Spring 2020 Program Director Workshop
Updates from Student Services
Meet the Staff

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By the Numbers - Applications

Summer 2019 Point in Time Snapshot
892
View Report (Summer 2019 Point in Time Snapshot)

Summer 2020 Point in Time
925
View Report (Summer 2020 Point in Time)

Fall 19 Masters Point in Time
1,392
View Report (Fall 19 Masters Point in Time)

Fall 20 Masters Point in Time
1,501
View Report (Fall 20 Masters Point in Time)

Fall 2019 PhD App Point-in-Time Snapshot
Apps for Fall 19 as of 1 year ago today
1,028
View Report (Fall 2019 PhD App Point-in-Time Snapshot)

Fall 2020 PhD App Point-in-Time
Apps for Fall 20 as of today
1,186
View Report (Fall 2020 PhD App Point-in-Time)
By the Numbers - Enrollment

UAB FIVE-YEAR ENROLLMENT BY STUDENT SOURCE
FALL 2014–FALL 2018

- ALABAMA
- OTHER U.S. STATES
- OTHER COUNTRIES

TOTAL 18,698
14,929 79.8%
2014
3,103 16.6%

TOTAL 18,333
14,616 79.7%
2015
3,060 16.7%

TOTAL 19,535
15,278 78.2%
2016
3,479 17.8%

TOTAL 20,902
16,058 76.8%
2017
3,873 18.5%

TOTAL 21,923
16,876 77.0%
2018
3,996 18.2%

UAB DEGREES AWARDED

TOTAL DEGREES
3,480
3,784
3,990
4,343
4,367
4,322
4,500
4,430
4,021
5,225

- BACHELOR'S
- MASTER'S
- DOCTOR'S PROFESSIONAL
- DOCTOR'S RESEARCH
- DOCTOR'S SCHOLARSHIP
- EDUCATIONAL SPECIALIST
- CERTIFICATES
Year in Review

- Appeals moved into BlazerNET
Year in Review

• Canvas Course now available
  • If you need access, please contact me!
Year in Review

• Monthly in-person trainings in the Graduate School Large Conference Room

• Upcoming dates:
  • March 12\textsuperscript{th}, 9-11am
  • April 14\textsuperscript{th}, 1-3pm
  • May 12\textsuperscript{th}, 10:30am-12:30pm

• Topics include admissions process, Target X, GPS, UAB/Graduate School policies, and more
Year in Review

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

• https://www.uab.edu/degrees/
Year in Review

- Accelerated Learning Opportunity Advisor position created to better recruit and retain high-ability undergraduate students

- Admitted first Early Acceptance Cohort
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
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
Implement a graduated refund policy that governs all withdrawals.

Note: Appeal process exists for extreme circumstances
## Spring 2020 Dates

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

Former Model:

- **Drop/Add** – 100% Refund
  - 6 class days into term. No penalty for dropping

- **Withdrawal Period – No Refund**
  - ≈60% into term. Student can withdraw from single course or all courses, receive “W”. No refund

- **No Withdrawals – No Refunds**
  - Student forced into appeal process or stuck in classes
**Policy in Action**

**New Model:**

- **Drop/Add** (~100% Refund)
- **75% Refund**
- **50% refund**
- **25% refund**

- **Course Withdrawal Period – No Refund**
- **Full Term Withdrawals Only – No Refunds**

- **Start of term**
- **Withdrawal Deadline**
- **Last day of classes**
- **End of Term**

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- **Graduated refund that declines every 2 weeks**
- **Approximately 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 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)
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](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](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](https://www.uab.edu/policies/content/Pages/UAB-UC-POL-0000812.aspx)
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
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
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.
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.
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
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
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
Questions & Comments
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
Current Process

- Letter of nomination from Chair
- Recommendation for Appointment form
- Applicant’s CV
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)
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
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
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
Thank you!

Questions or Comments?
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.
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
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.
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
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.
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
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.
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
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
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
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
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
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
ACCELERATED LEARNING OPPORTUNITIES (ALO)

Mellissa Taylor
mellissataylor@uab.edu
ALO ADVISOR ROLE

- Educate campus community
- Recruit new programs
- Provide supplemental advising
- Process ALO applications
- Facilitate events
PATHS TO GRADUATE SCHOOL

Traditional

- Bachelors
- Masters
- 4 years

Student completes bachelor’s degree and then transitions into a graduate program.

Fast-Track

- Bachelors
- Masters

Student is admitted to graduate program after 60+ hours and can begin taking courses. No shared hours and must have 3.0 GPA.

ABM

- Bachelors
- Masters

Student is admitted to graduate program after 60+ hours and can begin taking courses. Up to 12 hours shared between degrees. Must have 3.5 GPA.
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
• 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).
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

2,009

Offer Decision

UAB Decision

Early Acceptance Anticipated Major

Programs of Interest
EA PROGRAMS

- MA 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
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
Key Initiatives of Digital Strategy

- Digital Tool Alignment
- Centralized CRM
  - Constituent Relationship Management
- Optimizing and Standardizing UAB’s Digital Presence – Websites and Apps
Meet the Team

Annee Cook
Director of Marketing

Evan Thrailkill
Director of Digital Strategy
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
2016 – ApplyYourself to TargetX (Salesforce)

- TargetX – Event Registration Module
- TargetX – Recruitment Manager Module
- TargetX – Application Module
- TargetX – Email & Communication Module

salesforce
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
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
Fall 2019 – Degree Portal

• Complete listing of all degrees
• Filter by:
  • Undergraduate
  • Graduate/Professional
  • Online
• Keyword Search
• Explore by Career Path
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
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
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
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
Salesforce.org Education Cloud
Become a Connected Campus

Student Success

One-Stop Student Services
Career Services
Fundraising
Alumni Engagement
Advancement Operations
Advancement

#1 CRM for Higher Ed

Recruiting & Admissions
Marketing & Communications
 Applicant Portals
Admissions & Enrollment
Student Recruiting
Student Engagement
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
Here to help!

**Salesforce Support**
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**Marketing Questions**
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Questions?