

Graduate Studies Council  
9/19/18  
Minutes

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1. Introductions - Carolina Borges (Public Health), Michael Ellard (OGAE), Lauren Shallish (SELL), Nita Ball (Records & Registration), Steve O'Brien (ISTEM), Suzanne McCotter (School of Ed - Academic Affairs), Arianna Bowles (Student rep - Counselor Education)
2. Nomination/Election of Chair and Vice Chair
  - a. Lauren Shallish - Chair
  - b. Steve O'Brien - Vice Chair
3. Report from OGAE
  - a. Open House - 150 students registered (large increase); about  $\frac{1}{3}$  attended
  - b. Deadlines - Counselor Ed 10/1; other programs 12/1
  - c. Events - Rowan, NJEA, etc.
  - d. OGAE is setting up presence at Eickhoff this year to increase awareness of graduate programs
  - e. Forman-Roth - new external marketing consultant that we're working with - all digital marketing efforts
  - f. New CRM program - Slate - going to change how we do Admissions - Michael will meet with program coordinators who review applications for training
  - g. Increase in graduate enrollment - part of strategic plan - we're close to our target
4. Other
  - a. Enrollment - driven by mission & vision (Steve)
    - i. Teachers not getting same funding (and what funding is available is competitive)
    - ii. Desire for online/blended programs
    - iii. Higher tuition than competitors (Suzanne)
    - iv. Partnership with Rutgers, creating a niche (Carolina)