Graduate Program Directors Meeting
Spring 2017
Welcome

Doug Boudinot
Dean
Graduate School
Primary Functions of the Graduate School

To promote graduate education at the University

To advance the well-being and professional development of graduate students

To ensure the integrity of master’s and doctoral degrees offered at VCU

To provide administrative support for graduate education
Promote Graduate Education at the University
Master’s Thesis Awards

**Life Sciences:** Lauren Groskaufmanis, School of Medicine, Department of Family Medicine and Population Health, Source of care and variation in long-acting reversible contraception use

**Social Sciences, Business, and Education:** Elizaveta Bourchtein, College of Humanities & Sciences, Department of Psychology, Positive Illusory Bias in Adolescents with ADHD: Prevalence, Stability, and Accuracy of Reporters

**Mathematics, Physical Sciences, and Engineering:** Armond Conte, School of Engineering, Department of Electrical and Computer Engineering, Censoring and Fusion in Non-linear Distributed Tracking Systems with Application to 2D Radar*

**Humanities and Fine Arts:** Kathryn Parkhurst, College of Humanities & Sciences, Department of History, Expansion and Exclusion: A Case Study of Gentrification in Church Hill*

**ETD Master’s Thesis Award:** Brian Smith, School of Engineering, Department of Biomedical Engineering, Computational modeling to assess surgical procedures for the treatment of adult acquired flatfoot deformity*
Graduate Students

Matt Balazik, a VCU doctoral alumni from Integrative Life Sciences, was featured in the January/February 2017 issue of Chesapeake Bay magazine wearing his VCU Graduate School T-shirt. Jessica Russo, a graduate student in the Master of Urban and Regional Planning program, was seen wearing a VCU shirt while skiing in Colorado.
I SUCCESSFULLY DEFENDED MY DISSERTATION

I AM NOW A PROUD DEFENDER AND MEMBER OF THE GRADUATE EDUCATION LEGACY OF EXCELLENCE & SCHOLARSHIP AT VCU

VIRGINIA COMMONWEALTH UNIVERSITY
Advance the Well-Being and Professional Development of Graduate Students
Graduate School graduate assistantship stipends were increased to $23,000 Fall semester 2016 and will be increased to $24,000 Fall semester 2017 and $25,000 Fall 2018.

The Graduate School awarded 93 Travel Grants to graduate students presenting their research at various conferences across the world.

The Graduate School sponsored two graduate students to attend the Catalyzing Advocacy in Science and Engineering (CASE) program this spring (American Association for the Advancement of Science).
The Graduate School sponsored:

Graduate School orientation

“Meet the Dean” wine tasting event

Graduate student lunches with the Graduate Student Association

The Graduate Student Research Forum with the Graduate Student Association

General body meetings with the Black Graduate Student Association

Hosted a Fulbright information session with National Scholarship Office in the Honors College
Three Minute Thesis Competition (3MT®)

1st Place ($500): Enjolie Levengood, (center) a MS student in the Department of Biology, The Race Against Resistance: How our wastewater system is helping bacteria prevail.

2nd Place ($300): Tennisha Riley (right), a PhD student in the Department of Psychology, The impact of chess training on positive behavior and social skills.

3rd Place ($200): Jaya Khushalani (left), a PhD student in the Department of Health Administration, Drivers of racial disparity in receipt of breast reconstruction.

The Graduate School sponsored the first place winner, Enjolie, to compete in the regional 3MT® at the annual meeting of the Conference of Southern Graduate Schools.
Ensure the Integrity of Master’s and Doctoral Degrees Offered at VCU
New graduate degrees approved by the Graduate Council:

PhD in Chemical and Life Sciences Engineering

PhD in Pharmaceutical Engineering

Certificate in Public History – under review of the Programs and Courses Committee of the University Graduate Council

Revisions to Policies and Procedures
The national average for PhD graduation rates is 56%. The PhD graduation rate at VCU has increased over the past several years and is 70%. The percentage of doctoral recipients that are black or African American was 10.5% at VCU, compared to 4.7% at very high research institutions in the United States and 6.4% at all institutions (National Science Foundation, National Center for Science and Engineering Statistics. 2015. *Doctorate Recipients from U.S. Universities*: 2014. Special Report NS 16-300. Arlington, VA)
VCU Doctoral Student Enrollment and Sponsored Programs Dollars

- Headcount Enrollment
- Sponsored Programs

Fiscal Year:
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

Sponsored Programs ($ Millions):
- $100
- $120
- $140
- $160
- $180
- $200
- $220
- $240
- $260
- $280

Headcount Enrollment:
- 400
- 600
- 800
- 1000
- 1200
- 1400
- 1600
Provide Administrative Support for Graduate Education
EAB | Royall & Company Adult Learner Recruitment

EAB Poised to Support Universities in Enhancing Effectiveness and Efficiency Across Funnel

Best Practice Elements of EAB Solution

1. **Date-Driven Audience Selection**
   - Analyze student data to identify key enrollment drivers
   - Model data with consumer variables to reveal distinct consumer patterns
   - Apply insights to consumer database to generate otherwise unidentifiable prospect audiences

2. **Segment-Specific Multichannel Marketing**
   - Translate model insights into student-specific multichannel communications
   - Customize program landing pages for maximum impact and engagement
   - Continuously update communicates based on real-time performance

3. **Cross-Platform Enrollment Management**
   - Guide prospects through application to registration through targeted marketing
   - Drive accessibility through a multi-platform application experience
   - Engage undecided admits to influence enrollment decision and gain competitive intel

A Partnership That Pays for Itself: Results and ROI

- **Private University in the Northeast:** Segment-Specific Marketing Campaign saw a 4x increase in click-through rate through Facebook Ad campaigns. EAB marketing campaigns generated 37 enrollments across one academic year (5:1 ROI)
- **University in the South:** 350 inquiries generated over a 3-month campaign and 30 responders moved directly from the EAB developed landing page to the application site
- **EAB Retargeting Campaigns** sees a 4X higher click-through rate than industry standards
- **Driving Enrollment Through Survey-Informed Conversion Campaigns:**
  - Solicit Applicants’ Feedback on intent to enroll: 75-85% average response rate
  - Predict Who Will Enroll: EAB triages survey responses to identify where to focus resources
  - Boosting Competitive Intelligence: 60-80% typical response rate for non-enrolling applicants identifies key competitors and applicants’ decision drivers
Graduate Admissions

Vishon Luck
Lisa Dougherty
Office of Admissions
Division of Strategic Enrollment Management
GEO Resources for International Students and Scholars

Amber Hill
Paul Babitts
Global Education Office
Degree Works Graduation Application Process

Latoya Robinson, Graduation Office
Kristin Smith, Degree Audit Office
Degree Works
Graduation Application Process
(Graduate Programs)

Office of Records and Registration
Division of Strategic Enrollment Management
Freezing Audits in Degree Works for Graduation (Graduate Programs)

6 freeze types were created to mimic the existing paper signature process, but programs are not required to use all 6!
Freezing Audits in Degree Works for Graduation
(Graduate Programs)

**Preliminary approval**
After a student uses eServices to “check out” for graduation at the beginning/middle of the semester.

- Advisor - Freeze type: Prelim Gradtn Auth-Adviser (GR)
- Program Director - Freeze type: Prelim Gradtn Auth-ProgDir(GR)
- Dean – Freeze type: Prelim Gradtn Auth-Dean (GR)

**Final approval**
After grades are submitted and all program requirements have been completed.

- Advisor - Freeze type: Final Gradtn Auth-Adviser (GR)
- Program Director - Freeze type: Final Gradtn Auth-Prog Dir(GR)
- Dean – Freeze type: Final Gradtn Auth-Dean (GR)
Freezing Audits in Degree Works for Graduation (Graduate Programs)

Minimum “freeze type” requirements

At a minimum, the following freezes must be performed on each graduating student:

- 1 freeze at the preliminary advisor level OR preliminary program director level.
- 1 freeze at the preliminary dean level. This should not be the same person who froze at the prelim advisor or chair/program director.
- 1 freeze at the final dean level - this occurs after grades are posted and informs Records & Registration that the degree can be awarded.
Viewing Frozen Audits

Always check History once an audit has been frozen to make sure it saved successfully.
Viewing Frozen Audits

If you wish to confirm that you have already frozen an audit for a particular student, or if you wish to view what freezes have already been completed for a student, click on the History link on the left side of the Degree Works window.
After clicking on History, a page will load with menus near the top. Click on the “Historic Report” drop-down menu. You must make a selection here to see the frozen audit details.

Make your selection and press the View button.
Viewing Frozen Audits

The audit will load and will appear exactly as it did when frozen. You will also see the name of the person who froze the audit, the date it was frozen, and the freeze type used.

By freezing this student's academic audit for graduation, you confirm the following: I have reviewed the academic record of the above student and certify that all the undergraduate degree requirements for the major, minor (if applicable) and the university have been fulfilled. I recommend that this candidate be awarded the degree applied upon satisfactory completion of the courses and requirements designated below.

This audit is already frozen. Please press the Process New button above to generate a new audit that may be frozen.

Virginia Commonwealth University
From the Historic Report drop-down menu, you can see all of a student’s frozen audits.
If you’re looking for a particular type of freeze, you can find the freeze code in parentheses. Those freeze codes are explained as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRDPAP</td>
<td>Prelim Grad Auth-Adviser (GR)</td>
</tr>
<tr>
<td>GRDPCP</td>
<td>Prelim Gradtn Auth-ProgDir (GR)</td>
</tr>
<tr>
<td>GRDPDP</td>
<td>Prelim Gradtn Auth-Dean (GR)</td>
</tr>
<tr>
<td>GRDPAF</td>
<td>Final Gradtn Auth-Adviser (GR)</td>
</tr>
<tr>
<td>GRDPCF</td>
<td>Final Gradtn Auth-Prog Dir (GR)</td>
</tr>
<tr>
<td>GRDPDF</td>
<td>Final Gradtn Auth-Dean (GR)</td>
</tr>
</tbody>
</table>
How do I know what students’ audits need to be frozen?
Pulling Reports for Graduating Students

- Reports are available through the Reporting Center.
- Once a student performs the “check out” action in eServices, they will appear on the Graduating Students with Freeze Types by Major (Graduate) report with Graduation Status of IG (Intent to Graduate). These students are ready for the first level of freezing.
- Other reports will be available to show graduating students and the freeze types they have already been issued.
- Dissertation Title-Commencement Book Only has been added to the report.
- Cancel freeze has been added to the DW drop-down menu.
Important Reminders

- You must click “Process New” each time a graduation audit is frozen.
- Degree Works Audits are only available to those Graduate students on an effective catalog of Fall 2014 and later. A paper graduation application must be submitted for those students whose effective catalog is prior to Fall 2014 as they do not have Degree Works Audits available.
- Tutorials available at http://rar.vcu.edu/degree-works/video.html
- If you freeze an audit in error, please contact the Graduation Office or Degree Audit at degreeaudit@vcu.edu for assistance.
Thank You
Distinguished Dissertation Award
Outstanding Master’s Thesis & ETD Award
ETD Deadline Reminder
Newsletter

Jennifer Tennison
Graduate School
Doctoral Dissertation Awards

Life Sciences

Social Sciences, Business, and Education

Mathematics, Physical Sciences, and Engineering

Humanities and Fine Arts

Nominations due May 15, 2017
ETD Deadline:
Friday, May 12 at 5pm

1. Completed ETD Approval Form
2. VCU Scholars Compass upload
3. ProQuest upload for dissertations
4. Completed Survey of Earned Doctorates
CIM/CAT
Leave of Absence Policy
Removal of ‘C’ Rule
PFF & LEAPD

Mark Schaefermeyer
Associate Dean
Graduate School
SREB
Dissertation Assistantship Awards
Graduate School Mentorship Program

Melissa Tyler
Assistant Dean
Graduate School
DocuSign
Banner Update

Rochelle Jordan
Graduate School