH Data Center

Public health graduate degree admission trends for a cohort of 35 members\* (2005 - 2018)

*\*estimated*

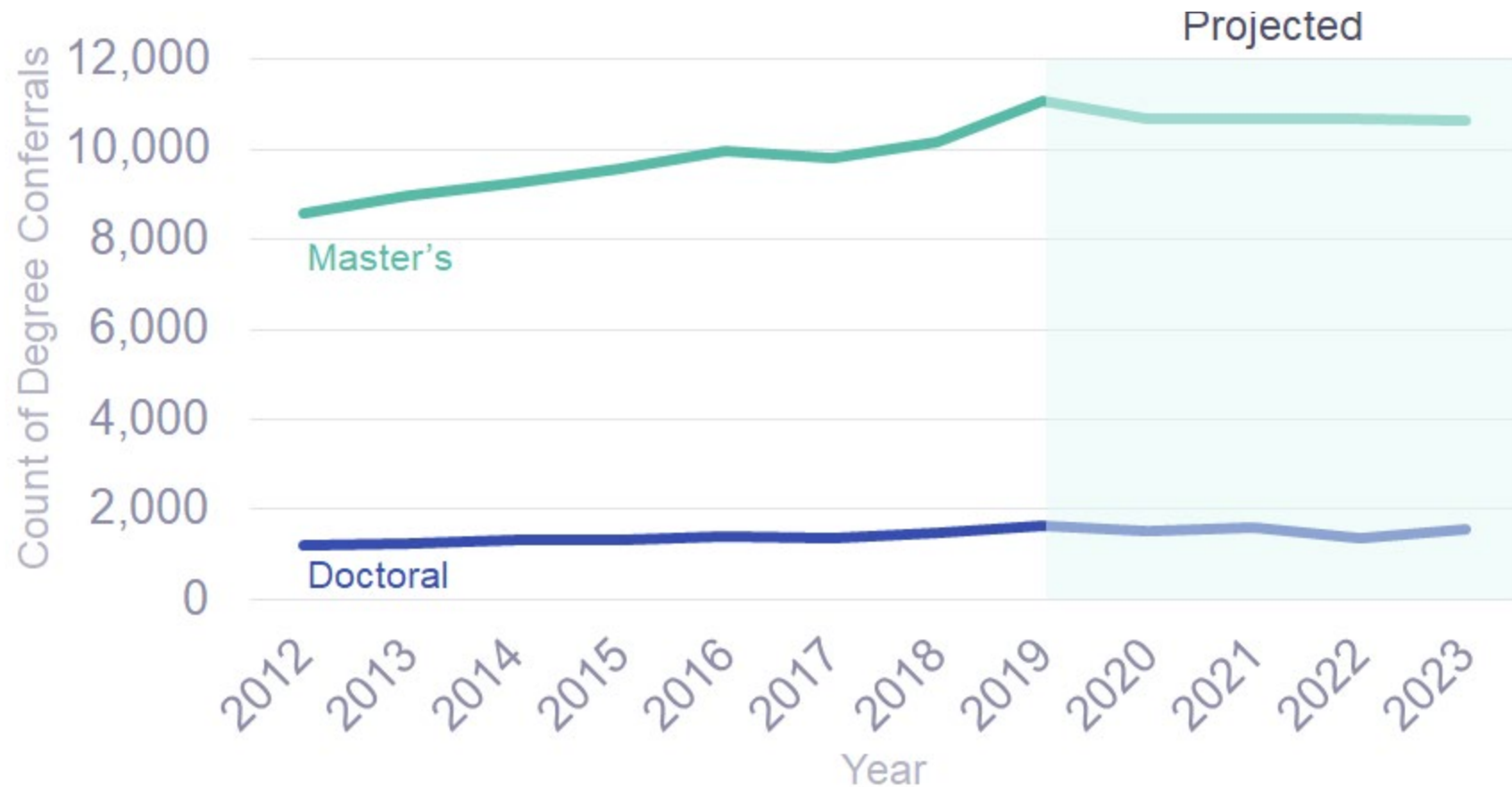


Source: ASPPH Annual Data



# ASPPH Data Center

Actual and projected public health degree conferrals by degree level for a cohort of 50 ASPPH members (2012 - 2023)



# ASPPH Efforts

- **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

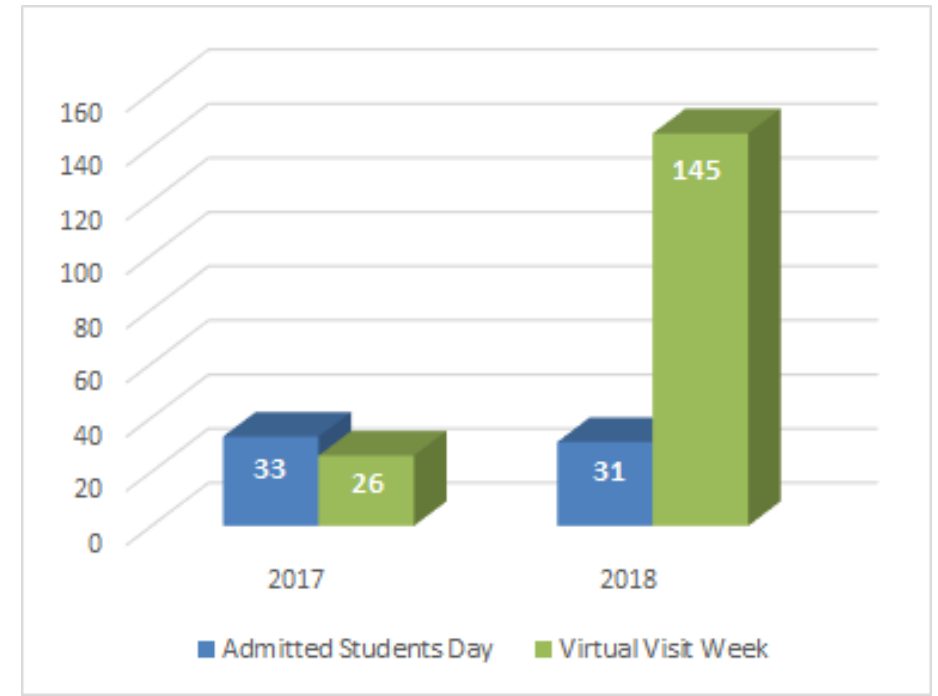
**Amy Glick**  
University of Arizona  
Mel & Enid Zuckerman  
College of Public  
Health



# Arizona: Virtual Visit Week

- Purpose
- Invite all prospective students and admitted students
- Start the week with an Admissions Information Session

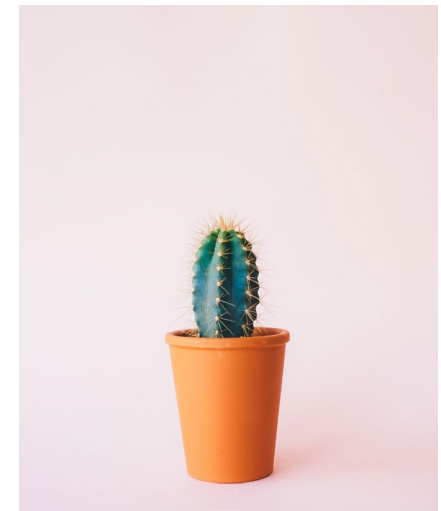
- 45 minute sessions for each program/students
- Record each session
- Cost: *free!*



# 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)

**EXPECT  
NOTHING**  
*appreciate  
everything*



**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



# Iowa: Utilizing Graduate Student Ambassadors

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





**Mary Beth Carroll**  
University of Michigan  
School of Public  
Health



# Michigan: Admitted Student Email Campaign

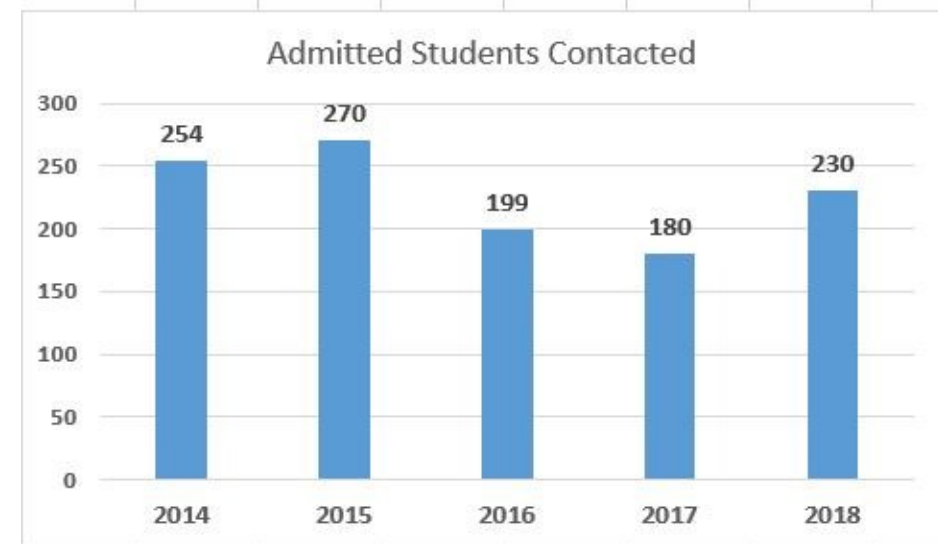
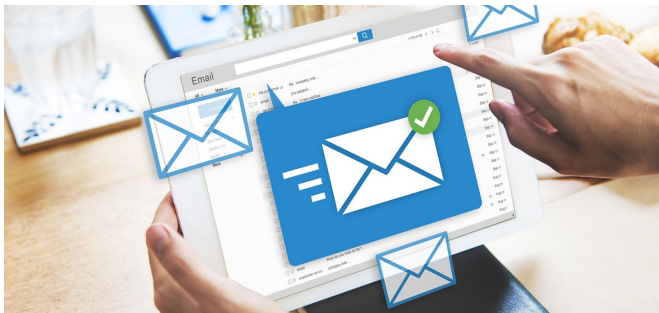
**Purpose-** Connect current masters students with 3-4 admitted students to congratulate them on their admission offer and provide a current student perspective of life at Michigan Public Health

## 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.

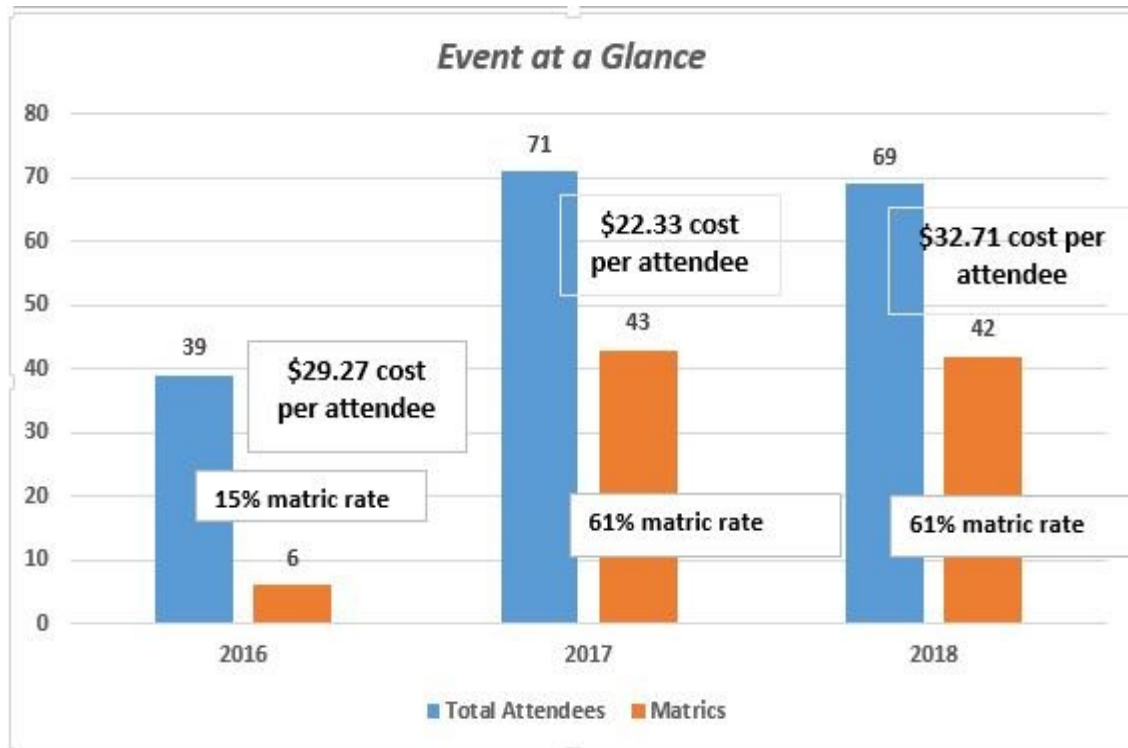
**Step 2-** Admissions staff match admitted student requests with current student volunteers.

**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: Faculty Research Showcase

- Pre-Admitted Student Day Reception
- Collaborative approach utilizing student services staff, faculty, and current students
- Highlights schools research and projects



## 2019 Faculty Research Showcase

Friday, March 15, 2019 | 7-9 PM  
Palmer Commons, Great Lakes Room



**Riana Anderson**  
Assistant Professor, Health Behavior & Health Education  
Discrimination as a (former) determinant of health



**Justin Colacino**  
John G. Searle Assistant Professor, Environmental Health Sciences  
Racial disparities in breast cancer: Understanding the role of the environment



**Gwenyth Lee**  
Research Assistant Professor, Epidemiology  
Characterizing the development of the microbiome among infants living along a rural-urban gradient in Ecuador



**Cindy Leung**  
Assistant Professor, Nutritional Sciences  
No food for thought - how hunger impacts health and well-being

# 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:

<https://www.aspph.org/event/aspph-presents-webinar-admissions-series-part-2-effective-yield-strategies-in-plateauing-times/>

Contact: [tseward@aspph.org](mailto:tseward@aspph.org)

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*Credits*

# Coming Attractions



2019 ASPPH  
**ANNUAL MEETING**  
MARCH 20-22 • ARLINGTON, VA

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