

Open Forum on Strategic Analysis of Graduate Programs:

June 19, 2017, 2:00 pm – 3:00 pm, Eucalyptus Room

Meeting Notes

Attendees: Dr. Rachel Beech, John Yaun, Aurora Vilchis, Claudia Ochoa, Shelby Reeder

Presenter: Francisca Beer

Welcome: Dr. Beer gave a brief review of the CSUSB Strategic Plan, the list of steering committee members, and data collection. Data is collected at three levels: university, college, and program, and includes admissions, enrollment, retention, graduation, student demographics, and degree requirements. The information is compared with other CSU's and Council of Graduate School (CGS) data.

Several surveys have been developed to provide additional input from the campus community: a graduate student survey (current students), faculty survey, and alumni survey. Information on degree demand will be gathered with support from an outside company.

The steering committee used the information to conduct a needs assessment of graduate education and are in the process of developing preliminary goals and strategies. The data will be distributed to colleges and programs.

A consulting company, (Gray Associates) was hired to look at the job market in an 80 mile radius from campus. Gray Associates provides a summary of employment opportunities, salaries, and competition with other schools for each graduate program.

Questions and Comments:

Availability of Data: One participant stated that it would be beneficial to share the data with campus. Dr. Beer responded that some colleges and departments requested that the data not be shared. However, the data is available through IR and Records, but it has not previously been compiled into a single document.

Participants asked if there were some things the programs were doing well that others could learn from. Dr. Beer said that the surveys showed program weaknesses and strengths, such as advising, orientation, student support, and so on. Some strengths and weaknesses showed up repeatedly; these led to recommendations by the committee.

Enrollment: One participant suggested that applicants who were admitted to the university but did not enroll should be contacted to find out why they decided not to attend. The information may help the university learn how to increase enrollment. Dr. Beer said that Graduate Studies does have a list of those who did not complete the application, and is following up on those applicants.

Financial Assistance: Some asked if other schools offered more financial assistance or were less expensive, causing students to go elsewhere. Dr. Beer stated that there is not much difference between the costs of the various campuses within the CSU, however, other schools offer fee waivers.

International Admissions: Participants voiced concern that the Trump travel ban and current political climate may negatively impact university admissions. The data shows that graduate programs are already losing some international markets, such as India and Saudi Arabia. CSUSB does not have paid recruiters overseas.

Next Steps:

Preliminary goals and objectives will be presented to the administration and made available to the campus community. Implementing the goals depends on resource allocation.