



2021 Marketing and Recruitment Practices for Graduate Students

Graduate Marketing and Recruitment Leaders Speak

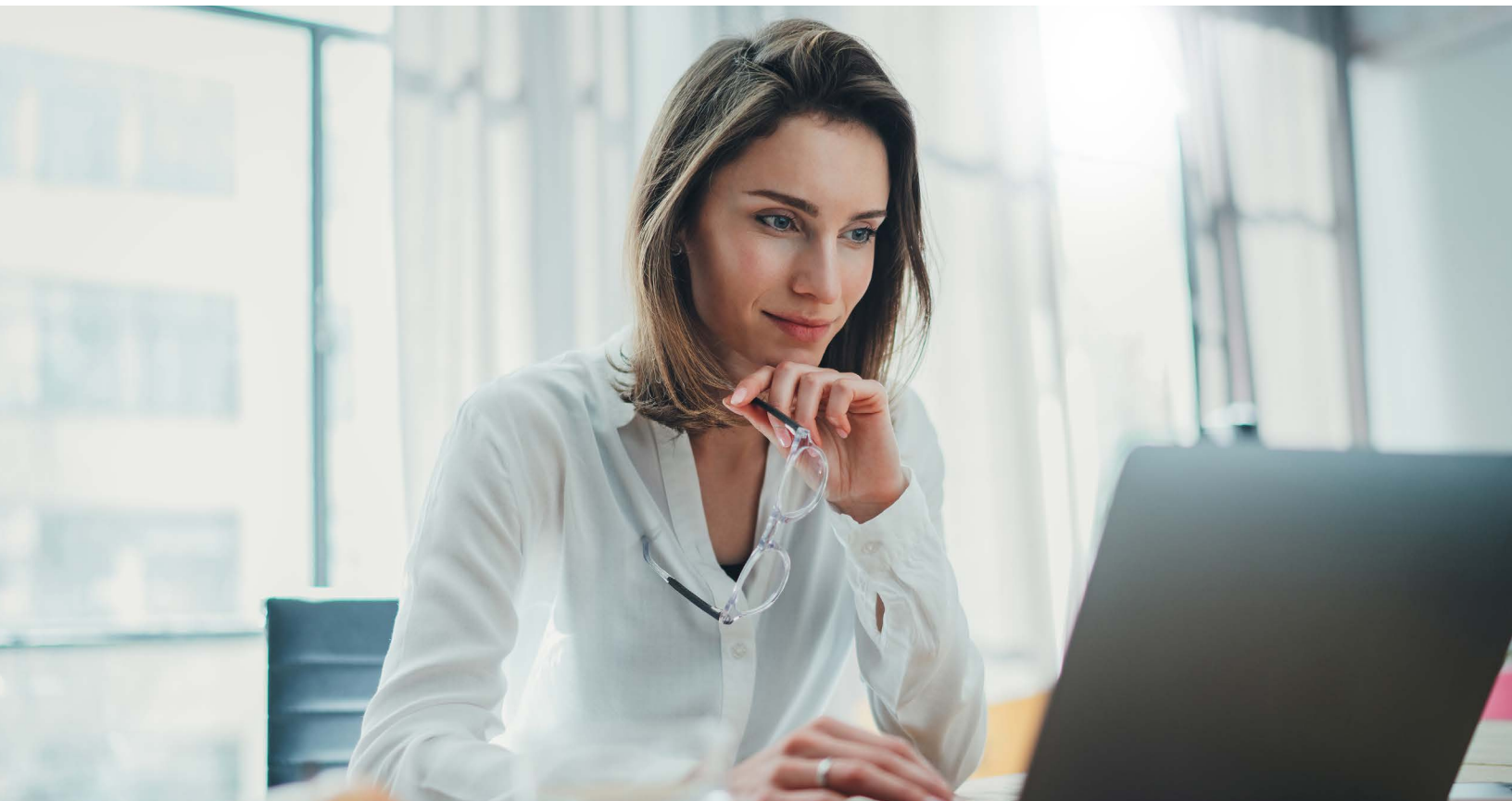
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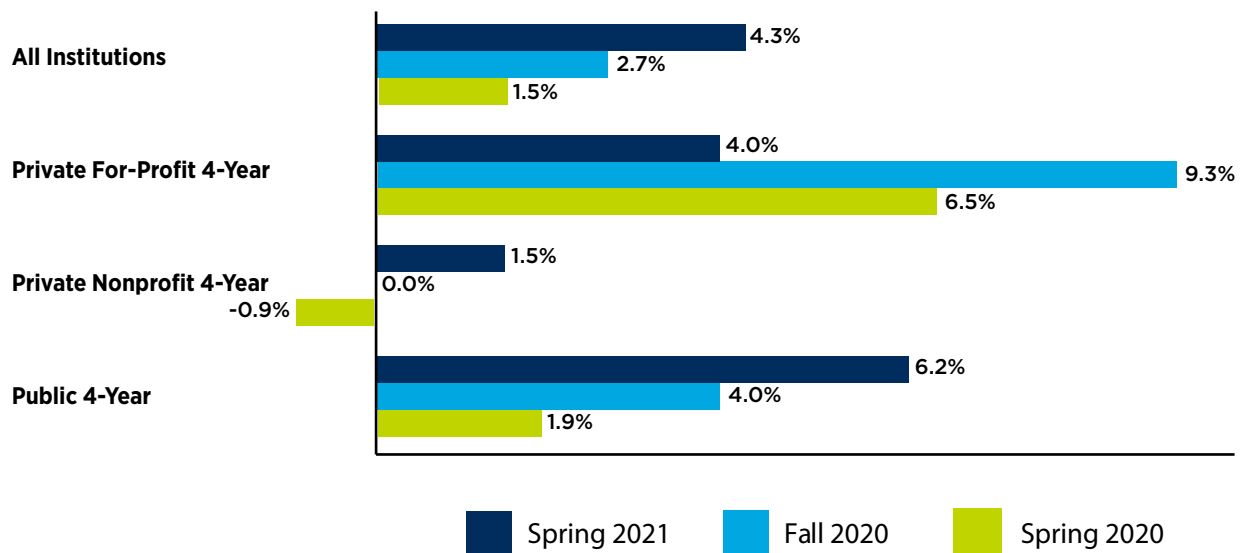
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GRADUATE ENROLLMENT HAS BECOME FUNDAMENTAL TO INSTITUTIONAL SUSTAINABILITY

Throughout the pandemic, American colleges and universities have reported rates of growth in graduate enrollment each semester that surpass performance in any of the three pre-pandemic semesters. But this “rising tide” will not lift all boats equally. The institutions that are effectively planning, are appropriately investing, and substantially listening to the “market” will be in the strongest position to benefit from this healthy outlook.

YEAR-OVER-YEAR GRADUATE ENROLLMENT SNAPSHOT



With this in mind, RNL initiated a set of research studies in early 2021 to assist clients, friends, and the wider higher education community in understanding what they must do in order to thrive in the graduate education space.

We began with our first large-scale survey of prospective graduate students. This study focused on understanding the search patterns, decision making priorities, and program demands and preferences of today’s graduate students. This culminated in the publication of [2021 Graduate Student Recruitment Report](#).

As a companion piece, RNL partnered with NAGAP (The Association for Graduate Enrollment Management) for the second time to produce this report—which seeks to profile how graduate schools and programs across the country are marketing to prospective graduate students and which techniques they are using to recruit and cultivate them. Our goal is to present an accurate snapshot of what is being done today, with an eye on what aspects are already at the level of “best practice” and which areas will likely need to receive additional focus in order to benefit from recent growth trends.

While the [2020 Graduate Marketing and Recruitment Practices Report](#) got the ball rolling, this 2021 report benefits from the fact that at many points we are now able to compare what graduate schools are doing to market and recruit students with hard data on how their targets—prospective graduate students—search for and make their enrollment decisions.

What has become clear is that campuses and graduate programs have to invest in their marketing efforts—particularly as they relate to digital marketing techniques—and advance their recruitment efforts to engage prospective graduate students and cultivate their enrollment, often in ways that are quite different from practices used among traditional undergraduates.

More than anything this means an emphasis on speedy response, timely enrollment decisions, and more personalization in both first and ongoing communications. Regarding digital outreach, it also means more strategic targeting to focus limited resources on prospective graduate students who are more likely to enroll.

This benchmark survey report provides data to showcase best practices and trends in graduate student marketing and recruitment. RNL polled almost 100 institutions about their marketing practices and recruitment tactics for graduate students. This report summarizes and analyzes our findings while also highlighting opportunities for programs to elevate and evolve their enrollment efforts.

About the Poll

RNL and NAGAP partnered together to survey institutions in winter of 2021. The survey target was the staff member responsible for graduate level marketing and/or recruitment/enrollment.

For more details about the survey, see page 23.



GRADUATE PROGRAM OFFERINGS

A broad array of program options are being made available to today’s graduate students. In what follows we present data on what is available to graduate students, followed—where appropriate—by data on the preferences of prospective graduate students. In each case, graduate school leadership should consider how their offerings align with the demands and preferences of the students they seek to serve.

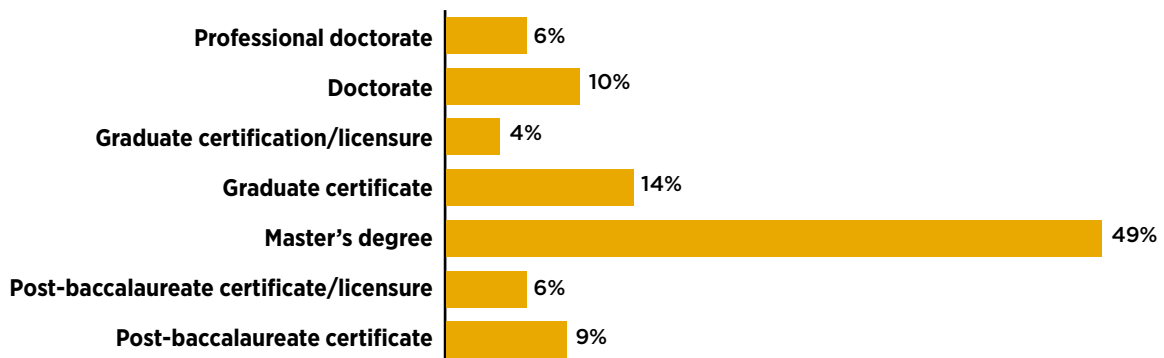
In many cases what is available today does not quite align—at least at the volume demonstrated by the prospective student data—with the demands of the graduate student market.



1. Types of Graduate Programs Available

CREDENTIAL	PRIVATE	PUBLIC
Post baccalaureate certificate	34%	57%
Post baccalaureate certification/licensure	21%	29%
Master’s degree	92%	93%
Postgraduate certificate	34%	61%
Postgraduate certification/licensure	15%	36%
Doctorate	53%	82%
Professional doctorate (JD, MD, DO, etc.)	24%	32%

Prospective Graduate Students: Type of Graduate Credential

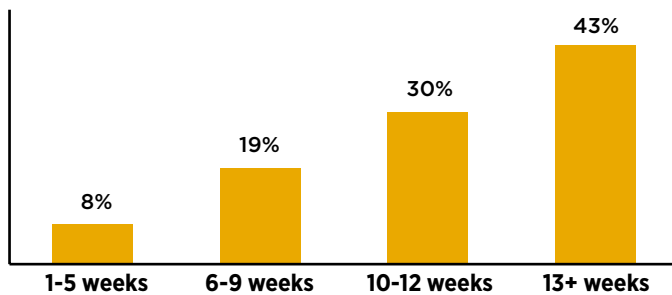


2. Available Course Lengths

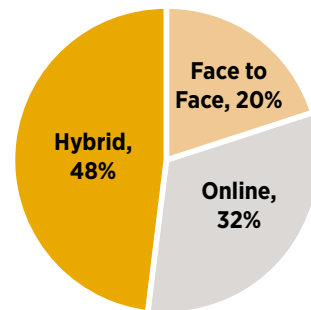
COURSE LENGTH	PRIVATE	PUBLIC
Full semester	79%	93%
12 weeks	15%	7%
10 weeks	11%	14%
8 weeks	29%	32%
6 weeks	6%	14%
4 weeks	5%	11%
Other	16%	14%

Prospective Graduate Students:

PREFERRED COURSE LENGTH



PREFERRED FORMAT



3. Available Instructional Formats

FORMATS	PRIVATE	PUBLIC
On-ground, on-campus	82%	93%
Cohort-based	68%	82%
Blended (including both classroom and online courses)	45%	54%
Online with periodic synchronous convenings	81%	96%
Online with no synchronous elements	47%	71%
Evening classes	37%	43%
Hybrid with each course including classroom and online instruction	82%	86%
On-ground, off-campus (e.g., satellite learning center)	73%	82%
Weekend-based	79%	86%
No online programs, but online classes	66%	86%

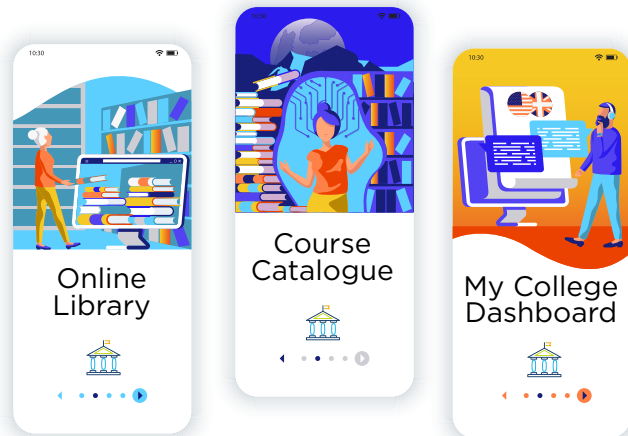
4. Plans to Expand Online Offerings



PRIVATE



PUBLIC



5. Number of Starts Per Year

Today's graduate students expect timely responses and timely acceptance during the graduate search process. One institutional strategy that can facilitate timeliness is to have multiple points at which students can begin their studies. Institutions with a single point of entry may not recognize that from the students' perspective, this means that they may have to wait months in order to begin that next stage in their educational pathway, and they may opt to enroll in a program that offers less traditional entry points throughout the year.



START DATES PER YEAR	PRIVATE	PUBLIC
1	11%	4%
2	19%	21%
3	29%	36%
4	23%	18%
5 or more	18%	21%

MARKETING AND RECRUITMENT OPERATIONS

In our 2020 survey, we asked who is responsible for graduate marketing and recruitment? This raised more questions as readers looking for best practices sought more detail about who is doing what. For this reason, we expanded this question set to include each of the initial steps in the enrollment funnel.

While some level of centralization has come to be seen as a best practice, this is not always the case. When centralization means moving responsibility for these vital functions from programs, departments, and schools to **graduate-level** marketing and/or enrollment operations, this is likely a best practice. Why? Because with the sophistication needed in order to successfully compete for students, it is likely that decentralized operations staffed by people with many diverse job responsibilities may not be as effective as they need to be today.

Centralization can be less effective when it means moving responsibility to **institution-wide** offices, because graduate students have unique demands and expectations. If tactics and techniques that work for traditional undergraduate students are forced on the graduate population in the name of efficiency—or current expertise—this can result in less successful outcomes.

6. Offices Responsible for Marketing, Recruitment, and Cultivation

	MARKETING		RECRUITMENT		CULTIVATION	
	PRIVATE	PUBLIC	PRIVATE	PUBLIC	PRIVATE	PUBLIC
Graduate marketing office	6%	0%	n/a	n/a	n/a	n/a
Graduate enrollment/admissions office	13%	18%	48%	29%	50%	29%
Shared: Central office and schools/departments	13%	46%	18%	32%	13%	25%
Central marketing office	50%	14%	n/a	n/a	n/a	n/a
Central all-level enrollment/admissions office	3%	7%	19%	25%	23%	18%
Each school/department	6%	7%	13%	14%	11%	29%
Third party partner	3%	0%	2%	0%	3%	0%

Marketing Operations: Private institutions have more successfully migrated marketing to a central office than have public institutions, many of which continue to rely on shared responsibility. This can lead to no single entity being able to be held accountable.

Recruitment: Private institutions have largely migrated recruitment to a graduate recruitment/enrollment office, while public institutions have more diverse organizations. Given student demand for speedy initial response, this may be the most important area to centralize in a single, graduate-level operation that can be held accountable for timeliness.

Cultivation: Private institutions have been more successful at the point of cultivation of inquiries and applicants in centralizing these functions in a graduate-level operation than have public institutions. Again, given the demand for personalized, speedy communication, an operation whose sole responsibility is doing so is likely to be the most effective in getting it done.

7. Continuity in Cultivation

92%
PRIVATE

79%
PUBLIC

The same team is responsible for cultivating from inquiry to application and acceptance to enrollment.



Figure 7 also shows that the continuity of the cultivation process before and after acceptance is greater among private institutions than public institutions. While cultivation passed from recruiters to departments in the past (typically based on the hypothesis that the depth of communication post-application could most appropriately be managed by program representatives), today's demand for speedy response may make this situation less effective.

Website: As Figure 8 shows, private institutions have also been more successful than public institutions in migrating control of the graduate-level website content and user experience to a centralized marketing office. While there are many stakeholders with a “claim” to the institutional website, nothing is more important to enrollment. Almost 90 percent of graduate students cite institutional websites as their most important source of the information they need to make an enrollment decision. As such, information needs to be written and organized in a way that will engage students and advance their decision making.

8. Office Responsible for Graduate Website Content and User Experience

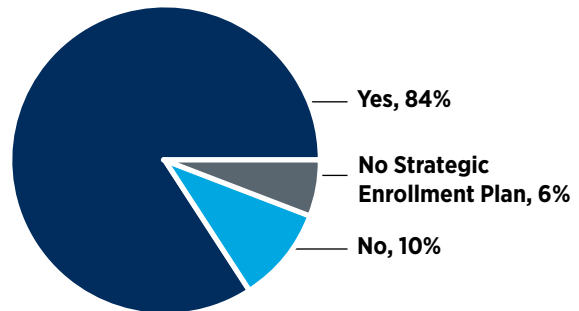
OFFICE	PRIVATE	PUBLIC
Graduate marketing office	5%	4%
Graduate recruitment/enrollment office	10%	7%
Shared: central office and schools/departments	15%	36%
Central marketing office	56%	25%
Central all-level enrollment/admissions office	3%	11%
Each school/department	10%	18%

STRATEGIC AND ANNUAL PLANNING

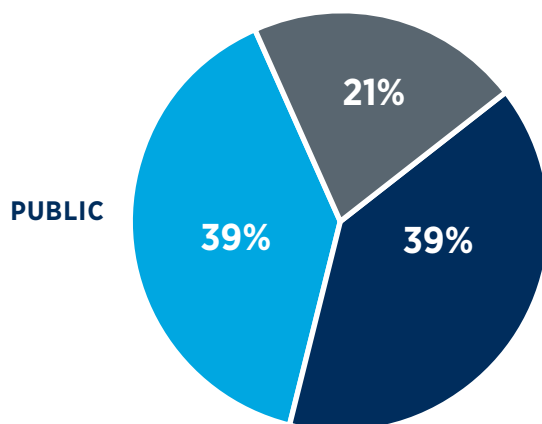
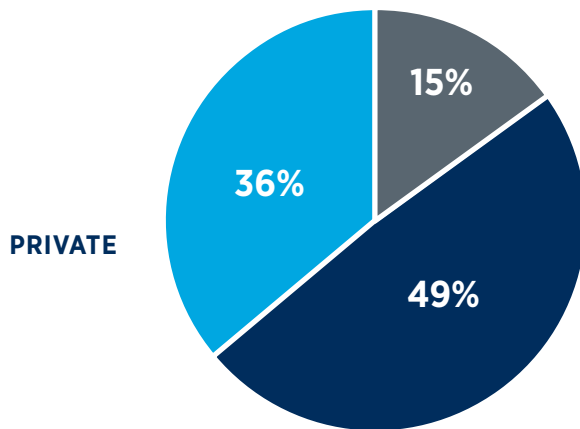
Benjamin Franklin famously said “a failure to plan is a plan to fail.” As graduate schools and programs compete with an ever-increasing number of institutions that see them as a path to enrollment health, they need to move from the periphery to the center of institutional strategic and annual planning—with the appropriate level of funding and attention.

9. Graduate Inclusion in Strategic Enrollment Plan

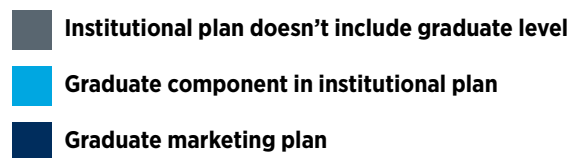
More than 80 percent of both public and private institutions now include graduate programs in their institutional strategic enrollment plan. Fewer than 5 percent have no plans to do so, and a similar percent of both types of institutions have no strategic enrollment plan. Note that there were no significant differences between public and private institutions.



10. Annual Graduate Level Marketing and Recruitment Plan



Private institutions are doing better than public institutions in creating an annual marketing and recruitment plan for their graduate programs. Half have a specific graduate plan and another 36 percent have a graduate component in their overall annual marketing and recruitment plan. In these cases, it is important that the graduate component is not subsumed or overshadowed by the undergraduate component—regardless of the challenges in undergraduate education. Graduate annual plans need to be comprehensive, detailed, and fully funded for institutions to have a chance at being a part of projected graduate growth in the near future.



MARKETING

It has never been more important for institutions to effectively market their graduate programs. With more institutions than ever seeing graduate enrollment growth as a path to enrollment health, prospective students will be presented with more choices than ever before. For this reason, we asked an extensive set of questions to graduate marketing and recruitment leaders in order to assess the current state of public and private institutions.

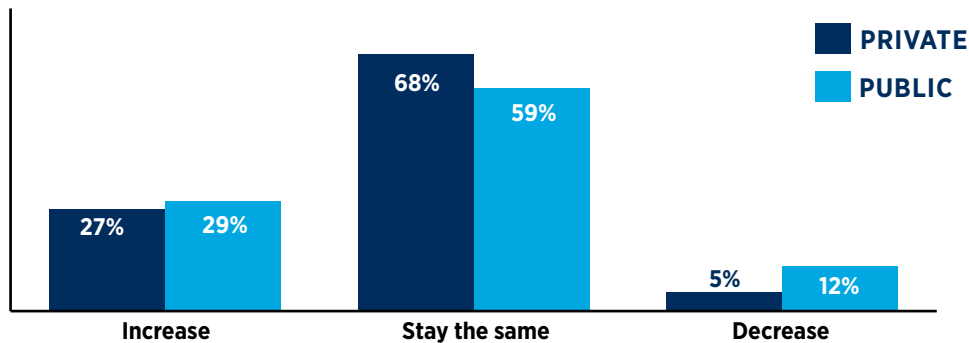
Budgets

Private institutions are more likely to have a distinct graduate level marketing budget than are public institutions. Private institutions were also less likely to have seen a decrease in their marketing budget for the 2021-22 academic year. As institutions seek to recover from undergraduate losses during the pandemic, it may be more important than ever to have distinct funds set aside for all the needs to be done to grow the visibility of graduate programs.

11. Institutions That Have a Distinct Graduate Marketing Budget

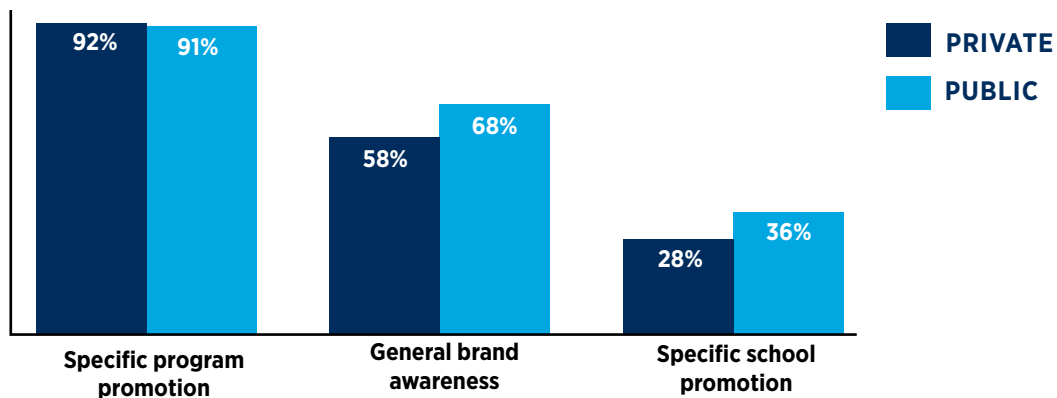


12. 2021-22 Marketing Budget Changes



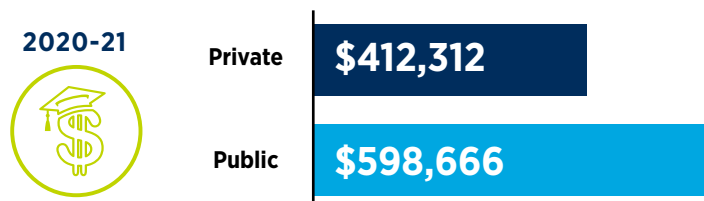
13. Focus of Marketing Budgets

Both public and private institutions have begun to recognize the vital importance of program marketing as opposed to raising general brand awareness—particularly in light of the fact that among more than 300 million Google searches at the graduate level in 2020, 79 percent did NOT include the name of an institution.



14. Average Marketing Budgets

While more institutions than ever have a distinct graduate level marketing budget, the total size of those budgets are likely to be enough to conduct program-centered marketing campaigns for the dozens of programs that institutions typically offer. When considering that a sophisticated, multi-channel campaign for a single, high-demand, master’s program can cost more than \$100,000, the averages at both public and private institutions will likely need to grow in order to give institutions the visibility they need to attract students.











15. Typical Allocation of Marketing Budgets

RNL’s recent survey of prospective graduate students documented that four of the top five marketing channels students use to start their search are digital channels. Institution budgets have begun to reflect the fact that graduate students begin their search online.



On average, public and private institutions dedicate 40 percent of the budgets to digital advertising, while an additional 15 percent is dedicated to search engine optimization (SEO). Events—both face to face and virtual—command a similar proportion of the marketing budget with all other elements comprising smaller proportions. While the total marketing budget may be smaller than it needs to be, it is clear that funds are being directed to highly effective channels.

ALLOCATION OF MARKETING DOLLARS

	PRIVATE	PUBLIC
 Digital advertising	40%	43%
 SEO/organic lead generation	16%	13%
 Traditional media	12%	13%
 Events (face-to-face)	6%	9%
 Events (virtual)	6%	8%
 Corporate partnerships	2%	1%
 Other	1%	2%
 Don't Know	17%	13%

16. Budget Allocations Based on Average Marketing Budget

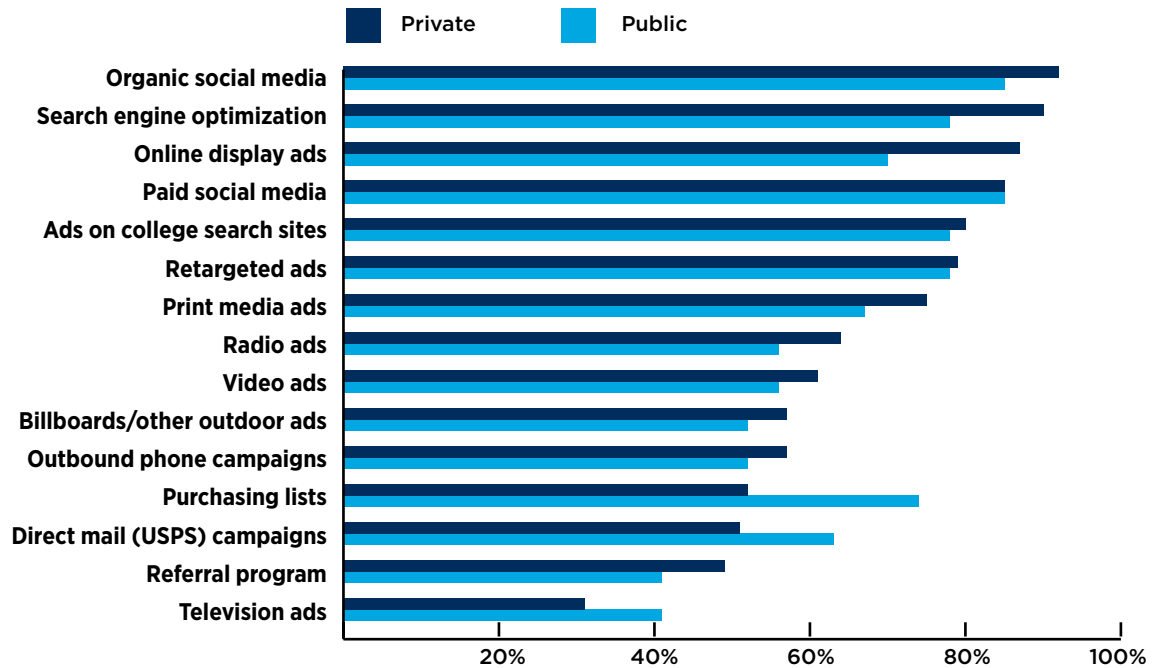
In order to understand how an average marketing budget would be allocated in real dollars, we took the average budget presented above and allocated it by percent to the various channels.

ALLOCATION OF MARKETING DOLLARS	PRIVATE	PUBLIC
 Digital advertising	\$164,925	\$257,426
 SEO/organic lead generation	\$65,970	\$77,827
 Traditional media	\$49,477	\$77,827
 Events (face-to-face)	\$24,739	\$53,880
 Events (virtual)	\$24,739	\$47,893
 Corporate partnerships	\$8,246	\$5,987
 Other	\$4,123	\$11,973

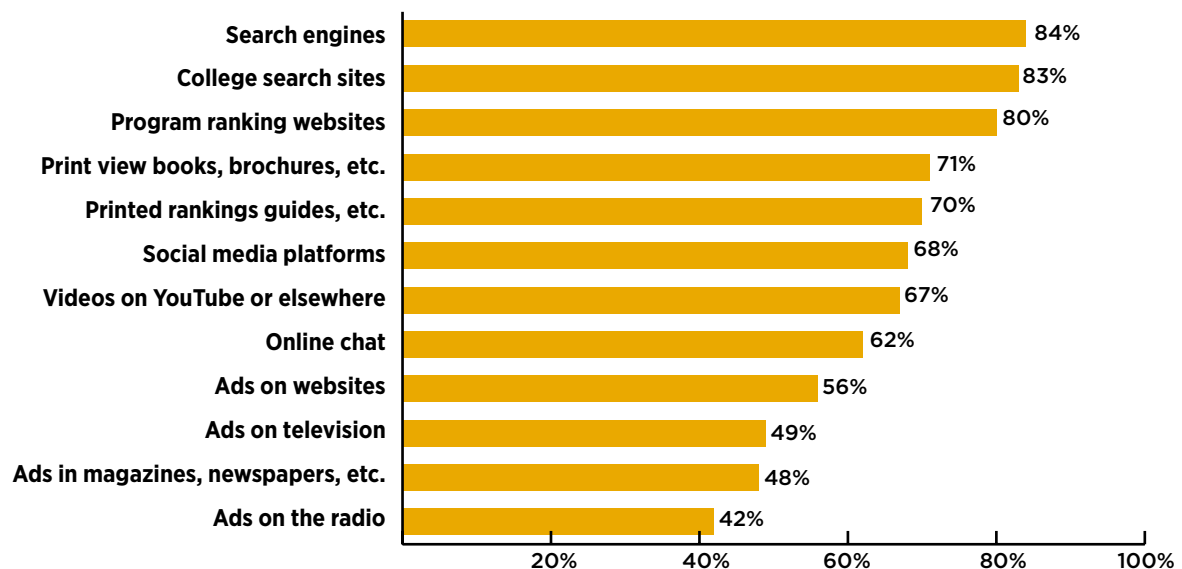
17. Marketing/Lead Generation Channels: Use and Perceived Effectiveness

All five of the most frequently used marketing channels are digital, and all five are used by more than 70 percent of institutions. Social media (both organic and paid), search engine optimization, and online display advertising lead, with private institutions more likely to use all but paid social media. Considering that the use of social media by prospective graduate students has grown to nearly 70 percent and that nearly 85 percent begin their search on Google (or other search engine), these are clearly dollars well spent.

MARKETING/LEAD GENERATION TACTICS USED








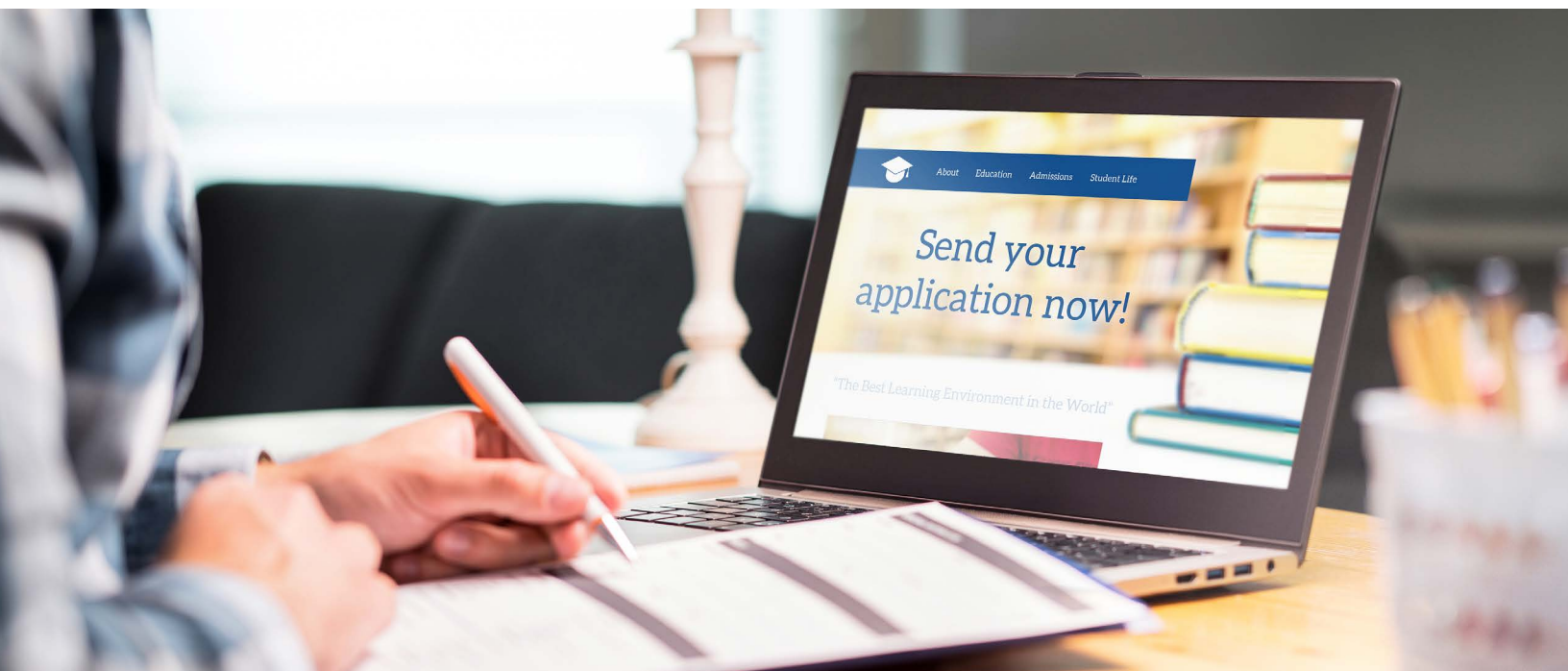
Prospective Graduate Students: Program Search Resources



18. Website Inquiry Generation Tools

With the vast majority of graduate program searches beginning on a search engine and landing on institutional websites or landing pages, it is more important than ever that the site's user experience makes it easy for visitors to make contact or be otherwise enticed forward. More than 90 percent of public and private institutions have instituted information request forms in lieu of posted telephone numbers or email addresses. More than 60 percent have instituted a web-based appointment setting tool on their site, while fewer have created a graduate recruitment microsite—specifically designed to facilitate presenting the information needed for an enrollment decision.

	PRIVATE	PUBLIC
 Website “information request” form	97%	92%
 Use of video	75%	66%
 Free application	74%	62%
 Web-based appointment tool	67%	57%
 Graduate recruitment microsite	51%	44%



RECRUITMENT

The demand for speedy response and the expectation of a personalized approach has significantly impacted the need for taking a more centralized approach to graduate student recruitment. While it may seem counterintuitive that a central graduate recruitment office could be more personal than a program staff member answering the phone or responding to an email, the chance of meeting the expected response times of today’s graduate student is more likely to occur in a structure in which the primary and singular focus of each staff member is to respond to inquiries, questions, and other contacts.

With this in mind, we asked a set of questions designed to understand how graduate schools are managing the recruitment process.

19. Ongoing Communications Plans for Inquiries/Applicants

Private institutions are significantly more likely than public institutions to have a formal ongoing communications plan (a “comms flow”) that organizes outreach to inquiries and applicants. While recruiters and counselors need to have some latitude in how they respond to inquiries and questions, a level of sophistication is likely needed that is based on best practices in what moves—and what does not move—a prospective student to the next stage of the enrollment funnel.

INSTITUTIONS THAT HAVE A FORMAL COMMUNICATIONS FLOW FOR CULTIVATING LEADS



PRIVATE
89%



PUBLIC
81%

20. “First Responder”

Both public and private institutions rely on full-time graduate admissions counselors/recruiters to respond to inquiries and other contacts. While these individuals may have to pass some highly detailed inquiries and questions to a program staff member, in most cases these initial contacts can be well managed by these vital “first responders” who can be held accountable for timeliness and accuracy.

“FIRST RESPONDERS” TO GRADUATE INQUIRIES	PRIVATE	PUBLIC
Graduate admissions counselor	77%	74%
Graduate program coordinator	8%	19%
Whoever is available	5%	4%
Internal call center	3%	0%
Faculty member	2%	0%
Third-party partner call center	2%	0%

21. Typical First Response Timing

Private institutions are significantly closer to meeting the expected response times of prospective graduate students than public institutions are, particularly via personal email. Nearly three-quarters of prospective graduate students expect to receive a personal response within 24 hours, and approximately half expect a response within an hour of contacting the college (including the submission of an information request on the institutional website). Our student survey also documented that an automatic response email is NOT a satisfactory solution to their demand for personalized attention.

TIME OF RESPONSE	PERSONALIZED EMAIL		TEXT MESSAGE		PHONE CALL	
	PRIVATE	PUBLIC	PRIVATE	PUBLIC	PRIVATE	PUBLIC
Immediately	49%	13%	21%	0%	9%	0%
Within 3 hours	5%	8%	13%	0%	8%	0%
Within 24 hours	31%	25%	19%	11%	27%	25%
Within 3 days	10%	38%	10%	39%	17%	19%
Within a week	2%	17%	15%	11%	27%	44%
More than a week	2%	0%	21%	39%	12%	12%
Not used	2%	11%	48%	63%	15%	41%

Prospective Graduate Student Inquiry Response Expectations

	WITHIN MINUTES	AN HOUR	A DAY	MORE THAN A DAY
Personal email	19%	23%	30%	26%
Text message	26%	29%	21%	11%
Phone call	24%	22%	22%	18%

22. Recruitment and Cultivation Events

Virtual events now outpace face-to-face events among both public and private institutions, and in all cases reliance on such events increased during the pandemic. While this began as a temporary solution to the challenges of the pandemic, it is likely that the convenience of such events—and their acceptance and use by prospective graduate students—will cause them to become a permanent part of the recruitment and cultivation process.

Both live and AI chat saw considerable increases since last year's RNL study. This is another engagement tool that graduate schools and programs can use to ensure that prospect student questions can be answered in a manner that is consistent with any of the other activities they conduct online today.

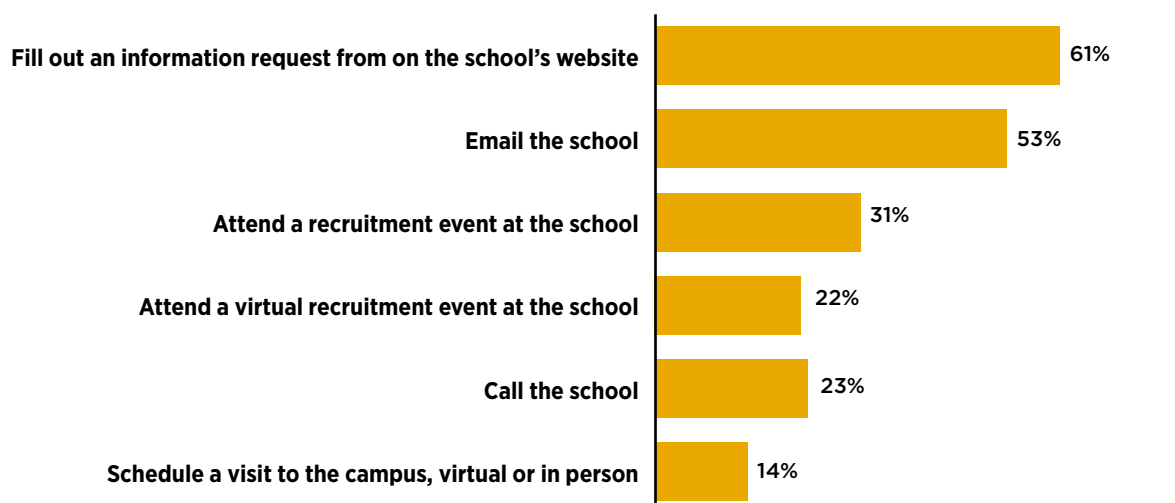
PRIVATE INSTITUTIONS

EVENT	INCREASED USE IN 2020	USED
Information sessions via webinars	74%	93%
Information session, face to face	15%	87%
Open houses (virtual)	54%	85%
Faculty/departmental events	23%	72%
Open houses (ground)	10%	67%
Live chat on a website	33%	34%
AI-driven chat on a website	29%	23%

PUBLIC INSTITUTIONS

EVENT	INCREASED USE IN 2020	USED
Information sessions via webinars	77%	96%
Information session, face to face	60%	93%
Open houses (virtual)	4%	93%
Faculty/departmental events	0%	81%
Open houses (ground)	30%	74%
Live chat on a website	18%	41%
AI-driven chat on a website	11%	33%






Prospective Graduate Student Method of First Contact



23. Frequency of Ongoing Communication

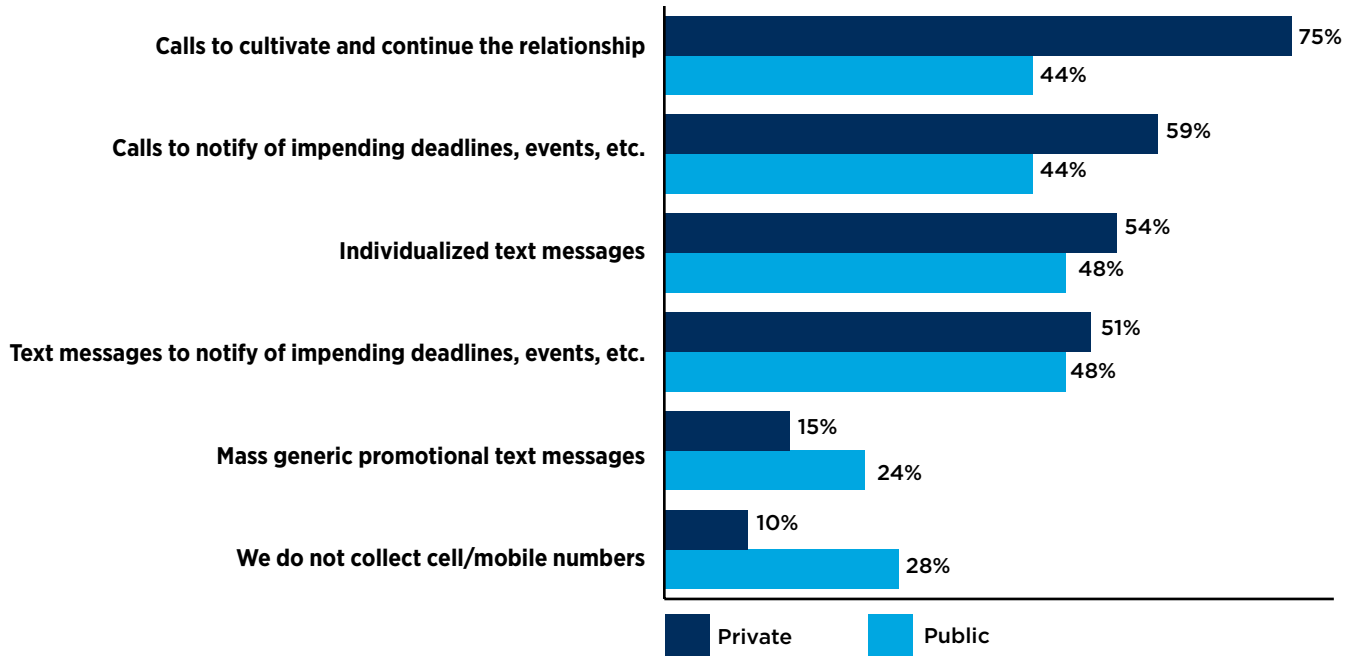
Personalized email is the most consistently used method of communication among both public and private institutions, with privates typically emailing weekly and publics emailing every two weeks. Both public and private institutions have decreased their reliance on non-personalized email over the last two years, but publics are far more likely to rely on it than are their private counterparts. Similarly, private institutions are more likely to include phone contact in their communications plan—albeit with inconsistent frequency ranging from weekly to less than monthly.

Texting has surpassed material mailed to home in usage at both public and private institutions. Private institutions are most frequently texting once a week, while public are texting less than once a month—surely a loss given that every prospective graduate student carries a device with them everywhere they go.

METHOD	FREQUENCY	PRIVATE	PUBLIC
 Personalized email	Daily	2%	4%
	Weekly	43%	19%
	Every two weeks	36%	37%
	Monthly	13%	11%
	Less than monthly	5%	7%
	Not used	2%	22%
 Phone	Daily	2%	0%
	Weekly	23%	7%
	Every two weeks	23%	4%
	Monthly	20%	19%
	Less than monthly	23%	33%
	Not used	10%	37%
 Non-personalized email	Daily	0%	0%
	Weekly	30%	19%
	Every two weeks	20%	22%
	Monthly	21%	22%
	Less than monthly	3%	7%
	Not used	26%	30%
 Text message	Daily	0%	0%
	Weekly	21%	4%
	Every two weeks	3%	7%
	Monthly	18%	7%
	Less than monthly	13%	30%
	Not used	44%	52%
 Material mailed to home	Daily	0%	0%
	Weekly	3%	4%
	Every two weeks	3%	0%
	Monthly	8%	11%
	Less than monthly	28%	30%
	Not used	57%	56%

24. Use of Mobile Phone Numbers in Recruitment Process

As was documented above, private institutions are well ahead of their public counterparts in leveraging mobile phone numbers in their ongoing communication with prospective graduate students. While private institutions are most frequently using them to call prospective students (either to continue to cultivate or remind them of impending deadlines), public institutions are more likely to be using them to send text messages. Both sectors are minimizing the sending of generic promotional text messages, which are rarely well received by prospective graduate students.



ADMISSION

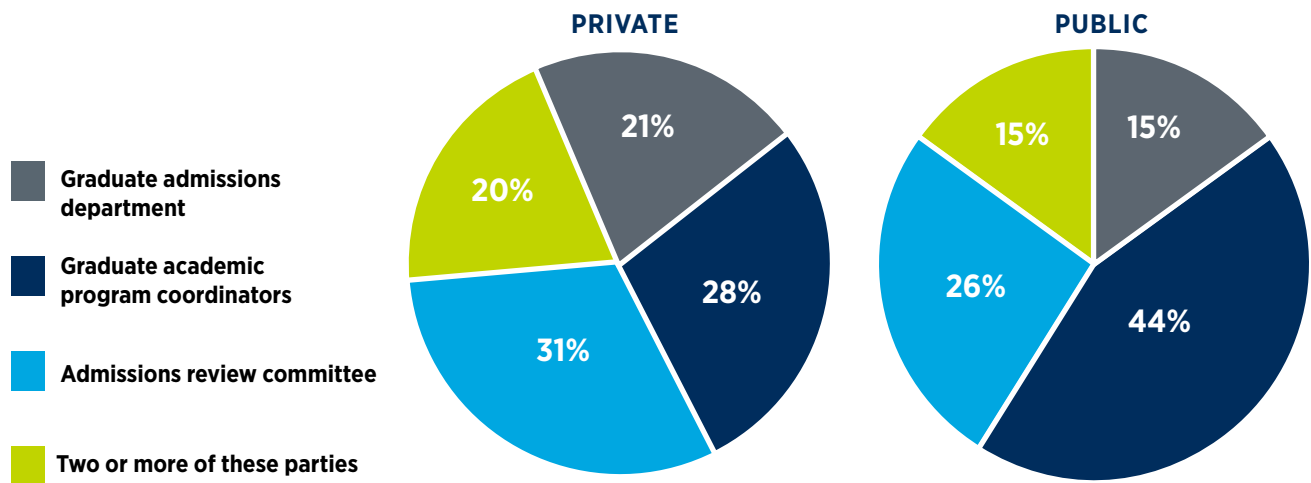
Practices focused on the graduate admission process are also of vital importance to enrollment growth. Considering that more than 80 percent of graduate students indicate that they are either very likely to enroll or will definitely enroll at the first institution that admits them, these processes take on added meaning. In addition, more than two-thirds of graduate students apply to two or more institutions, making timely admissions decisions just as important as timely response to inquiries and questions during the earlier stages of the enrollment process.

25. Who Makes Admissions Decisions

At both public and private institutions, graduate admissions offices are least frequently empowered to make admissions decisions. While this has always been the case—usually because it is thought that academic integrity is safeguarded best by program stakeholders—it may result in longer decision processes and potentially losing an applicant who “checks all the boxes” to a competing program.

Perhaps of greater concern are the 20 percent of private institutions and 15 percent of public institutions that involve two or more of these parties in admissions decisions. Additional decision makers make it more unlikely that these institutions can make more timely admissions decisions than those programs that have one party making the admission decision.

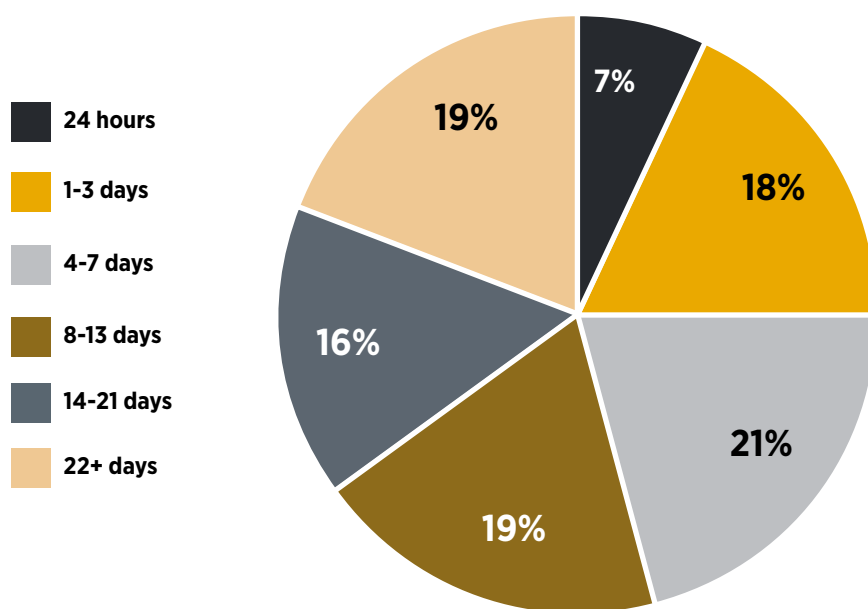
ADMISSIONS DECISION MAKERS



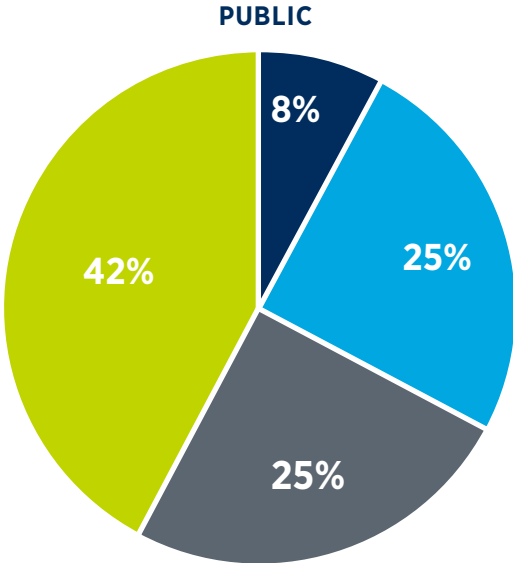
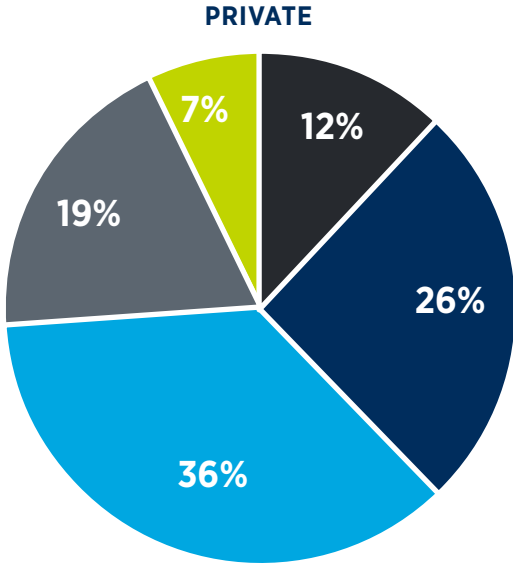
26. Typical Time to Acceptance: Rolling Admission/Fixed Admission Deadlines

Private institutions are making admissions decisions faster than public institutions in both rolling admission programs and fixed deadline programs. In fact *no* public institutions report making admissions decisions in less than a week, while 26 percent of prospective graduate students expect to have an offer of admission (or notification of not being accepted) within three days of submitting their application. More than 40 percent of public institutions take more than two weeks to make admissions decisions—compared with 35 percent of prospective graduate students who expect that such decisions will take this long.

Prospective Graduate Students: Expected Admissions Notification



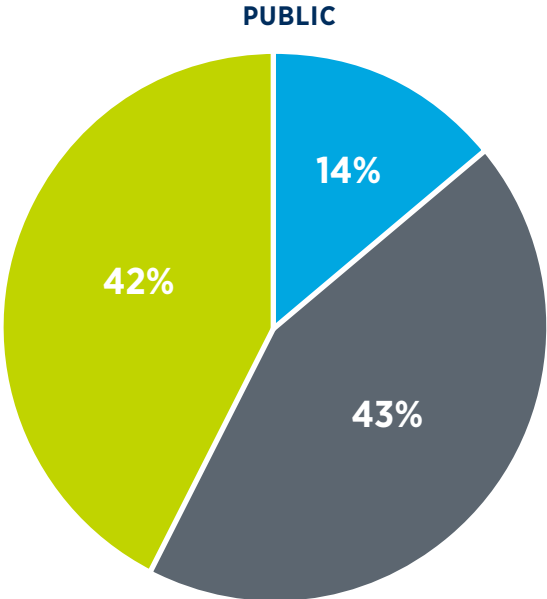
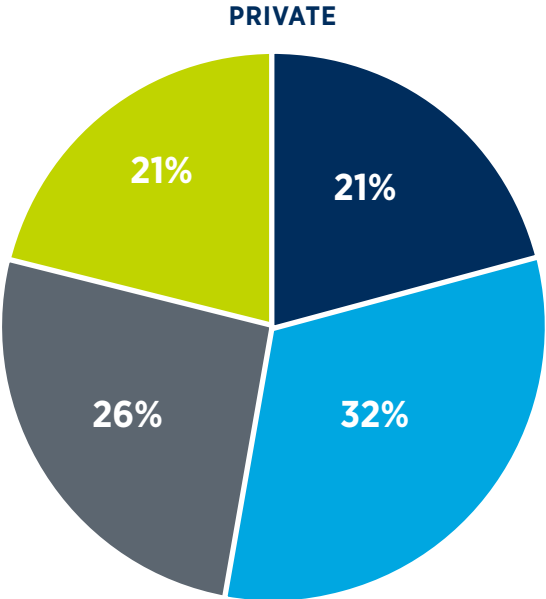
PROGRAMS WITH ROLLING ADMISSIONS



TYPICAL ACCEPTANCE TIME

- 24 hours or less
- 4-7 days
- More than 2 weeks
- 1-3 days
- 8-14 days

PROGRAMS WITH FIXED ADMISSIONS DEADLINES



TYPICAL ADMISSIONS TIME

- 3 days or less
- 8-14 days
- 1 week
- Longer than two weeks

5 OVERALL TAKEAWAYS FOR GRADUATE MARKETING AND RECRUITMENT

- 1 Speed is critical.** Prospective graduate students are on a much more accelerated timeframe to research, apply, and enroll at a program of study. Yet many respondents in this study said they often took days or even a week to respond to inquiries. It's critical to use tools such as automation and AI to help speed up tailored responses to prospective graduate students so they are immediately engaged.
- 2 Optimize your programs for online searchers.** Graduate students are program driven, and their online searches for your program of study could be the difference between a potential inquiry and a lost opportunity. Work with SEO specialists to ensure you optimize your web presence for the right terms, such as programs in a specific location, best job placement for a program, and other terms with high traffic potential.
- 3 Put your marketing budget toward digital advertising and retargeting.** While it is important to take an omnichannel approach to advertising your programs, digital advertising and retargeting are cost-effective means that are also some of the most trackable advertising methods available. If you currently use these methods but are not sure about how effective they are, consider consulting with experts who can help you optimize your approach.
- 4 Emphasize outcomes and flexibility with your recruitment.** Prospective graduate students want to make sure their investment will pay off, so demonstrating career and educational outcomes is imperative for differentiating your programs. Likewise, communicating flexibility in how programs are offered—or altering how students can take classes and complete their course of study—is another strong way to make your programs more appealing and competitive.
- 5 Create a dedicated, focused, and robust graduate recruitment program.** As competition for graduate students increases, institutions will need to approach graduate recruitment much more like undergraduate recruitment, with dedicated planning and communications fine tuned for the graduate market. Your institution will not be able to increase market share or maintain your competitive advantage without dedicating resources specifically to graduate recruitment.

About the Survey

Data in this report reflect responses from 92 nonprofit four-year colleges and universities, public and private:

62 private

30 public

Respondents participated in an RNL and NAGAP national electronic poll of practices for graduate marketing and student recruitment in the winter of 2021. The poll was emailed to enrollment and admissions officers at accredited, degree-granting institutions across the United States.

Standard descriptive statistics (such as sample means) were used to analyze the results of the poll for central tendency and variation. Due to the relatively small sample size, the results should be read as indicators.

ABOUT THE SURVEY SPONSORS



RNL is the leading provider of higher education enrollment, student success, and fundraising solutions. The firm serves more than 1,900 colleges and universities through data-driven solutions focused on the entire lifecycle of enrollment and fundraising, assuring students find the right program, graduate on time, secure their first job in their chosen field, and give back to support the next generation. With a deep knowledge of the industry, RNL provides institutions the ability to scale their efforts by tapping into a community of support and resources.

Visit [RuffaloNL.com](https://www.RuffaloNL.com)



NAGAP, The Association for Graduate Enrollment Management, is the only professional organization devoted exclusively to the concerns of individuals working in the graduate enrollment management environment. Membership in NAGAP provides an opportunity to network with professional colleagues at all sizes and types of institutions: large and small, public and private, secular and non-secular. The annual Graduate Enrollment Management Summit, professional development institutes, membership directory, weekly NAGAP News, Perspectives newsmagazine, mentor program, and chapter affiliations all help facilitate communication among members.

Visit [NAGAP.org](https://www.NAGAP.org)

WHAT ARE YOUR BEST STRATEGIES FOR RECRUITING AND ENROLLING GRADUATE STUDENTS?

RNL works with graduate programs around the country to engage and enroll students. Find out how we can help your institution with:

- Enrollment strategy
- Market insights
- Teaching and learning
- Lead generation
- Conversion and recruitment
- Student retention and success

Learn more and ask for a free consultation at [RNL.com/GradEnrollment](https://www.RNL.com/GradEnrollment)



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