• Publish COE Graduate Web portals
  http://www.ecu.edu/cs-educ/graduate-current.cfm
  http://www.ecu.edu/cs-educ/graduate-future.cfm
  -Continued/ongoing COE faculty review- Send feedback to smithmiche@ecu.edu
  by Feb. 14.

• Improve application process with Graduate School
  -Establish methods for a quicker, more efficient application process
  -Request second application fee waivers for non-degree/certificate students who
decide to apply for degree programs
  -Collaborate on implementation of Degree Works for graduate students
  -Document use of Starfish for students placed on Academic Probation and revise
  verbiage to address the needs of working adults and graduate students.

• Develop comprehensive departmental recruiting plans with support and coordination
  from college level
  -Conference recruitment: Which? Who? Travel funds? Promotion materials?
  -Career fairs: Which ones? Host our own? Coordinated participation?
  -Student/Alumni communication: Student newsletters? Social Media? COE website and
  student communication to feature faculty credentials/accomplishments?
  tutorials? Certificates as "stackable credentials" for degree programs?
  -Instructional Modules-Free MOOCs to offer samples of our programs?

• Develop recruitment partnerships, new initiatives, plans to meet the needs of students
  from new audiences/ “untapped markets”
  -Partner with constituencies to reframe current program offerings or develop new
  program initiatives to meet needs for job placement and/or career advancement [e.g.,
  Personnel Administrators of NC (K-12), Regional Education Services Alliances
  (RESAs), military, businesses, community colleges]
  -Reframe current program offerings or develop new program initiatives (i.e., across
  programs or departments, incorporating certificates as stackable credentials, licensure
  degree programs offered as non-licensure/degree only for out of state or international
  students)
  -Explore attributes of successful cohorts and/or plan/initiate aligned recruitment
  strategies with targeted audiences (including use of ad campaigns with tools such as
  Google Ads)

• Establish full-time COE administrative position as Liaison for Advanced Programs
  (LAP) to work closely with Associate Dean for Graduate Studies on all initiatives
  -Serve as “first contact” at college level for all initial graduate program inquiries (initial
  COE contact person featured prominently on COE website)
- Represent COE at Career Fairs, Senior Seminars, Graduate Program Director meetings, and at other recruiting events
- Establish consistency in information each potential inquiry receives
- Establish and document permanent email listserv/address contact for graduates and alumni
- Send out ongoing communication/relevant notices from college and departments
- Document initial inquiries, share information with departments/programs, follow-up and track application completion, enrollment, program completion
- Routinely review BIC reports at college level to facilitate completion of incomplete applications
- Follow-up with newly admitted students to ensure contact with advisor, initial registration, and answer other general questions.
- Work with departments to maintain constant contact/listserv with students in programs with reminders of important dates/tasks as students matriculate thorough degree or certificate programs.
- Work with departments to plan periodic reports during COE faculty/staff meetings
- Plan COE student and alumni events in concert with departments
- Establish COE plan for addressing student inquiries/problems/concerns during summer, winter vacations
- Collaborate with departments to ensure Graduate Evidence Portfolio (GEP) portfolio completion/evaluation for all COE teacher licensure graduates
- Collaborate with Graduate School/departments to support students placed on academic probation each semester
- Collaborate with departments to establish/document general advising/retention guidelines/responsibilities for all COE graduate and certificate programs

- Establish/articulate general advising/retention guidelines/responsibilities for all graduate and certificate programs in each department
  - Create checklist of tasks/resources for potential applicants, new students, current students, and alumni and designate responsibilities at college, department, and program levels (many details to be addressed in terms of engaging students per department/program...refer to graduate student engagement model...how can we engage early and maintain engagement through all phases of this process?)
  - Work with department chairs and personnel committees to ensure recruitment and advising is included/acknowledged in workload for annual evaluations.
  - Work with COE Liaison for Advanced Programs to establish/confirm adoption of advising guidelines/responsibilities and ensure that they align with LAP role/responsibilities.

In collaboration with Department Chairs, Graduate Task Force members will facilitate departmental prioritization of all 6 recommendations.

Send department prioritization results to smithmiche@ecu.edu by Feb. 14.