Spring 2020 Program Director Workshop

THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

Updates from Student Services

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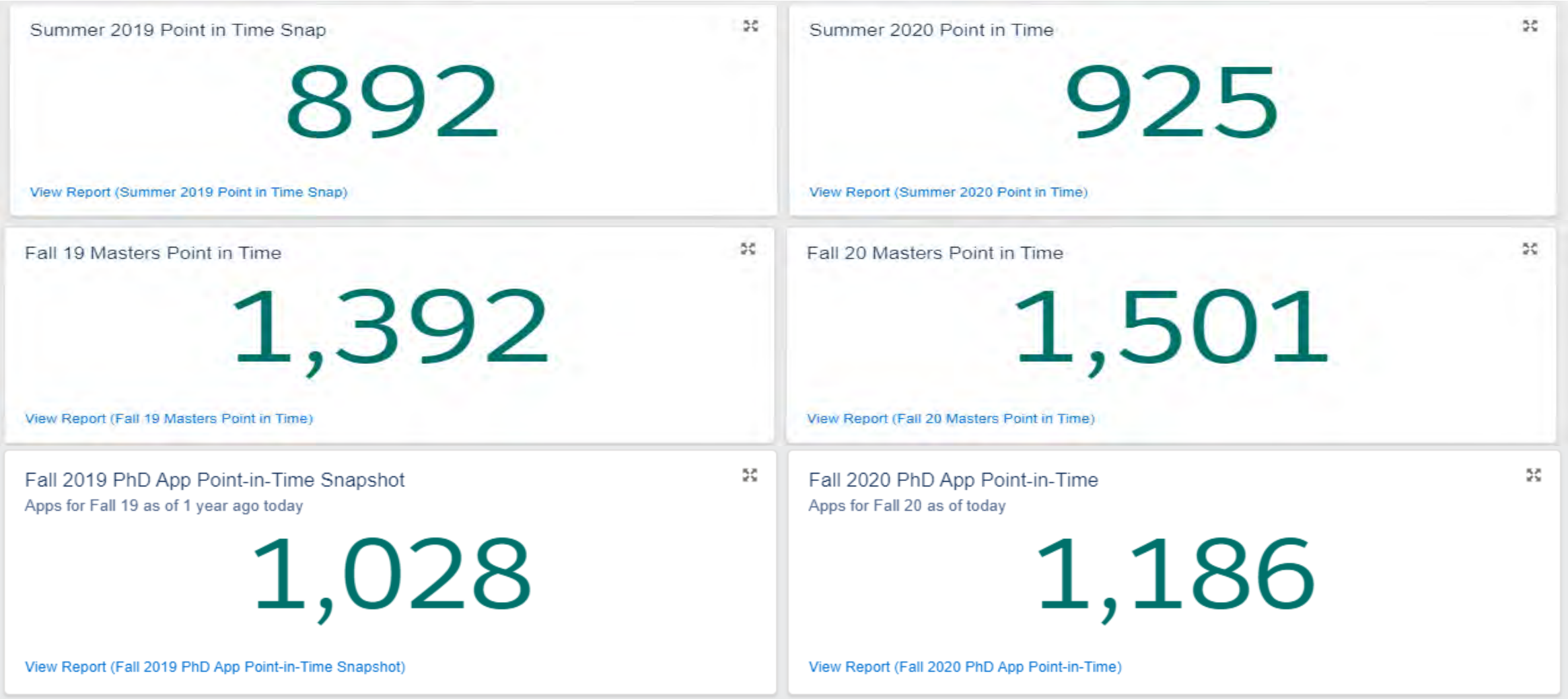
By the Numbers - Applications



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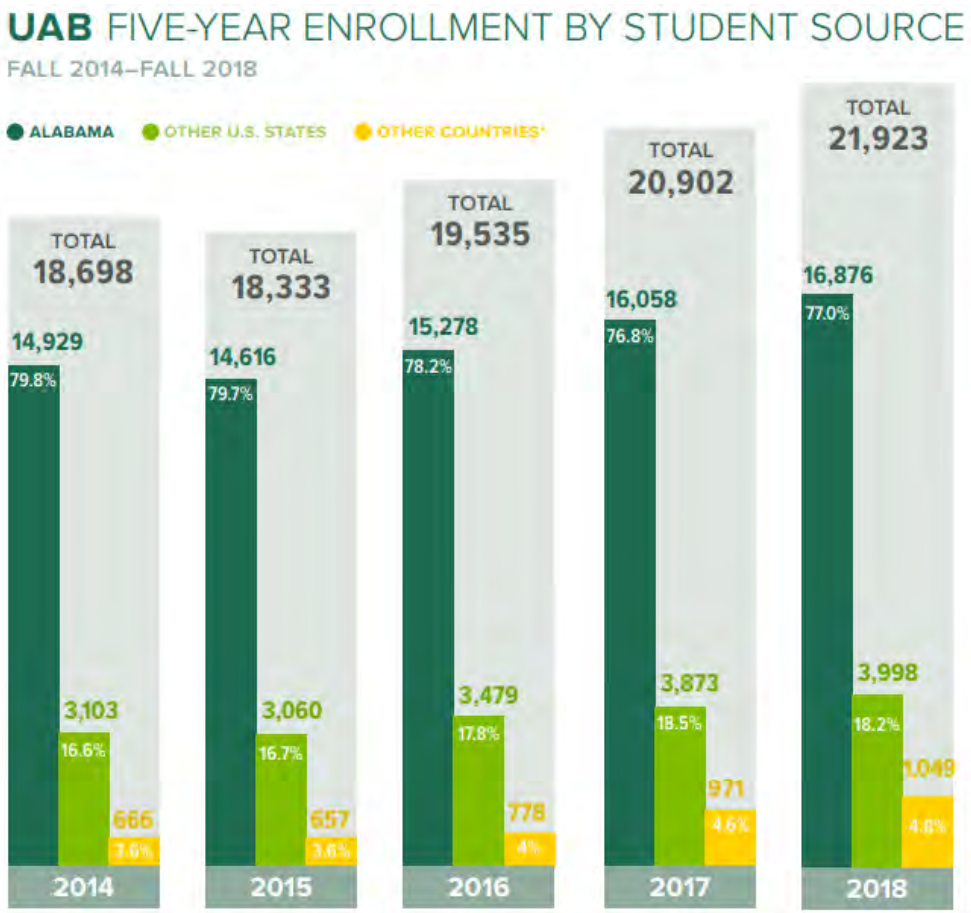
By the Numbers - Enrollment



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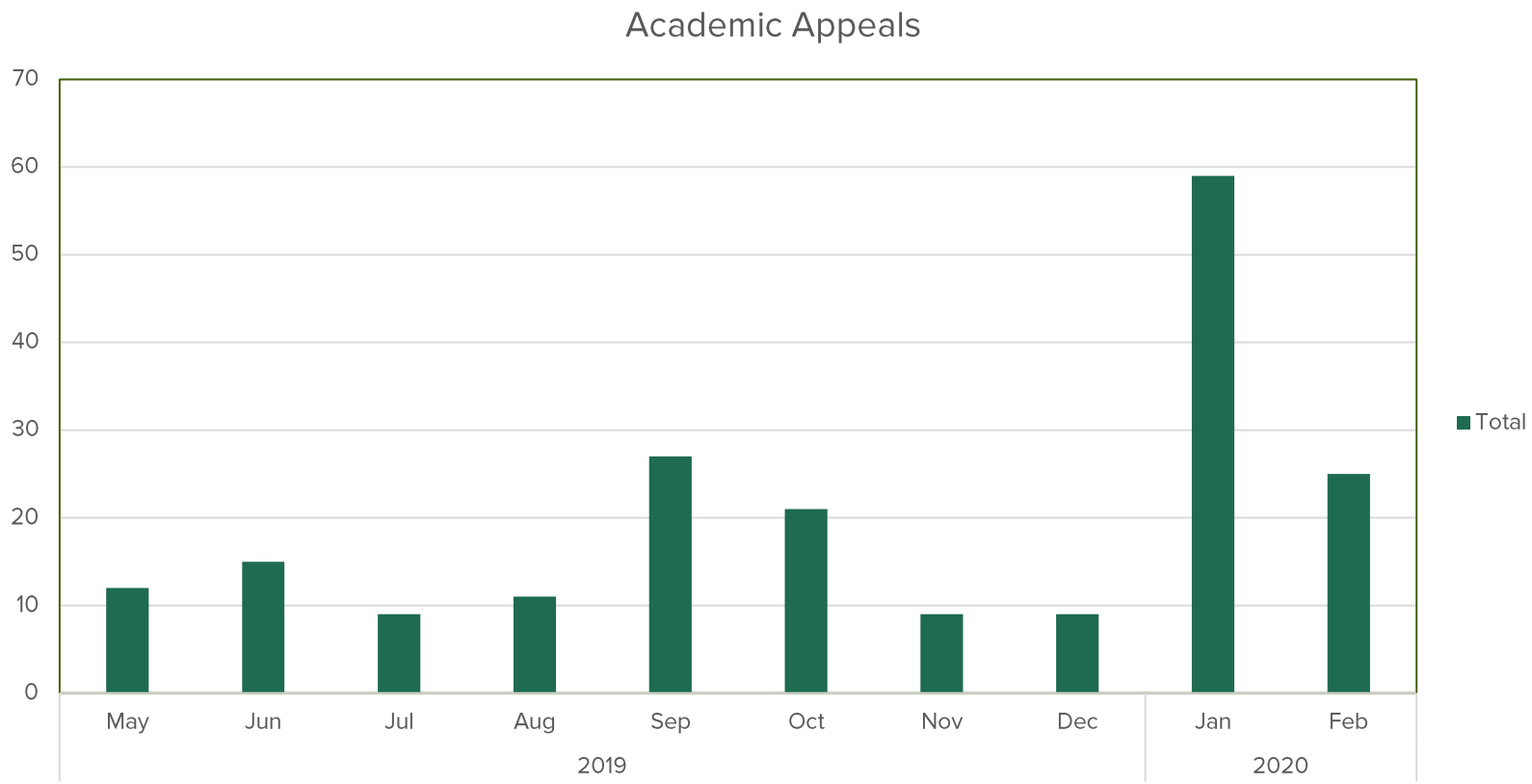
Year in Review

- Appeals moved into BlazerNET



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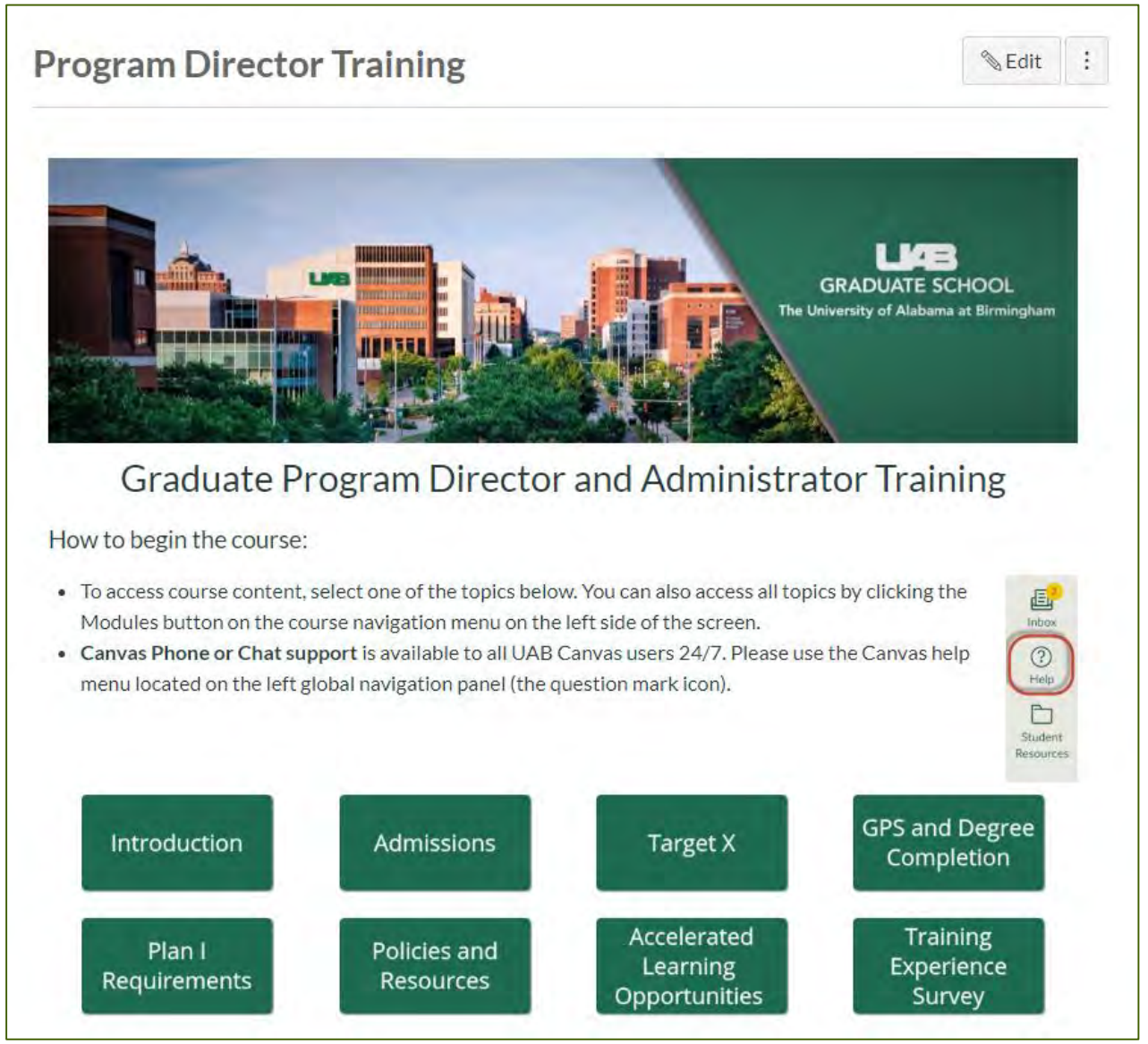
Year in Review

- Canvas Course now available
  - If you need access, please contact me!



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Year in Review

- Monthly in-person trainings in the Graduate School Large Conference Room
- Upcoming dates:
  - March 12th, 9-11am
  - April 14th, 1-3pm
  - May 12th, 10:30am-12:30pm
- Topics include admissions process, Target X, GPS, UAB/Graduate School policies, and more

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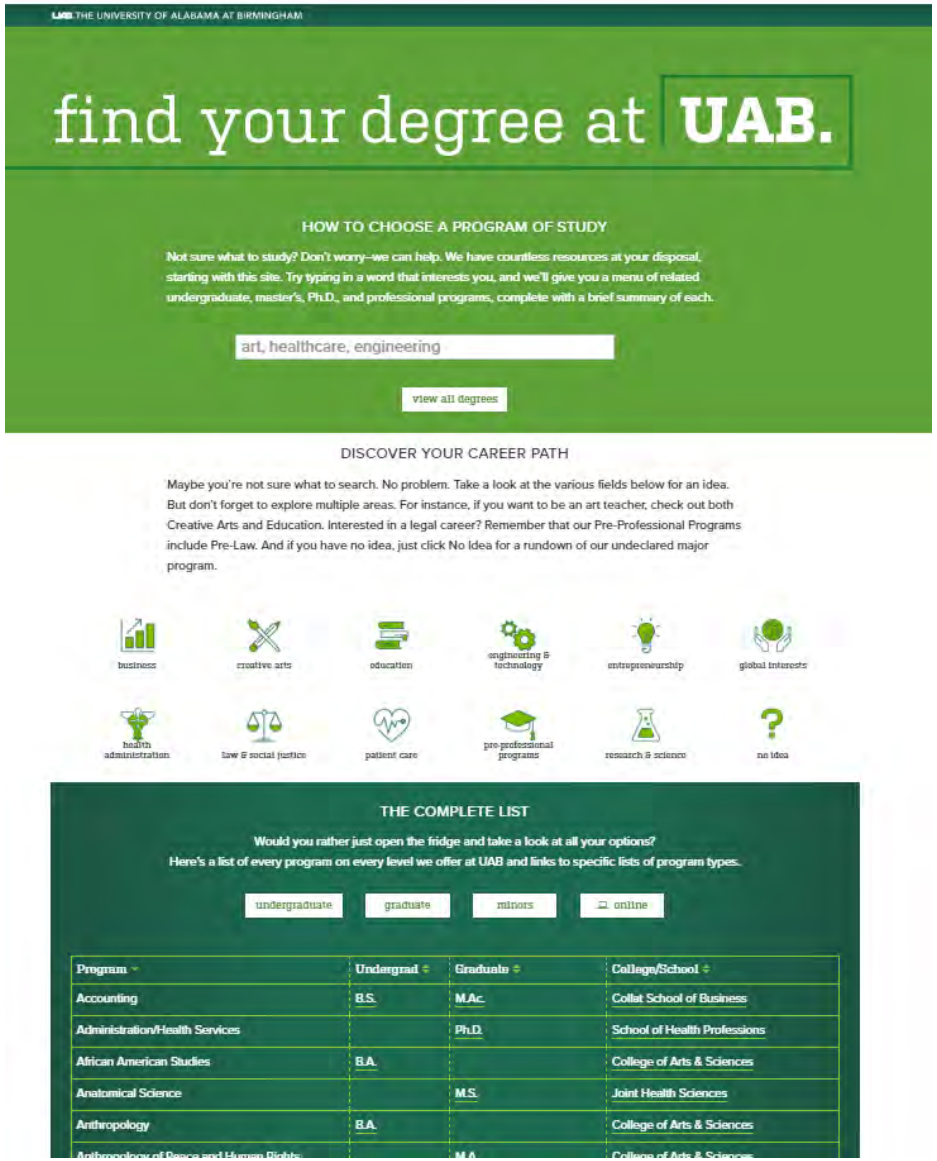
Year in Review

- Collaboration between Enrollment Management, University Relations, Graduate School, and Academic Programs

- https://www.uab.edu/degrees/



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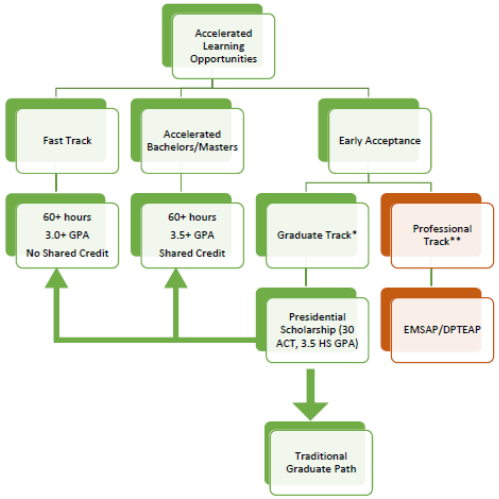
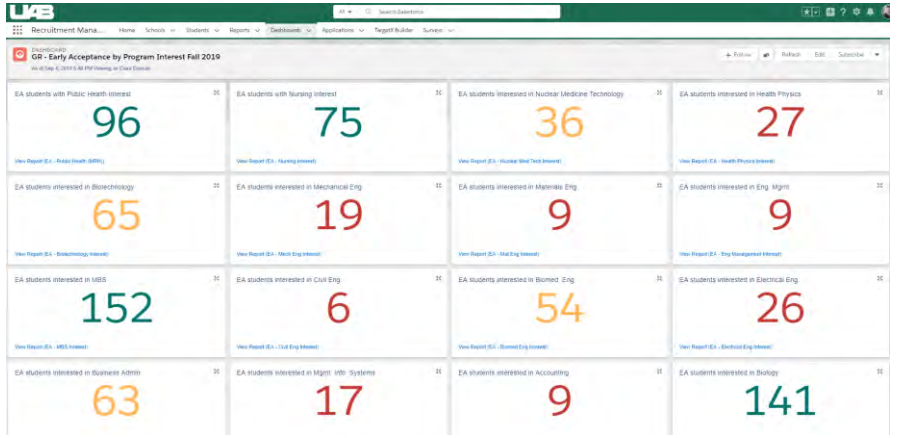
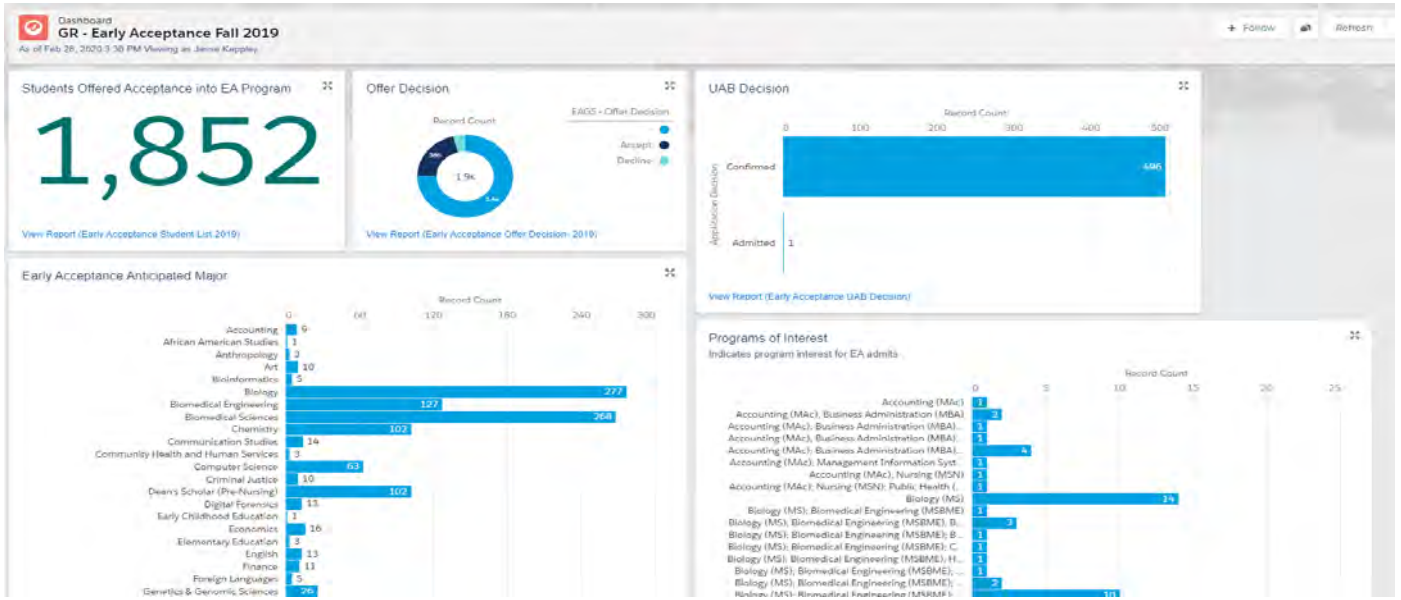
Year in Review

- Accelerated Learning Opportunity Advisor position created to better recruit and retain high-ability undergraduate students
- Admitted first Early Acceptance Cohort

ALO Options for UAB Undergraduates







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THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

Withdrawal Updates

Recommendation

New Policy Implementation

To alleviate the misuse of Medical Withdrawals while offering students access to **full term withdrawals**, a Task Force was implemented to develop a plan of action to benefit students and the university.

Recommendation: 3 Part Policy Implementation

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Recommendation

Part I: Full term withdrawal

Develop a **full term withdrawal date** up to the last day of classes.

- Students could withdraw from **all** courses up to the last day of class and receive “w”
- This withdrawal would be for all coursework, not individual courses
- 72 hour wait period so University has a chance to intervene

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Recommendation

Part II: Tuition Reimbursement

Implement a graduated refund policy that governs all withdrawals.

Note: Appeal process exists for extreme circumstances

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Spring 2020 Dates

Jan 13	Classes Begin
Jan 13 - 21	Registration After Classes Begin
Jan 20	Martin Luther King Holiday
Jan 21	Last Day to Drop/Add (Without paying full Tuition & Fees)
Jan 21	Last Day to Submit Undergraduate Application for Degree
Jan 27	Last Day for full-term withdrawal for 75% refund. (Must withdraw from all courses)
Feb 10	**2nd Payment Deadline for Blazer Flex Plan** Failure to meet payment deadline results in assessment of $50 late fee.
Feb 10	Last Day for full-term withdrawal for 50% refund. (Must withdraw from all courses)
Feb 24	Last Day for full-term withdrawal for 25% refund. (Must withdraw from all courses)
Mar 9	**Final Payment Deadline for Blazer Flex Plan** Failure to meet payment deadline results in assessment of $50 late fee.
Mar 13	Last day to withdraw from a course with a grade of "W"
Mar 16 - 22	Spring Break
Apr 24	Last Day of Class
Apr 24	Last Day for full-term withdrawal. (Must withdraw from all courses)
Apr 25 - 26	Undergraduate Reading Days
Apr 27 - May 1	Final Exams

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Recommendation

Part III: Medical Withdrawal Policy

Implement a Medical Withdrawal Policy to address **medical** and **post-term** withdrawal requests.

Must be submitted 60 calendar days from last day of classes.

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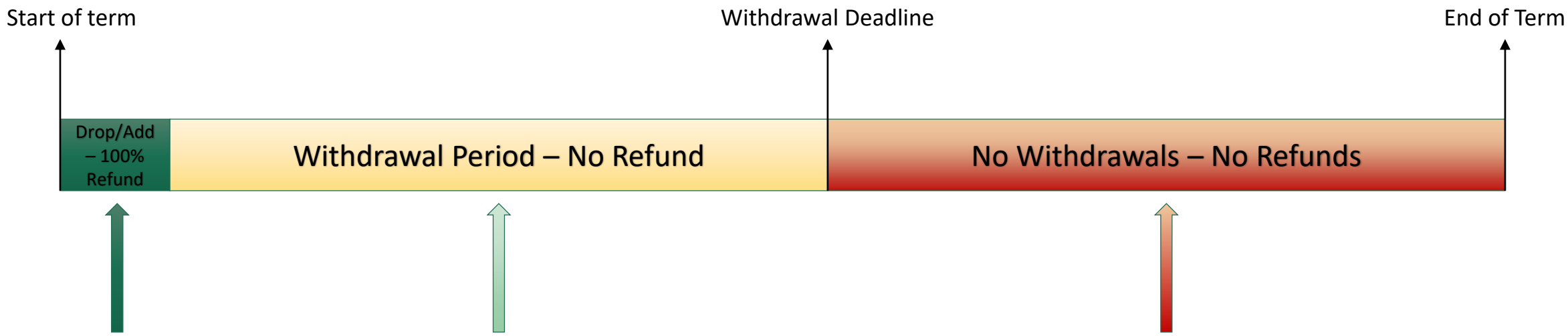
Policy in Action

Former Model:



6 class days into term. No penalty for dropping

≈60% into term. Student can withdraw from single course or all courses, receive “W”. No refund

Student forced into appeal process or stuck in classes

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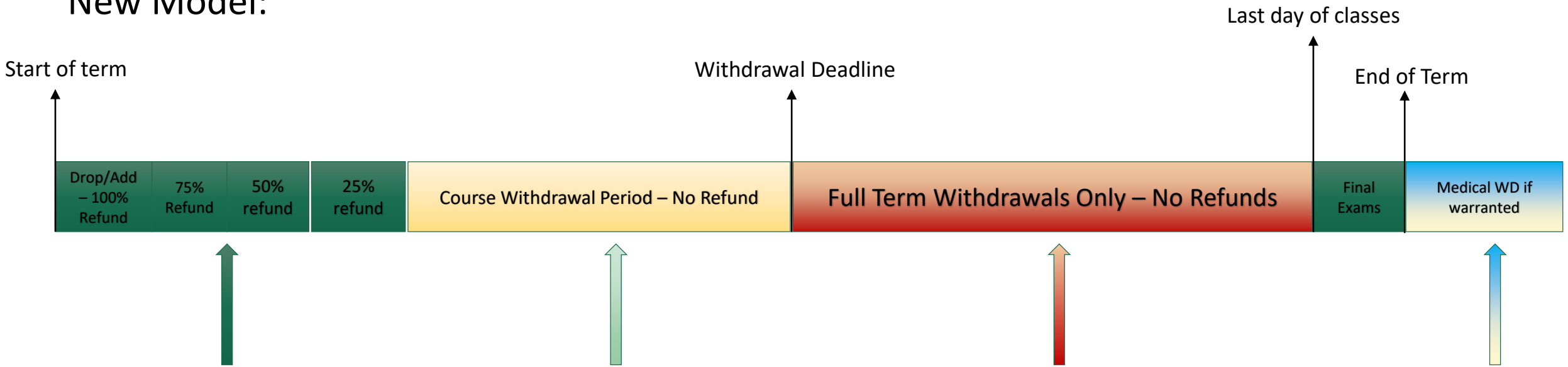
Policy in Action

New Model:



Graduated refund that declines every 2 weeks

≈60% into term. Student can withdraw from single course or all courses, receive “W”. No refund

Student can no longer withdraw from single course but CAN withdraw from entire term

Student governed by medical WD policy

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Outcome

Outcome of Policy Change

- ❑ Offer students opportunity to fully withdraw at any time with “w” prior to the last day of classes
- ❑ Become more aligned with peer and near-peer institutions (graduated refund process)
- ❑ Centralize University Wide Medical Withdrawal Policy
- ❑ Place time limitation of Medical Withdrawal Submissions
- ❑ Eliminate ability to medically withdraw from single course (in most cases)

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Withdrawal Outcomes

- Fall 2018: 84 full-term withdrawals
- Fall 2019: 92 full-term withdrawals
- 7 cancelled withdrawals
- 1 appeal reviewed by Tuition Appeal Board

- Policy library:
  - Full Term Withdrawal and Refund policy: https://www.uab.edu/policies/content/Pages/UAB-UC-POL-0000811.aspx
  - Medical Withdrawal Policy: https://www.uab.edu/policies/content/Pages/UAB-UC-POL-0000810.aspx
  - Tuition Refund Appeals Policy: https://www.uab.edu/policies/content/Pages/UAB-UC-POL-0000812.aspx

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Where is Student Services Headed?

Roadmap 2020

- Continue to migrate forms into BlazerNET
  - Request to Defer Admission
  - Non-Degree Policy Acknowledgement
- Revamp Graduate Faculty review process (more on this later)
- Enterprise-wide CRM (more on this Wednesday)
- Expand Accelerated Learning Opportunity options for students
- Revamp and simplify Grad School admissions site
  - Benchmark peer institutions
  - Easier to navigate (less clicky!)
- Increase recruiting
  - Graduation Emails
  - ALO Emails
  - Recommender Emails
  - Prospect scoring

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THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

Master of Art & Master of Science Interdisciplinary Studies

Full proposal presented to UAB Graduate Curriculum Committee
November 2019

Approved by Board of Trustees

February 2020

GRADUATE SCHOOL
The University of Alabama at Birmingham

Introduction: The Problem

- Local, State, and National reports indicate that employers seek candidates with advanced knowledge and competencies that span across disciplines for hybrid jobs.
  - Burning Glass, Governor's Office, AL DOL, US DOL Bureau of Labor Statistics
  - Hybrid jobs are trending up in growth, pay, and stability.

- Traditional post-baccalaureate education programs specialize in one discipline and are not meeting work-force needs for contemporary careers in the dynamic, global, and technological economic markets.

MA & MS in IGS

Purpose

The Interdisciplinary Graduate Studies Program is designed to:

- provide advanced education and training for learners who will benefit from combining two areas of specialization required for career advancement or transition,
- support local and state-wide efforts to bolster economic development, and
- provide non-traditional graduate students an entrée into graduate studies.

MA & MS in IGS

Requirements

In order to complete the MA or MS in IGS learners must complete (page 10):

1. Two Class A Graduate Certificates
   - Coherence, learning outcomes, academic rigor, and assessment
2. A minimum of 30 graduate credit hours with a “B” or better,
3. GRD 690: Capstone
   - Public or broadcasted presentation of an issue within career field and plan of action demonstrating learners’ mastery of associated literature and ability to apply content knowledge.
   - Theory, Research, Practice

MA & MS in IGS

GRD 690: Capstone Course

Because a primary objective for the Interdisciplinary Graduate Studies program is to prepare learners to thrive in contemporary careers, the Capstone Course is designed as a research to practice experience that requires learners to display:

1. Literature Review and Action Plan
   - Written communication skills
   - Critical thinking skills - synthesis
2. Public dissemination of final paper including advising committee
   - Oral communication skills
   - Professionalism and work ethic
   - Working with others
3. Organization and leadership for field of study

MA & MS in IGS

Admission to the Interdisciplinary Graduate Studies Program requires students to:

1. be admitted to both certificate programs they seek to complete. Certificates will be chosen from a list, and
2. meet with IGS Program Director to finalize a degree plan.

Degree plans will be reviewed and approved by an Interdisciplinary Graduate Studies committee.

EXAMPLE PLANS

- A learner seeking advanced education for their position within a non-profit community health organization
  - Complete the Nonprofit Management graduate certificate
  - Complete a Public Health graduate certificate
  - Complete GRD 690: Capstone Course – Theory to Practice

- A learner seeking knowledge and skills needed to develop curriculum for a global health organization
  - Complete the Post-Master's Certificate in Instructional Leadership
  - Complete the Global Health Studies graduate certificate
  - Complete GRD 690: Capstone Course – Theory to Practice

- A learner seeking advancement in a social media firm.
  - Complete the LEAD: Leadership and Professional Development graduate certificate
  - Complete the Social Media graduate certificate
  - Complete GRD 690: Capstone Course – Theory to Practice

MA & MS in IGS

Questions

&

Comments

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Graduate Faculty Status

Current Definitions

- Level I
  - UAB faculty appointment
  - Serve on thesis and dissertation committees
- Level II
  - UAB faculty appointment
  - Serve as mentor and/or committee chair
  - GRD 717 facilitator
- Ad Hoc
  - Typically not UAB faculty
  - Serve on individual student's committee

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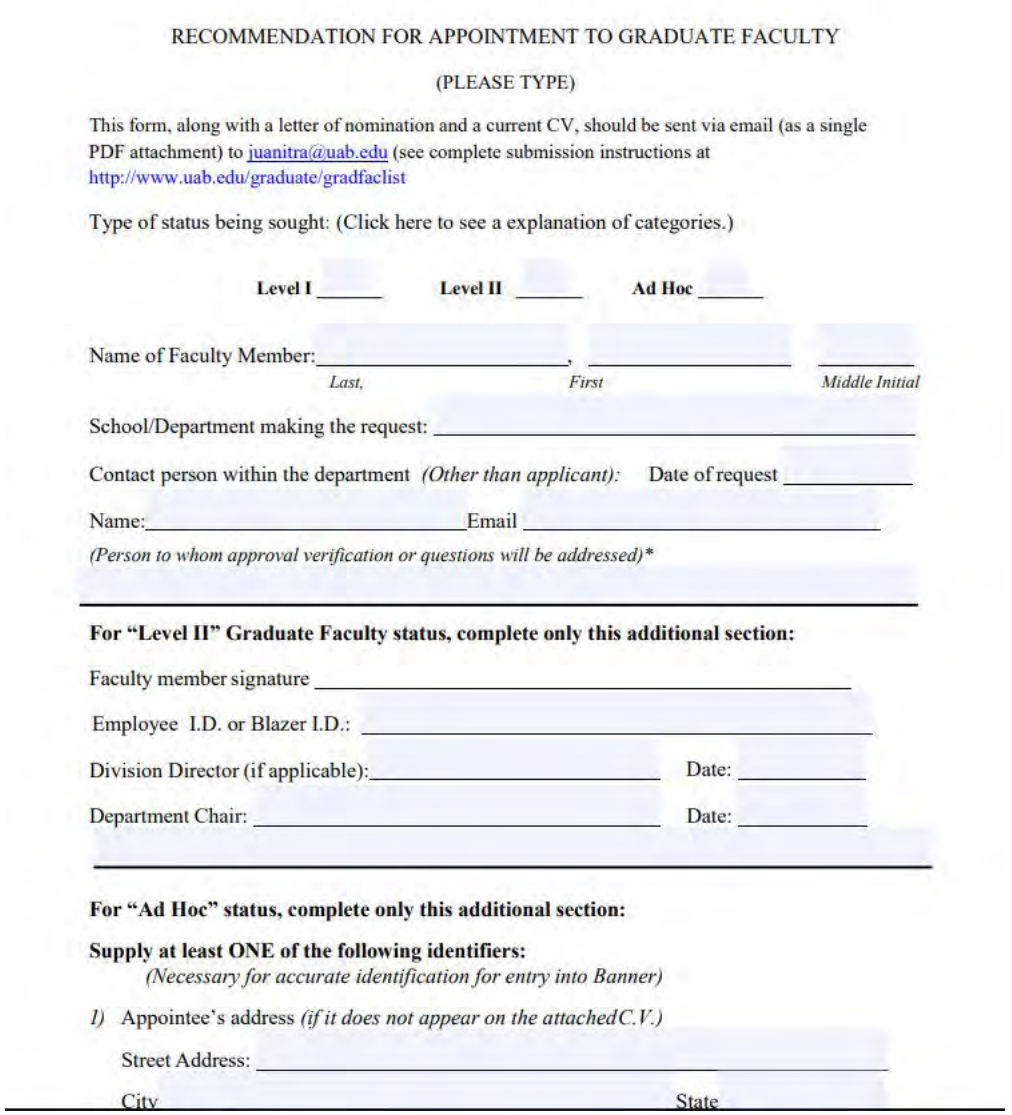
Current Process

- Letter of nomination from Chair
- Recommendation for Appointment form
- Applicant's CV



RECOMMENDATION FOR APPOINTMENT TO GRADUATE FACULTY

(PLEASE TYPE)

This form, along with a letter of nomination and a current CV, should be sent via email (as a single PDF attachment) to juanitra@uab.edu (see complete submission instructions at http://www.uab.edu/graduate/gradfaclist

Type of status being sought: (Click here to see a explanation of categories.)

Level I _____ **Level II** _____ **Ad Hoc** _____

Name of Faculty Member:_____, _____ _____
Last, *First* *Middle Initial*

School/Department making the request: _____

Contact person within the department *(Other than applicant):* Date of request _____

Name:_____Email _____

*(Person to whom approval verification or questions will be addressed)**

For "Level II" Graduate Faculty status, complete only this additional section:

Faculty member signature _____

Employee I.D. or Blazer I.D.: _____

Division Director (if applicable):_____ Date: _____

Department Chair: _____ Date: _____

For "Ad Hoc" status, complete only this additional section:

Supply at least ONE of the following identifiers:
(Necessary for accurate identification for entry into Banner)

1) Appointee's address *(if it does not appear on the attachedC.V.)*

Street Address: _____

City State

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Current Process

- Program compiles and sends to Plan I Student Coordinator
- P1 Coordinator evaluates, logs, and compiles for Dean
- Dean reviews and approves, denies, or approves at different level
- Updated list is posted to website every 1 to 2 weeks (not real time)

	A	B	C	D	E	F	G	H
1	**Last Name**	**First Name**	**Degree**	**Degree-Granting Institution**	**Title**	**Department Appointment**	**Faculty Category**	
2	Aban	Inmaculada B	PhD	Bowling Green State University	Professor	Biostatistics	Level II	
3	Abney	Nancy	MA	The University of Alabama, Tuscaloosa AL	Instructor	Graduate School	Level I	
4	Abou-Arraj	Ramzi V.	DDS	Universite Saint Joseph	Associate Professor	Dentistry-Periodontology	Level II	
6	Ackerson	Joseph	PhD	University of Alabama	Associate Clinical Professor	Medical Psychology	Level II	
7	Acosta	Edward	PharmD	University of Minnesota	Professor	Pharmacology/Toxicology	Level II	
8	Affuso	Helen Olivia	PhD	University of North Carolina Chapel Hill	Associate Professor	Epidemiology	Level II	
9	Agarwal	Anupam	MD	Postgraduate Institute, India	Professor	Medicine/Nephrology	Level II	
10	Ahmad	Aftab	PhD	Aligarh Muslim University, Aligarh, India	Associate Professor	Anesthesiology	Level II	
11	Ahmad	Shama	PhD	Institute of Biotechnology, A.M. University, India	Associate Professor	Anesthesiology and Perioperative Medicine	Level II	
12	Ai	Xun	MD	Suzhou Medical College	Assistant Professor	Medicine/Cardiovascular Disease	Level II	
13	Akins	Perry	MSW	Florida State University	Assistant Professor	Social Work	Level I	
14	Alarcon	Graciela S	MD	Universidad Peruana Cayetano Heredia	Professor Emeritus	Public Health	Level II	
15	Alexander	James Rodger	MFA	Louisiana State University	Professor	Art History	Level I	
16	Alexander	Greg R.	ScD	Johns Hopkins University	Adjunct Professor	Health Care Organization and Policy	Level II	
17	Alexander	J. Iwan	PhD	Washington State University, Pullman	Professor and Dean	Mechanical Engineering	Level II	
18	Alexander	Matthew	PhD	University of Texas Southwestern Medical Center	Assistant Professor	Medicine/Pediatrics Neurology	Level II	

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Limitations

- Can take a long time
- Not in Banner
  - Not reportable/viewable to other users across campus
- Lack of consistent tracking and data entry
  - Opportunities for errors
- Becomes outdated quickly
  - No mechanism to update when faculty leave or retire
  - Delay between approval and updating list on website

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Data Cleanup

- Currently benchmarking existing Graduate Faculty list (1,700+ faculty)
  - Earliest active approval = 1979
  - When was approval?
  - Do we have documentation?
  - Review process to renew status and cleanup of existing list
    - Expect Graduate School to contact your department to verify active status

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Transition from Spreadsheet to Banner

- Collect and approve requests via BlazerNET
- Feed information into Banner
  - Reportable
  - Consistent
  - Real-time maintenance (records would stay up to date)
- Automatic notifications to relevant stakeholders
  - Not just faculty and department, but also HR, Institutional Effectiveness and Analysis, Plan I Student Coordinator, Senior Systems Analyst, etc.
- Sync with Oracle so as assignments end we are notified

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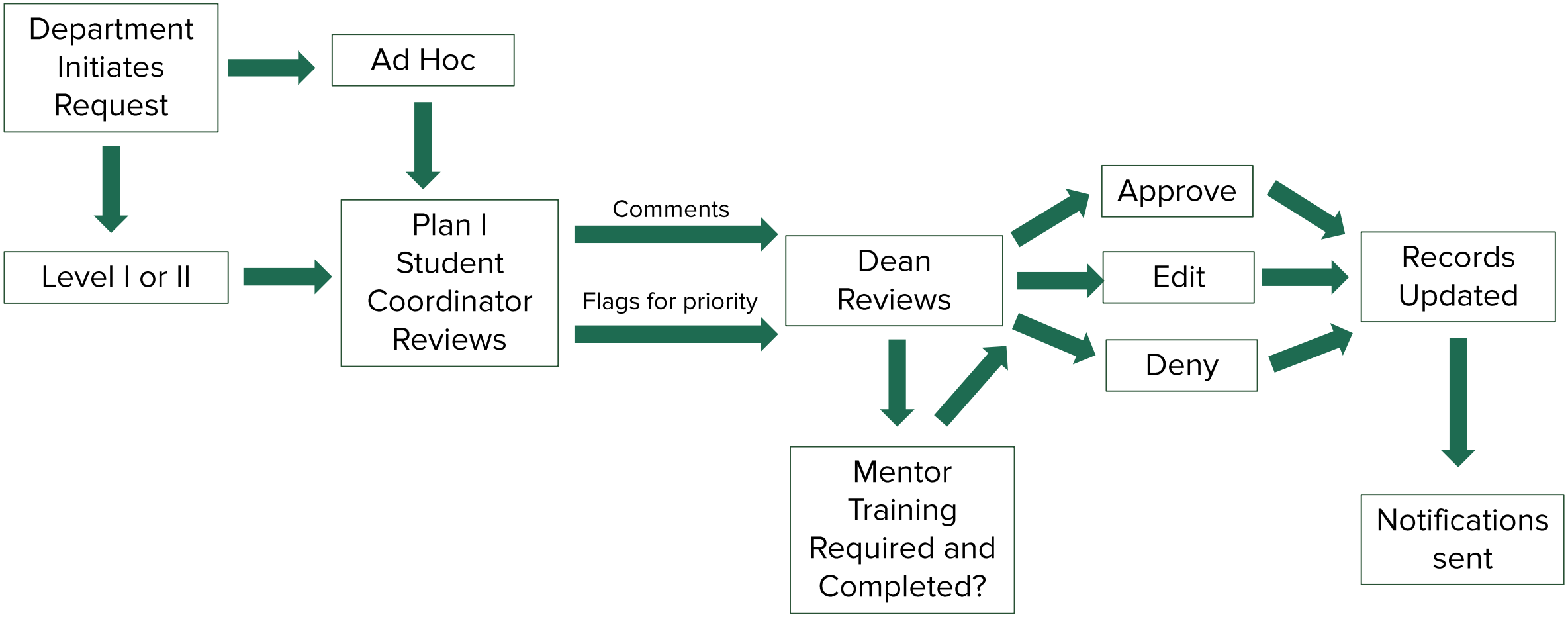
Process flow



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Thank you!

Questions or Comments?

THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

Program Director Workshop Spring 2020

Wednesday, March 4th

Catalog Changes – Admission to Candidacy

Previous Wording

If a student's research involves human or animal subjects, approval from the IRB or IACUC must be documented before admission to candidacy can be approved. IRB/IACUC approvals must be kept current until the research is completed. For ways in which students can be added to a protocol, refer to the Tip Sheet for Students Involved in Research Involving Human or Animal Subjects. The IACUC form must display the appropriate research protocol number.

New Wording

In general, if a student's research involves human or animal subjects, approval from the IRB or IACUC must be documented **before** admission to candidacy can be approved. Certain programs may have national accrediting or curricular requirements that necessitate admission into candidacy prior to seeking IRB/IACUC approval. For these students, IRB or IACUC approval must be submitted in order to register in a subsequent semester. IRB/IACUC approvals must be kept current until the research is completed. For ways in which students can be added to a protocol, refer to the Tip Sheet for Students Involved in Research Involving Human or Animal Subjects. The IACUC form must display the appropriate research protocol number.

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Admission to Candidacy Rationale

- IRB/IACUC approval are requirements of the Office of the Vice President for Research
  - Program structure of select programs (particularly in School of Education) require students to complete portion of dissertation prior to seeking IRB approval.
  - Align with peer institutions with similar programs

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Catalog Changes – Committee Membership

Previous Wording

Traditionally, graduate study is highly flexible and individualized. A specific plan of study should be developed as soon as possible upon matriculation. Graduate study committees, often chaired by the student's advisor, are appointed to guide the student toward their degree. Some graduate programs do not use a graduate study committee for Plan II students, particularly when flexibility in the course of study is limited by accreditation and other external constraints. Graduate study committees should consist of at least three Graduate Faculty members, each of whom must have credentials equal to or exceeding that of the degree that the student is pursuing, must have been approved by the Graduate School Dean for Graduate Faculty status, and should be able to contribute some relevant insight and expertise to guide the student. In addition, one committee member should be from outside the student's graduate specialization.

New Wording

Traditionally, graduate study is highly flexible and individualized. A specific plan of study should be developed as soon as possible upon matriculation. Graduate thesis committees, often chaired by the student's advisor, are appointed to guide the student toward their degree. Some graduate programs do not use a graduate thesis committee for Plan II students, particularly when flexibility in the course of study is limited by accreditation and other external constraints. Graduate thesis committees should consist of at least three Graduate Faculty members, each of whom must have credentials equal to or exceeding that of the degree that the student is pursuing, must have been approved by the Graduate School Dean for Graduate Faculty status, and should be able to contribute some relevant insight and expertise to guide the student. In addition, one committee member should be from outside the student's graduate specialization. Graduate thesis committees cannot be comprised of faculty who are related to each other, the student, or otherwise fall under the Family or Household Member designation as defined in UAB's policy on nepotism. Exceptions to this policy must be requested by the student and approved by the Graduate School Dean.

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Committee Membership Rationale

- Committee Members who are related to the student and/or each other can conceivably constitute a conflict of interest
- HR has clearly-defined definition of relationships that fall under the umbrella of nepotism
- Recognize that sometimes research interests or expertise necessitate exceptions to this policy, but empower the student to initiate that request

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Catalog Changes – Commencement

Previous Wording

None

New Wording

UAB holds a semesterly commencement ceremony at the conclusion of each Fall, Spring, and Summer semester. Students may participate in the ceremony that corresponds to their graduation term. Requests to attend a ceremony outside of a student's graduation term must be made in writing to the Graduate School, and will be reviewed on a case by case basis by the Graduate School Dean. Commencement information is available here and students may indicate their attendance in BlazerNET.

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Commencement Rationale

- Unclear process on who approves requests to walk early/late
- For undergraduates, Provost Office approves
- For graduate students, Grad School will review and approve exceptions
- Students are highly encouraged to attend the ceremony corresponding to their graduation term, but unforeseen circumstances sometimes warrant changes
  - Typically medical, travel, etc
  - Goal is to minimize exceptions for planning purposes

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Catalog Changes – UG Enrollment in GR Certificates

Previous Wording

None

New Wording

Some certificates may open enrollment to undergraduate students on a case by case basis, allowing students to potentially complete a graduate certificate at the same time they earn their undergraduate degree. Enrollment in a graduate certificate is not permitted until the student has earned at least 60 undergraduate hours, 36 of which must have been completed at UAB, with a 3.0 institutional GPA. In addition to academic standing requirements administered at the undergraduate level, once admitted, students must maintain a 3.0 in all graduate coursework.

Awarding of a graduate certificate is contingent upon a student completing all requirements of their undergraduate degree, and cannot be awarded until these requirements are met.

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UG Enrollment in GR Certificate Rationale

- Juniors/Seniors often have free elective space in their program and seek educational opportunities at the graduate level, including certificate programs
- Some certificates are getting approved with clear admission requirements for UG students, but no Grad School minimums exist for those that didn't
- Designed to mirror the requirements for a Fast-Track student

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Catalog Changes – Graduate School Appeals Board

Previous Wording

A. Purpose:

The purpose of the GSAB is to review appeals brought by graduate students of decisions made by university representatives concerning:

retention in graduate programs,

charges of academic misconduct or dishonesty,

selected other issues related to graduate education as deemed appropriate to forward to the GSAB by the Graduate Dean, the provost, or other university officials.

B. Limitations:

The GSAB **will not** review:

appeals of course grades,

appeals of a dismissal based on lack of adequate progress toward meeting degree requirements,

appeals for which the student has not previously fully used all other applicable appeal or review processes,

appeals filed more than 30 calendar days from the date of a prior review or 30 calendar days from the date of receiving notification of an action or decision,

misconduct in research which falls under the Policy Concerning the Maintenance of High Ethical Standards in Research and Scholarly Activities.

grievances brought against the faculty of a specific program. Program faculty report to the chairpersons and deans in the schools in which they hold their primary appointments. Accordingly, it is the responsibility of those chairpersons and deans to adjudicate at the school level any appeals brought by graduate students against their faculty. Decisions made at the school level in such cases will not be reviewed by the Graduate School Appeals Board.

grievances or appeals brought forth by masters (Plan II) students in professional/practice-based programs. These will be adjudicated exclusively within the school in which the program is housed. Any questions related to whether a program is considered professional/practice-based should be referred to the program's director.

New Wording

Removed from Catalog. Moved to GBS handbook

Too similar to existing appeal process outlined in Academic Progress section of catalog

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GSAB Rationale

- Student appeal process regarding grades and academic misconduct is already outlined in the catalog
- GSAB was developed primarily to serve GBS students, who don't have a normal appeal channel through the School
- Programs/Students were not clear what could be heard by GSAB
  - "Retention in graduate programs" vs "appeals of a dismissal based on lack of adequate progress toward meeting degree requirements"
  - Issue of School vs GSAB

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Academic Standing

- 3.0 GR-level GPA
- 2 terms of probation
  - Spring 2020 grades post, student would “roll” to P1 but still have 2 terms to return to good standing
  - Does not count terms where student is not enrolled or ONLY enrolled in P/NP courses
- 1 extension is possible if program is supportive
  - Plan must be specific and must be feasible for student to return to Good Standing
- Not dependent on program GPA
  - Student may be below a 3.0 in your program, but still in Good Standing, or vice versa.
  - Student may be dismissed from your program but still in Good Standing with Graduate School
  - Student DOES need to have a 3.0 Graduate level GPA and 3.0 Program GPA to graduate

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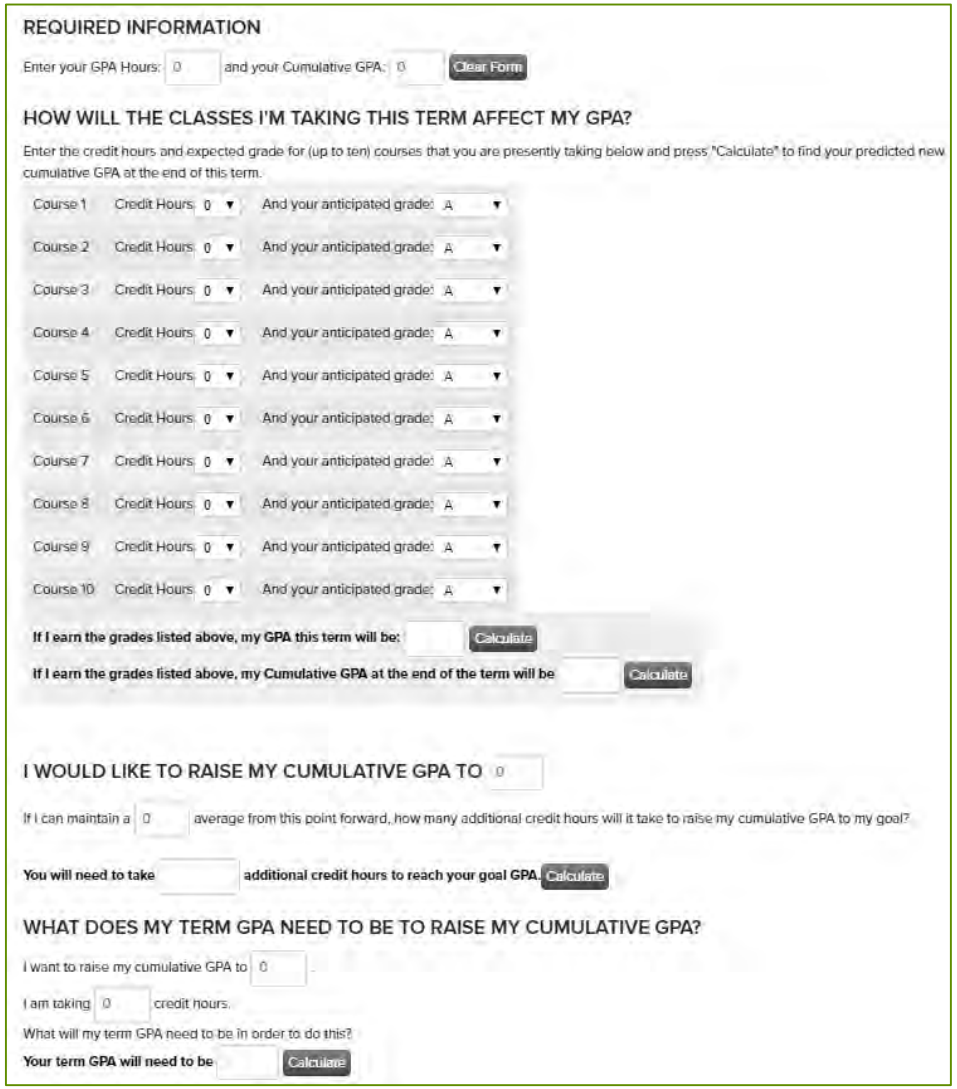
Tips to Return to Good Standing

- Grade Replacement: https://www.uab.edu/graduate/images/documents/resources/current_students/forms/grade-replacement-request.pdf
  - Maximum of 2 times, and only once for any individual course
  - Cannot be used for cases of academic misconduct
  - Not all programs allow
- UAB GPA Calculator: https://www.uab.edu/students/academics/gpa-calculator
  - Good tool for developing a probation extension plan with your students



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Academic Misconduct

- Covers Abetting, Cheating, Plagiarism, Fabrication, Misrepresentation
- Student has right to appeal
  - Typically through Department Chair, then Dean
  - Department should notify Registrar's Office and Graduate School
- Know your handbook!
  - Publish it and make sure students are aware
- Document, document, document!
  - Provide specific timelines and evidence
- Committee is currently reviewing Academic Misconduct at UAB

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ACCELERATED LEARNING OPPORTUNITIES (ALO)

Mellissa Taylor

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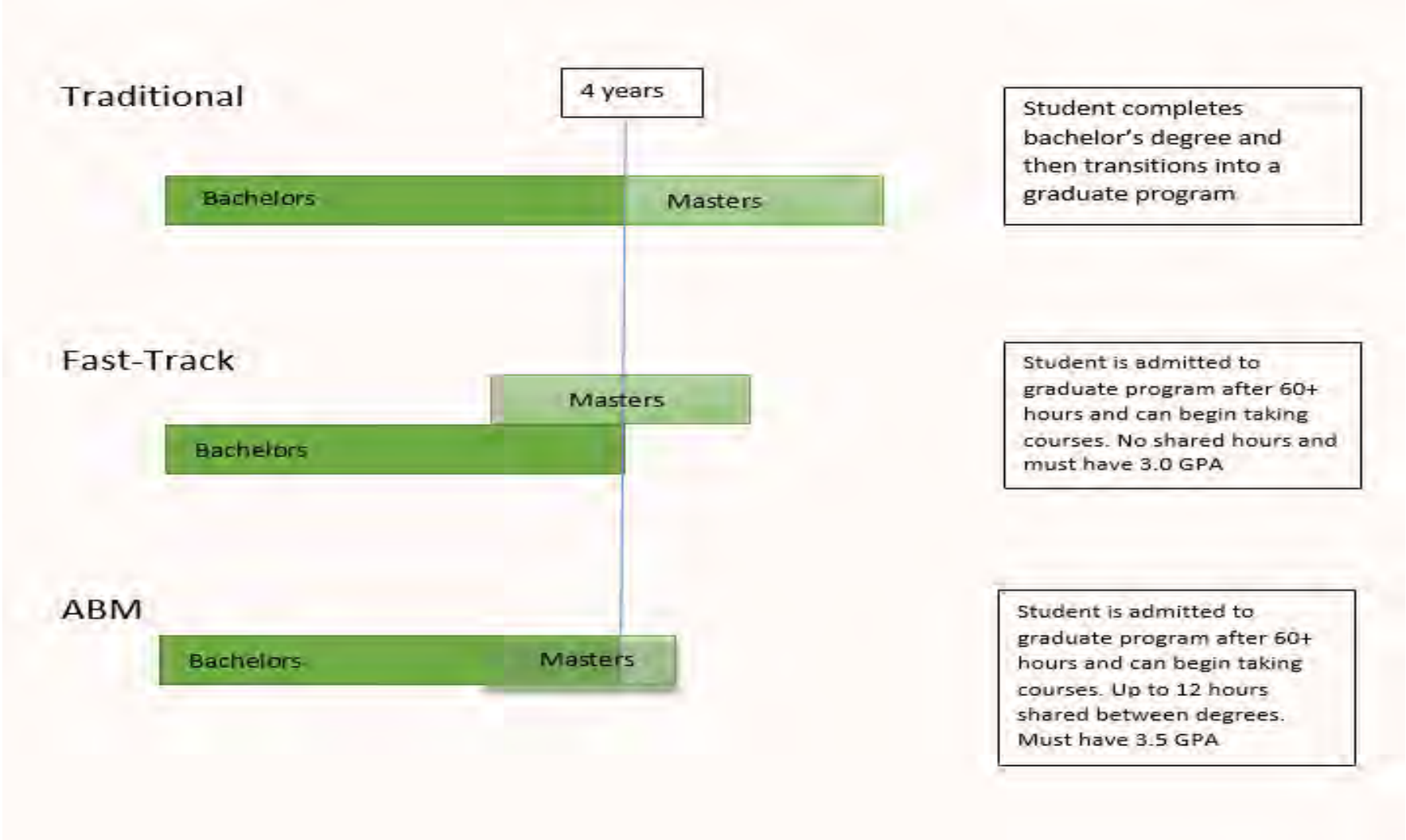
THE UNIVERSITY OF ALABAMA AT BIRMINGHAM

ALO ADVISOR ROLE

- Educate campus community
- Recruit new programs
- Provide supplemental advising
- Process ALO applications
- Facilitate events

PATHS TO GRADUATE SCHOOL



FAST-TRACK MASTERS PROGRAMS

- Continuing to move away from "5th-year wording"
- Minimum of 60 hours to start, 36 of which must be earned at UAB
- UAB Undergraduate GPA of at least 3.0
- NO SHARED CREDIT – Minimum 150 hours (120 UG + 30 GR)

FAST-TRACK PROGRAMS

- MS in Biology
- MAc in Accounting
- MS in Mathematics
- MPH in Public Health
- MS in Occupational Therapy
- MS in Computer Sciences
- MSBME in Biomedical Engineering
- MSCE in Civil Engineering
- MSEE in Electrical Engineering
- MSMtE in Materials Engineering
- MSME in Mechanical Engineering
- MS in Biotechnology
- MS in Health Informatics
- MBA in Business Administration
- MS in Clinical Laboratory Sciences
- MS in Nuclear Medicine Technology
- MS in Healthcare Quality & Safety

ACCELERATED BACHELORS/MASTERS PROGRAM (ABM)

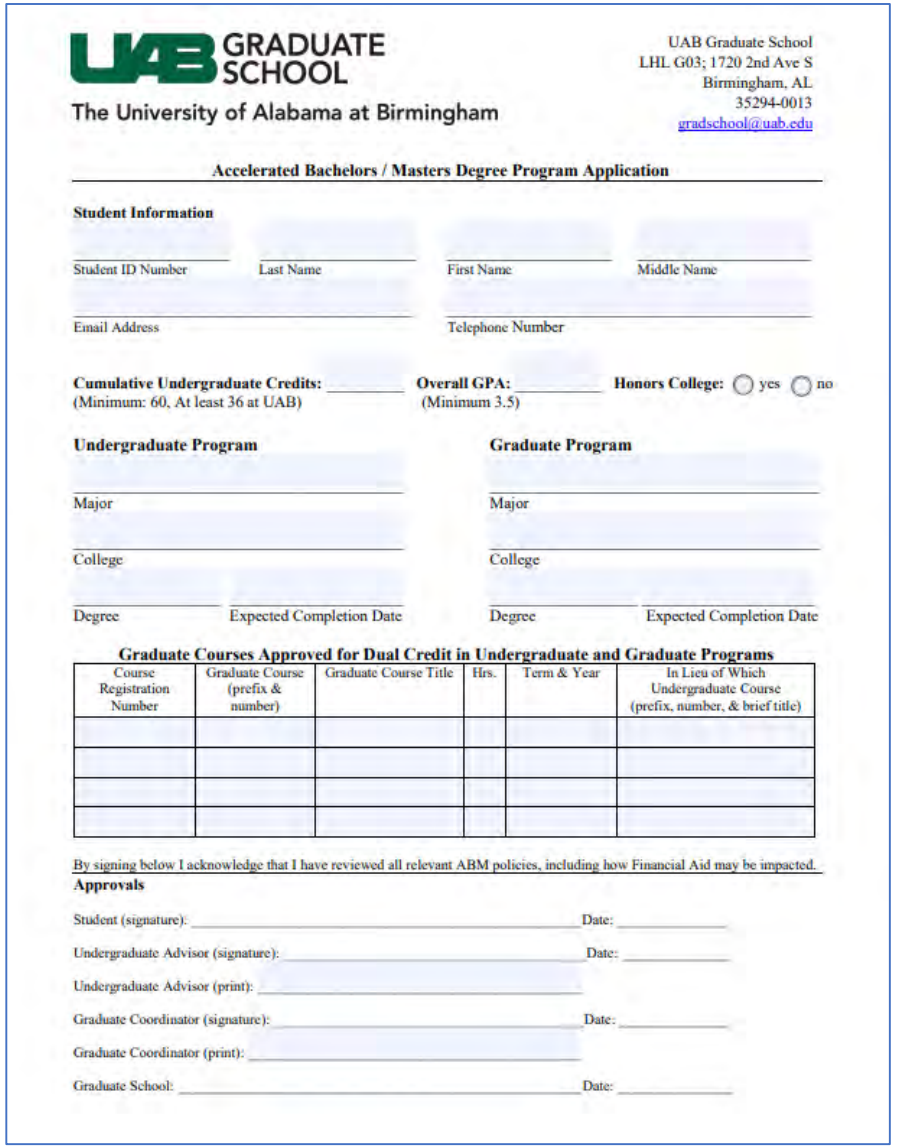
- Up to 12 hours can be shared between undergraduate and graduate degree
  - Minimum 138 hours (108 UG hours + 30 GR hours)
- Minimum of 60 hours to start, 36 of which must be earned at UAB
- UAB undergraduate GPA of at least 3.5
- Must maintain 3.0 GPA

ABM PROGRAMS

- Master of Science in Multidisciplinary Biomedical Science
- Master of Science in Computer Science
- Master of Science in Biology
- Master of Public Health
- Master of Science in Management Information Systems

ABM – HOW TO APPLY

- Meet with Undergraduate Advisor and the relevant Graduate Program Director(s) to discuss program requirements.
- Complete the **ABM program Application Form** (including all approvals) and return it to the Graduate School.
- Submit departmental application materials (as required by program).



UAB GRADUATE SCHOOL
The University of Alabama at Birmingham

UAB Graduate School
LHL G03; 1720 2nd Ave S
Birmingham, AL
35294-0013
gradschool@uab.edu

Accelerated Bachelors / Masters Degree Program Application

Student Information

Student ID Number | Last Name | First Name | Middle Name

Email Address | Telephone Number

Cumulative Undergraduate Credits: _____ (Minimum: 60, At least 36 at UAB) **Overall GPA:** _____ (Minimum 3.5) **Honors College:** ◯ yes ◯ no

Undergraduate Program

Major

College

Degree | Expected Completion Date

Graduate Program

Major

College

Degree | Expected Completion Date

Graduate Courses Approved for Dual Credit in Undergraduate and Graduate Programs

Course Registration Number	Graduate Course (prefix & number)	Graduate Course Title	Hrs.	Term & Year	In Lieu of Which Undergraduate Course (prefix, number, & brief title)

By signing below I acknowledge that I have reviewed all relevant ABM policies, including how Financial Aid may be impacted.

Approvals

Student (signature): _____ Date: _____

Undergraduate Advisor (signature): _____ Date: _____

Undergraduate Advisor (print): _____

Graduate Coordinator (signature): _____ Date: _____

Graduate Coordinator (print): _____

Graduate School: _____ Date: _____

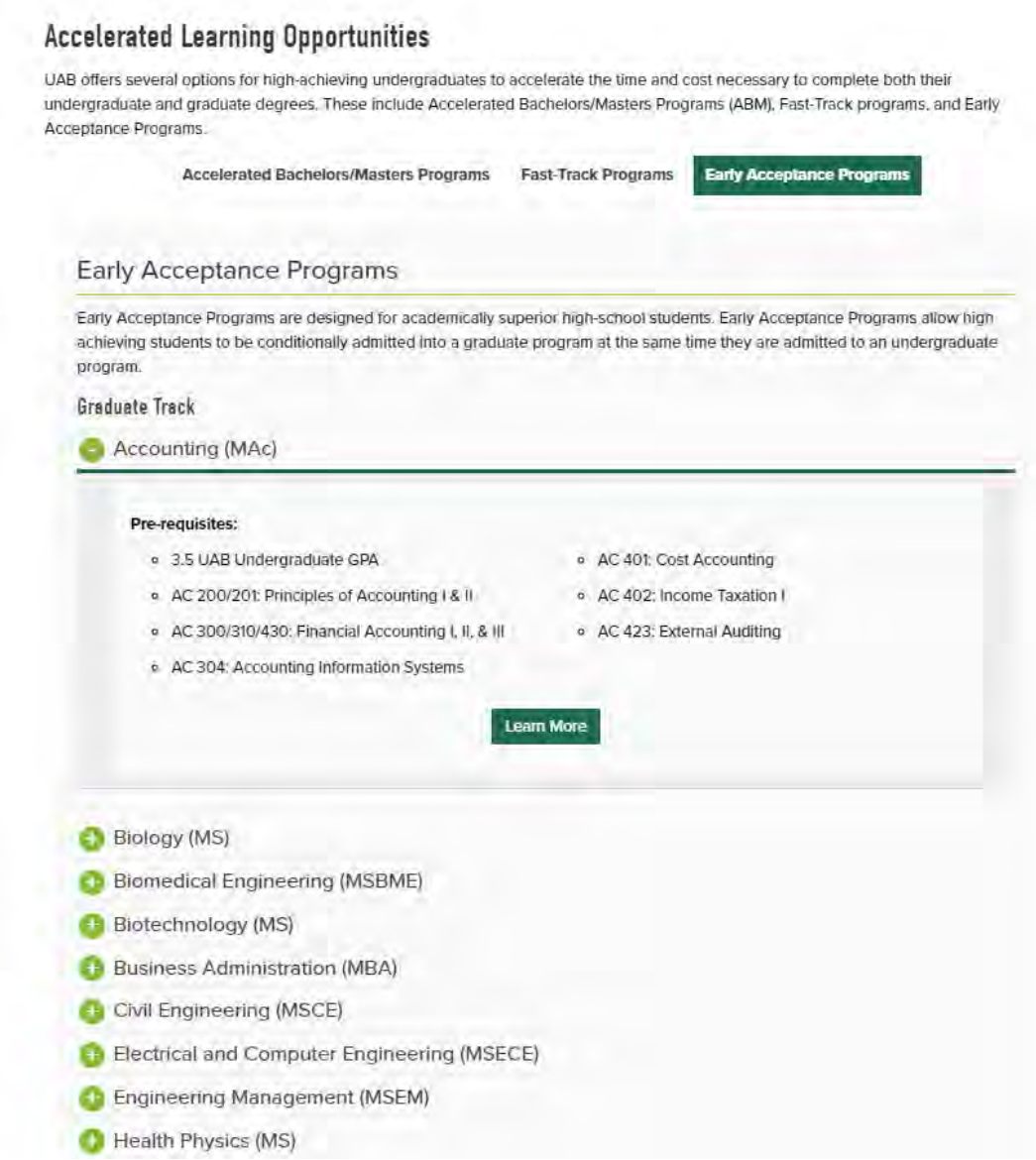
EARLY ACCEPTANCE PROGRAMS

- Early acceptance for high-ability high school students
- Currently 22 programs participating, with more planned!
- Eligibility requirements mirror Presidential Scholar pool

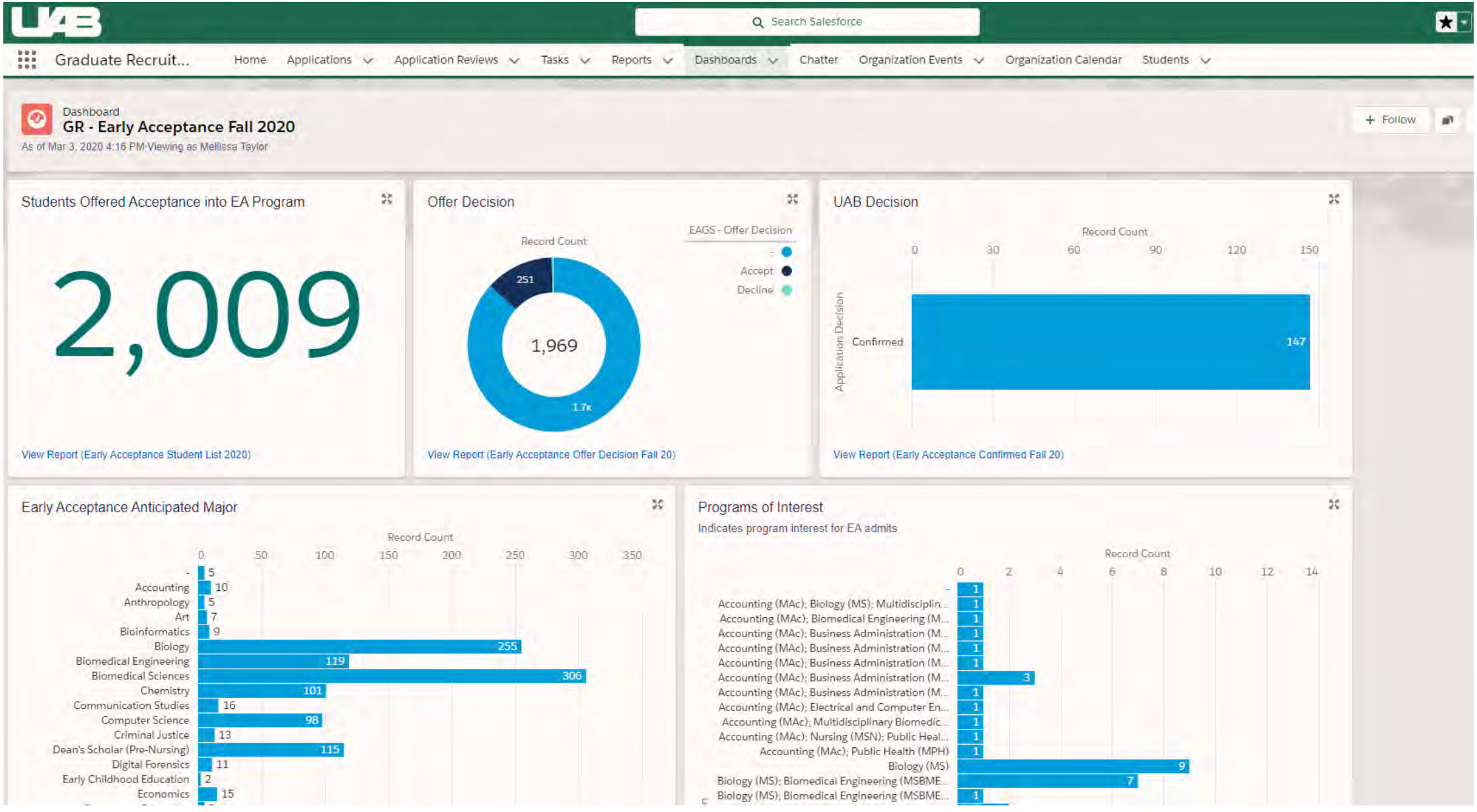
- **2019 Early Acceptance cohort - 333 students**

GUARANTEED ADMISSION

- Must maintain 3.5 GPA
- Must meet program-specific pre-requisite courses/requirements
- Pay undergraduate rates while pursuing UG degree
- Use unspent scholarship dollars
- No Grad School application fee or entrance exams required
- Goals:
  - Increase academic profile of undergrads who choose UAB
  - Retain our highest achieving students for Graduate School
  - Accelerate ability to finish a graduate degree while decreasing cost to student



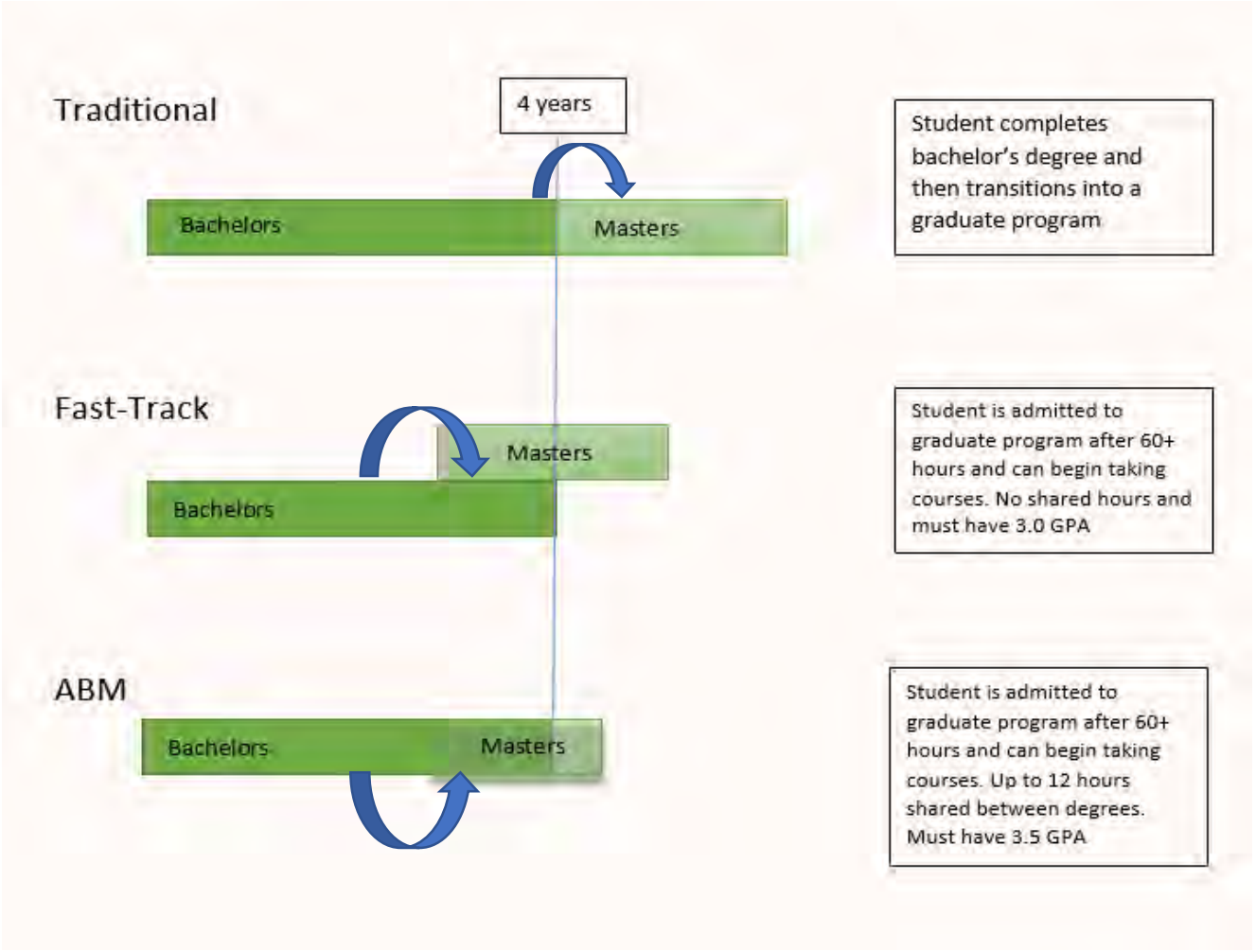
FALL 2020 EARLY ACCEPTANCE CLASS



EA PROGRAMS

- MAc in Accounting
- MS in Biology
- MSBME in Biomedical Engineering
- MS in Biotechnology
- MBA in Business Administration
- MSCE in Civil Engineering
- MA in Communication Management
- MSCJ in Criminal Justice
- MSECE in Electrical and Computer Engineering
- MSEM in Engineering Management
- MA in English
- MSFS in Forensic Science
- MS in Health Physics
- MA in History
- MS in Management Information Systems
- MSMtE in Materials Engineering
- MSME in Mechanical Engineering
- MS in Multidisciplinary Biomedical Science
- MS in Nuclear Medicine Technology
- MSN in Nursing
- MPA in Public Administration
- MPH in Public Health

ALO OPTIONS FOR UNDERGRADS



Early Acceptance will typically feed into Fast Track and ABM programs, but doesn't have to.

QUESTIONS?

mellissataylor@uab.edu

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UAB Digital Strategy & Marketing Update

Agenda

1. Introduction
2. Digital Strategy Overview
3. Meet the Team
4. Historical Overview
5. Looking Forward
6. Questions

Digital Strategy Proposal Background

- Strategic Investment Funding
- Key Partnerships:
  - University Relations
  - Provost
  - Institutional Effectiveness and Analysis
  - Information Technology
  - Advancement
  - Enrollment Management
  - Graduate School
  - Schools and Colleges (Recruitment)
  - Student Affairs
  - Human Resources
  - Finance and Administration

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Key Initiatives of Digital Strategy

- Digital Tool Alignment
- Centralized CRM
  - Constituent Relationship Management
- Optimizing and Standardizing UAB's Digital Presence – Websites and Apps

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Meet the Team

Annee Cook

Director of Marketing

Evan Thrailkill

Director of Digital Strategy

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Meet the Team

Zach McAuley

Sr. CRM Administrator

Melissa Weems

Marketing Cloud Administrator

ME Chambliss

Marketing Systems Specialist

TBD

CRM Administrator

Heather Stevens

Marketing Manager

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2016 – ApplyYourself to TargetX (Salesforce)

TargetX – Event Registration Module

TargetX – Recruitment Manager Module

TargetX – Application Module

TargetX – Email & Communication Module

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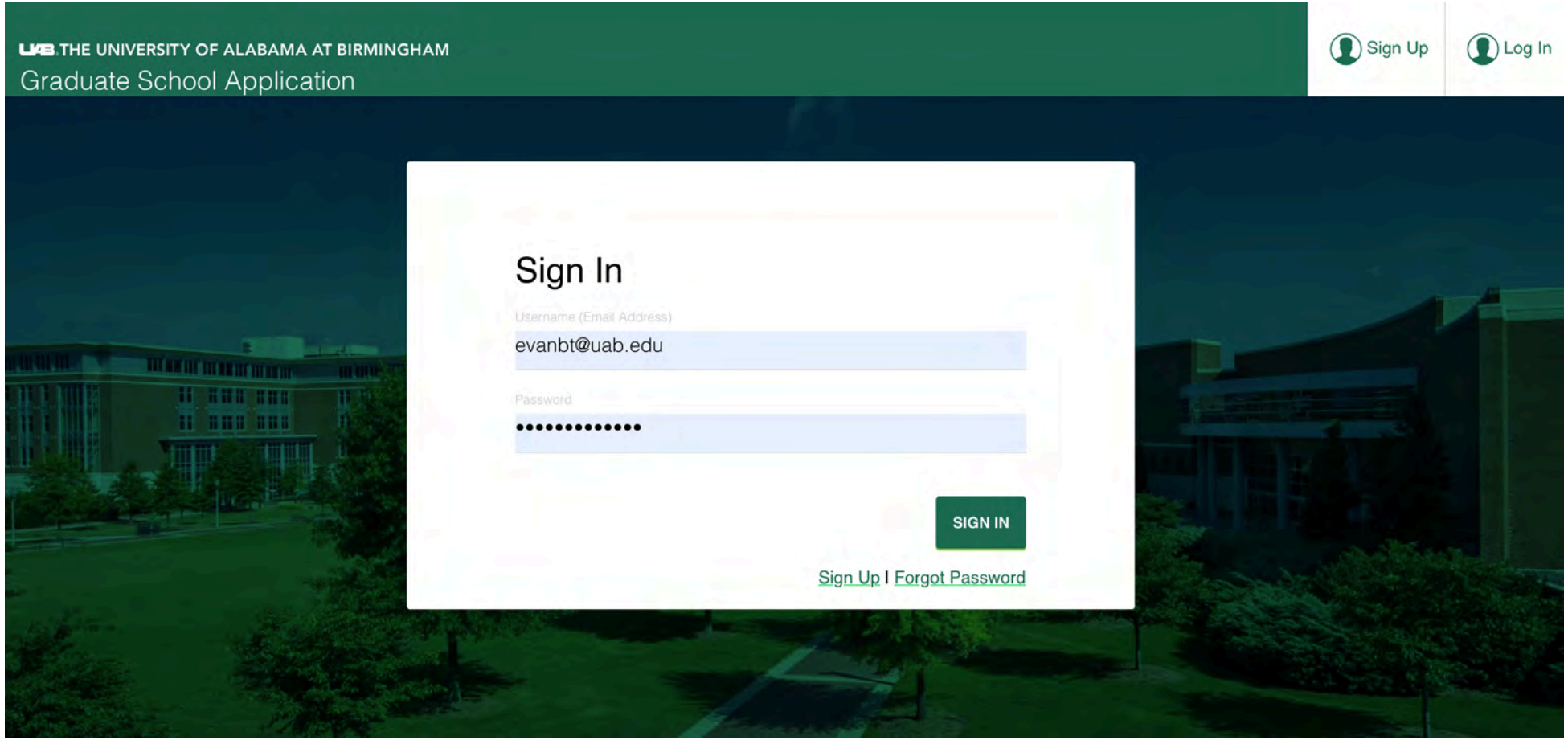
2017 – TargetX Application



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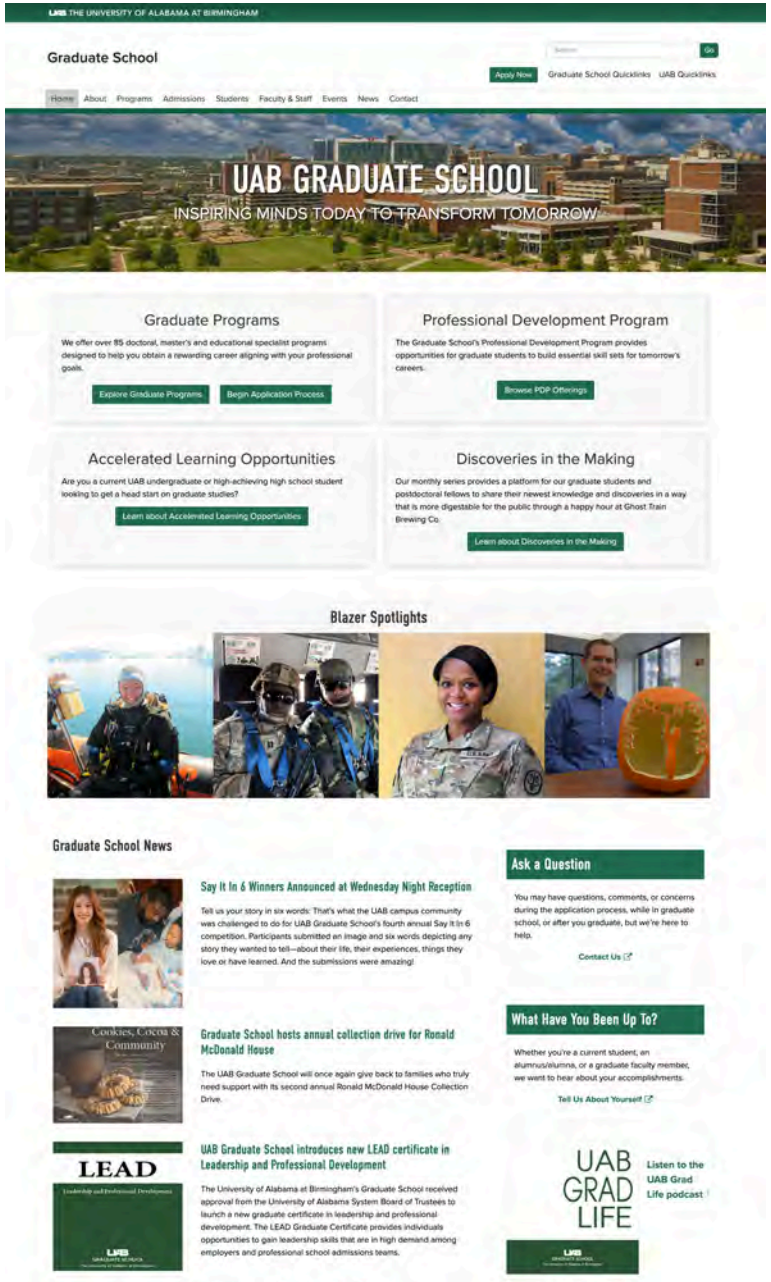
2018 – Salesforce Marketing Cloud

- Undergraduate & Graduate School Marketing moved Central
  - Graduate School Website Redone
- Ramped up Email Marketing
  - TargetX email tool wasn't robust
- Graduate School Application Incomplete Email Series



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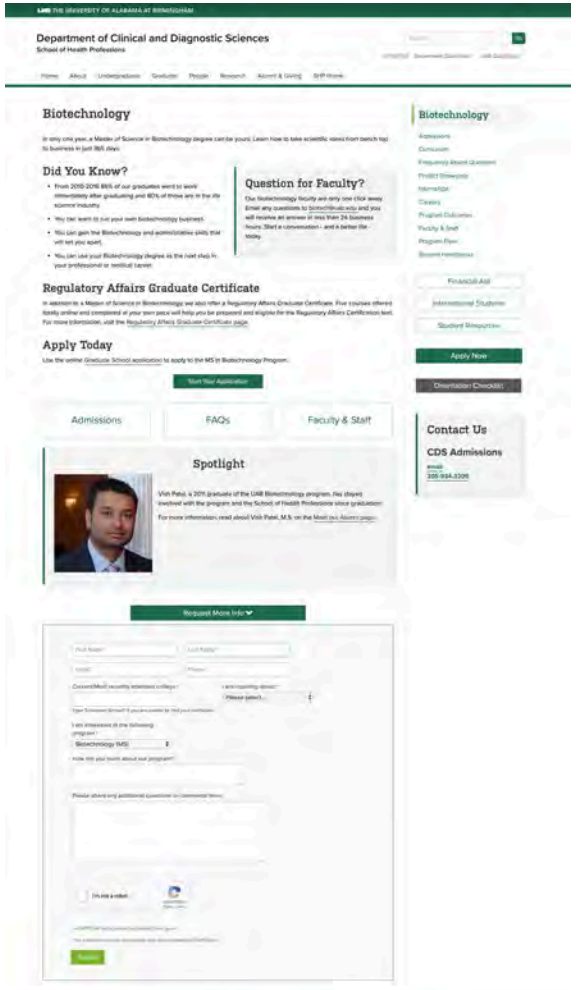
Late 2018 – Early 2019 – Lead Form & Email Initiative

- Lead forms on program websites
- Automatic response email out of Marketing Cloud
- Training on Salesforce/TargetX lead management



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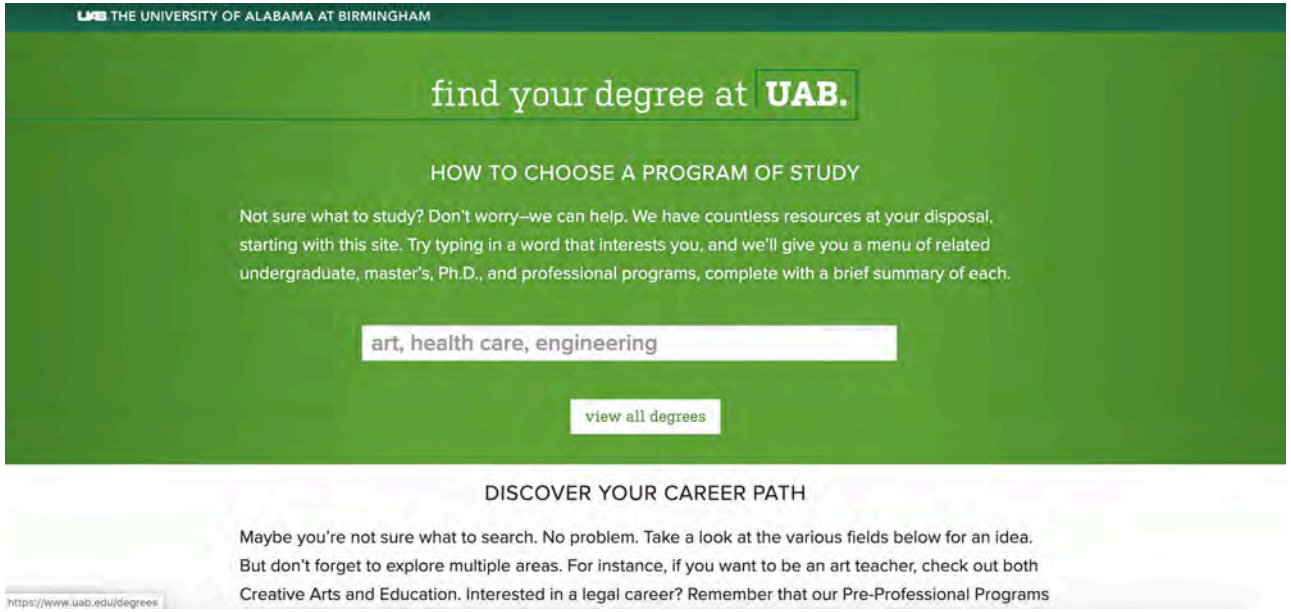
Fall 2019 – Degree Portal

- Complete listing of all degrees
- Filter by:
  - Undergraduate
  - Graduate/Professional
  - Online
- Keyword Search
- Explore by Career Path



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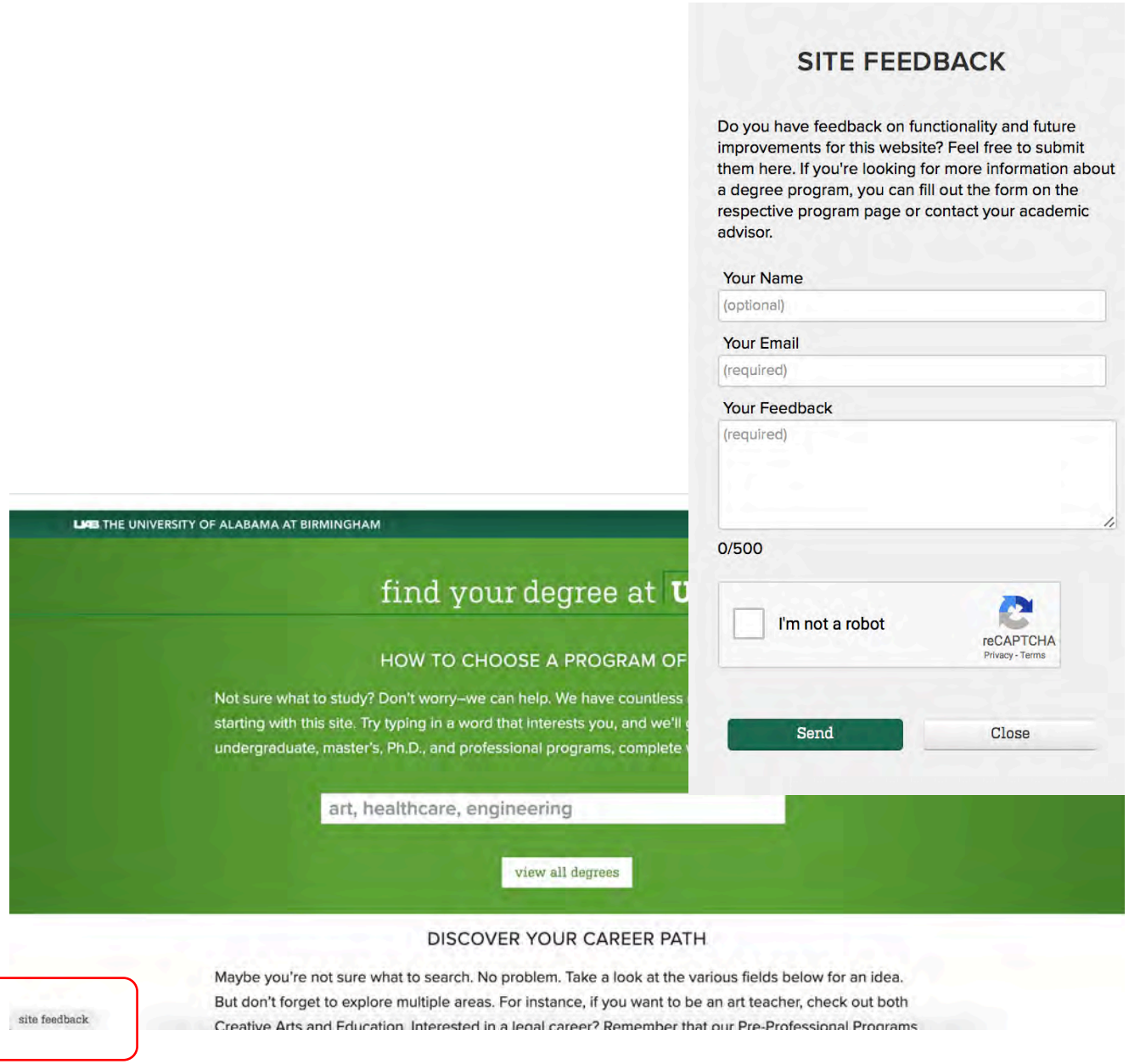
Site Feedback

- Site feedback button allows users to provide feedback on functionality and submit future improvements for consideration
- Found on the bottom left of every page



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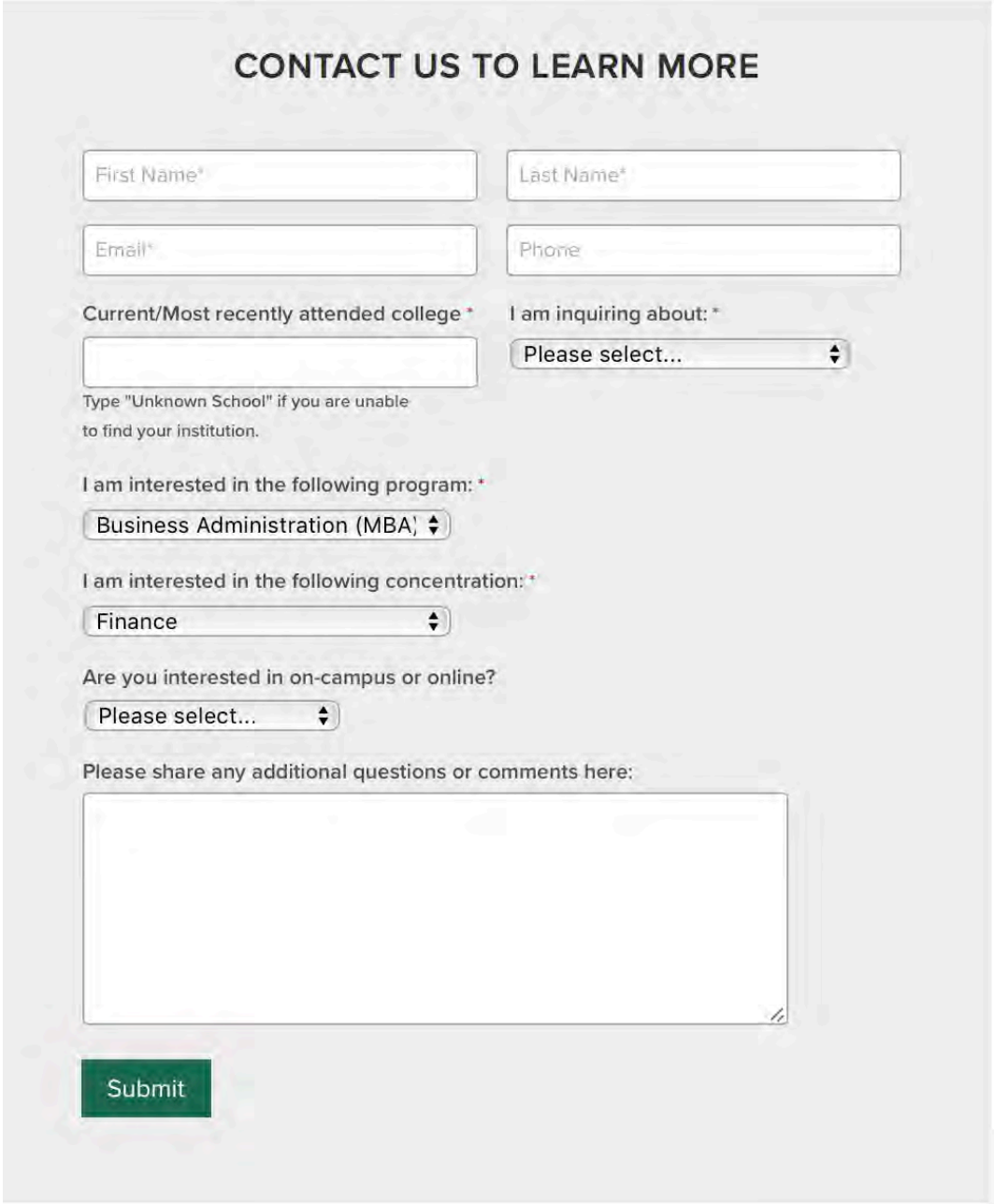
Dynamic Lead Form - Graduate

- Dynamic fields create a different form dependent on the program the student is inquiring about:
  - Concentrations
  - Online Delivery
- Students enter a program specific communications plan (dept specific or generic)
- School Recruiters & Program Managers have access via Salesforce CRM



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2020 – Looking Forward - Lead form & Email Initiative

- Today we have 59/147 program forms & emails completed
- Moving forward leverage the power of:
  - Salesforce Marketing Cloud – dynamic content
  - University Relations Content Team
- Create personalized-templated emails that offer 2-3 sentences of customized program content
  - Project Completion Date: End of July 2020
- Digital Strategy & Marketing will be reaching out for content
  - Online form to submit 2-3 sentences about program and contact info
  - Edited by DSM content team

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2020 – Looking Forward – Graduate CRM

- January 2020 – Merger of CRM teams from Enrollment Management (Undergraduate Recruitment) & Graduate School
- Spring 2020 - Training
- February – July 2020 – Cloud For Good setting up Salesforce with Higher Education Data Architecture
- Ending TargetX Contract - 2021
  - Fall 2020 – Discovery on new Graduate Application process
  - August 2021 – new Graduate Application live

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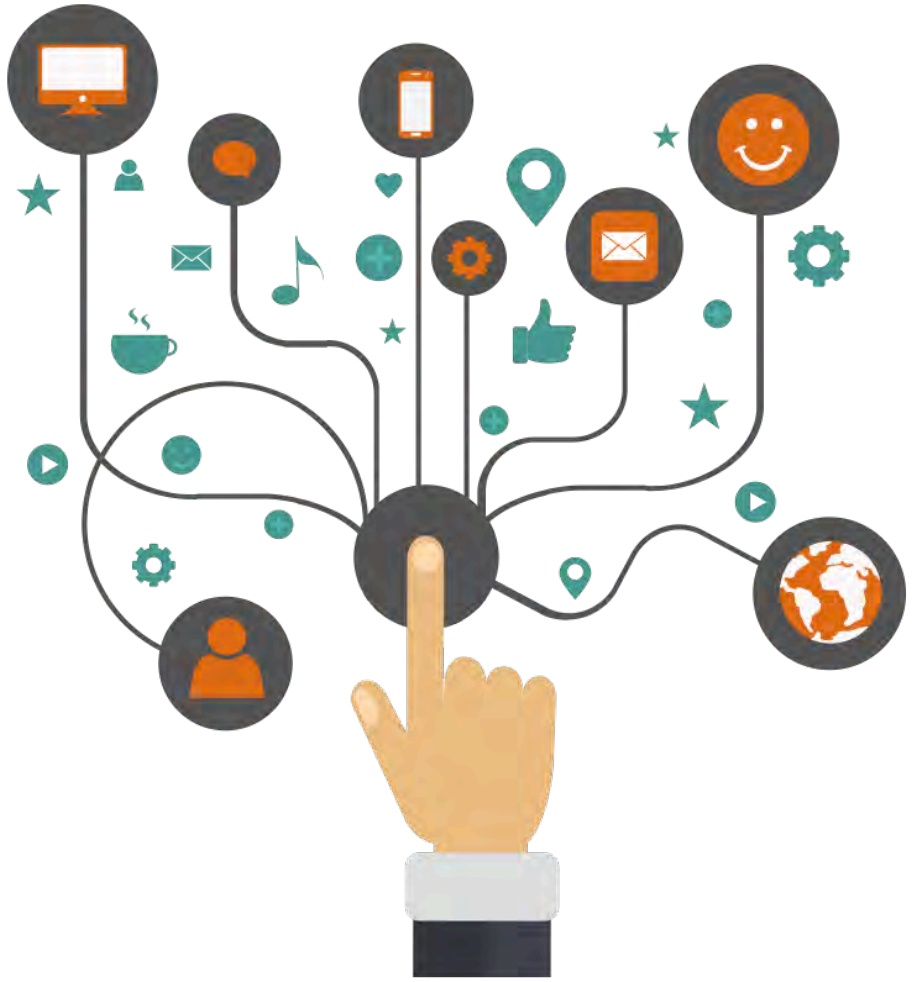
Salesforce.org Education Cloud

Become a Connected Campus

Key Aspects of Digital Strategy – Tool Alignment

- Digital Engagements
  - Mass email and newsletters
  - Texting
  - Social media
  - Event promotion and registration
  - Ticketing
  - Membership management
  - Online donation platform
  - Payment processing (credit cards)
  - Websites and web forms
  - Volunteering and civic engagement



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Here to help!

Salesforce Support

- salesforce@uab.edu

Marketing Questions

- marketing@uab.edu

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Questions?