

Minutes of the Graduate Council
November 30, 2022

Members in Attendance:

Members Not in Attendance:

Business:

- x Minutes of the October Meeting:

- x Graduate Students Taking Language Classes:

x DPRs for Master's Programs:

Meeting Agenda

1. Minutes of the October 7 Meeting
2. Graduate Students Taking Language Classes (visit by Libby Russ)
3. Recruitment Investments—Direct Development and Keystone (visit by Stevie Otto)
4. International Recruitment Plan
5. Accelerated Pathway and Graduate Certificate Programs
6. SMU GO Policies
7. Doctoral Completion Grants

SMU

Moody Recruitment & Admissions - OUTREACH

» Keystone Academic

- » New partnership to help with International recruitment;
- » Profile-based recruitment using tracking links to include content created in conjunction with Direct Development to help drive traffic to our website and hopefully capture leads into our own communication plan.
- » Apply: service to assist international leads with application process from start to submit.

» GradSchoolMatch (ETS)

- » Profile-based recruitment for both Domestic and International recruitment;
- » Each SMU school has a representative that can edit and monitor profiles for each individual program.

» Direct Development

- » 5+ year partnership;
- » Inbound Marketing tactics: content creation, email marketing plans, blogging, social media advertising, SEO Keyword Optimization to organically raise our rankings on Google and Bing search engine results.

Keystone Academic Solutions

KEYSTONE ONE

PhD Master Law Bachelor MBA

English (US)

Home > PhD > Anthropology > PhD in Anthropology

PhD in Anthropology

Compare this program Save this program

General

Introduction

Admissions

Curriculum

About the School

Ask a Question

Contact School

General

Locations

Southern Methodist University - Moody School of Graduate and Advanced Studies

All Locations: Dallas, USA

Duration: 4 - 5 years

Earliest Start Date: August 2023

Application Deadline: 15 Jan 2023

Languages: English

Study Type: Campus Based

Pace: Full-time

Tuition Fees*

*our Ph.D. programs are fully-funded, which includes tuition coverage and health insurance

Introduction

In the Ph.D. program, students concentrate either on Cultural Anthropology or Archaeology. Within Cultural Anthropology students may specialize in Human Development, Gender, and Migration; Archaeology students concentrate on North America.

The archaeology program is focused on the New World, with faculty research interests ranging from the earliest hunter-gatherers to complex societies. Training in contemporary archaeological theory, method, and scientific application, and is strongly field-oriented with current projects in various localities in the Americas.

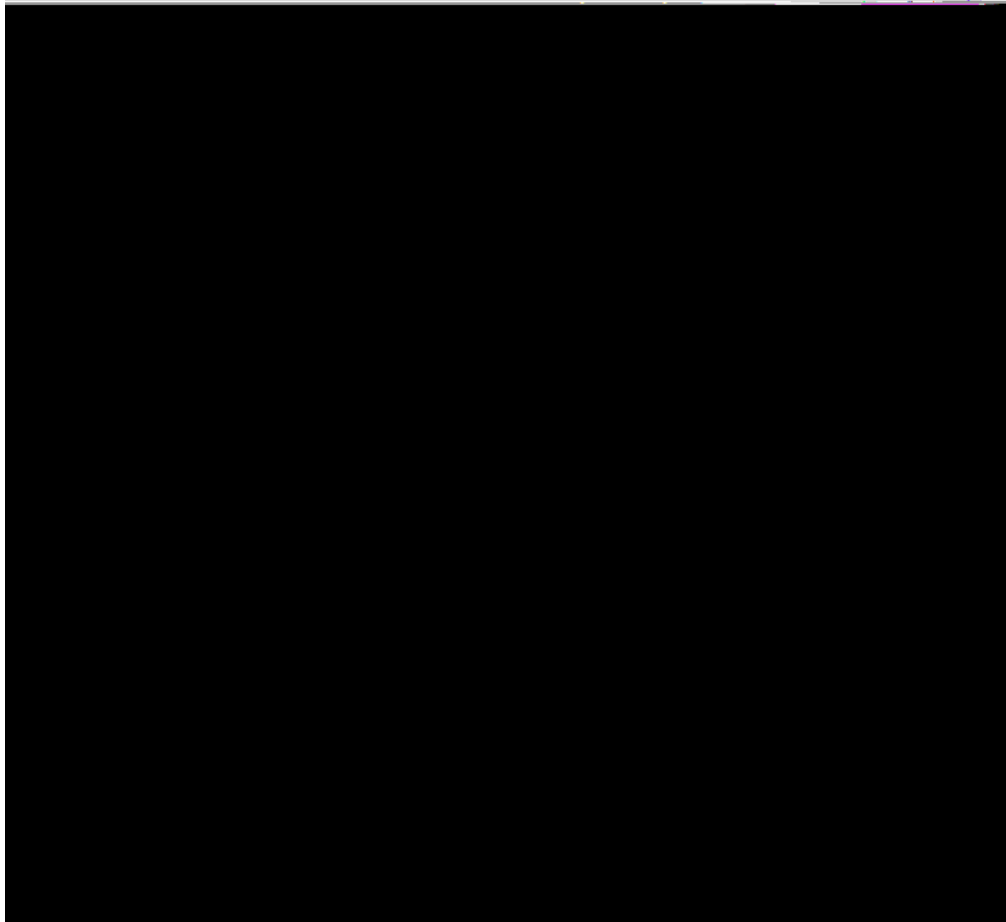
Programs featured (PhD):

- Anthropology
- Biology
- Chemistry
- Earth Sciences
- Economics
- Education
- Engineering (Civil & Environmental)
- Mathematics
- Physics
- Statistical Science

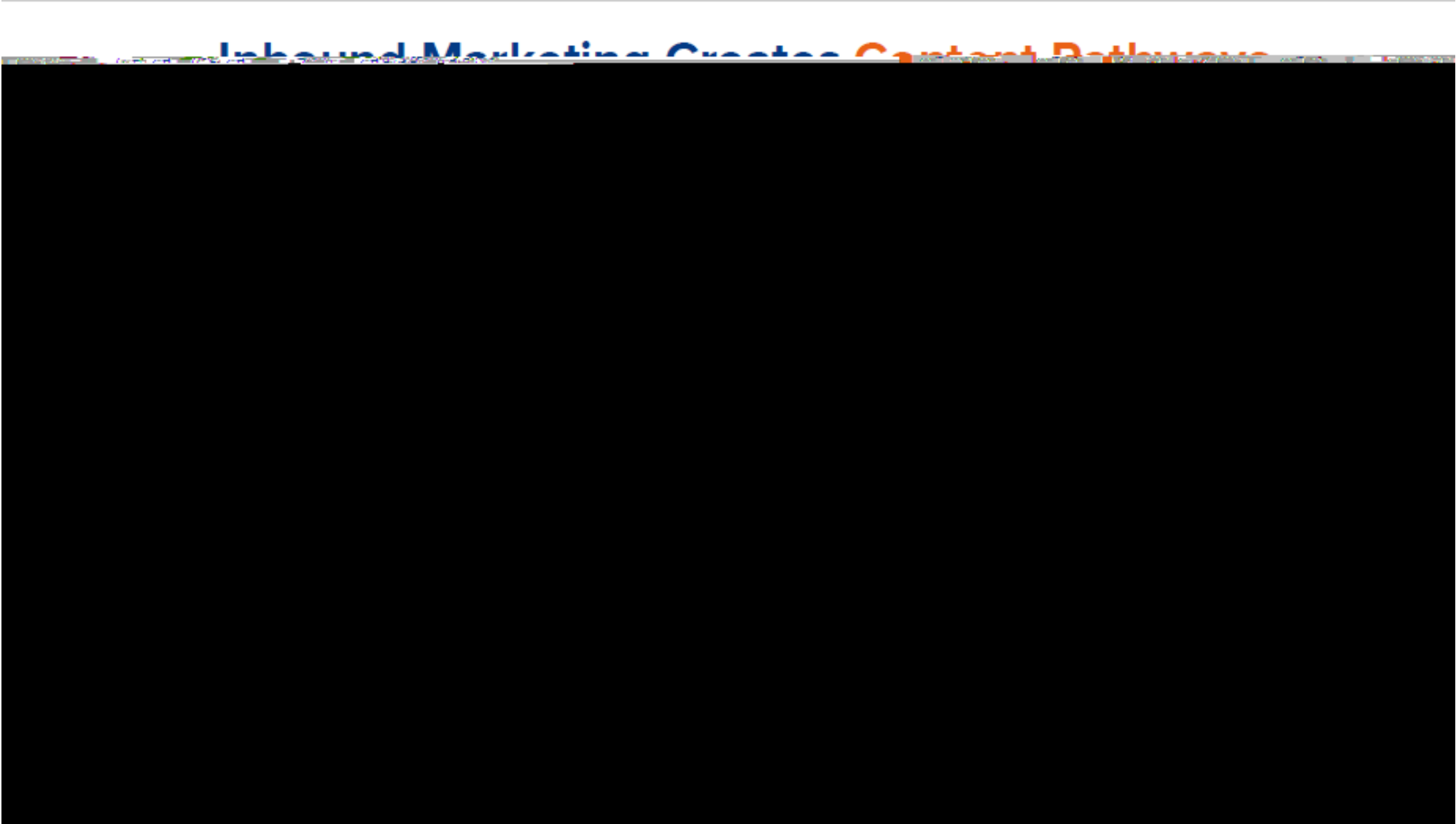
Keystone Academic Solutions



Saraq-vm



Direct Development



Related Blog Articles (Linked Throughout Pillar Page)



1. **4 Ways to Get a Head Start on Graduate School While Pursuing Your Bachelor's**

2. **A Day in the Life of a Ph.D. Student**

3. **4 Tactics That Help You Build a Professional Network While Getting Your Ph.D.**

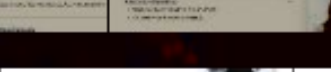
4. **The Ph.D. Timeline — What Can You Expect From Your Program?**

5. **5 Common Myths About Ph.D. Programs — Setting the Record Straight**

6. **3 Tips for Graduate Students to Consider When Choosing a Faculty Mentor**

7. **Comparing Admission Offers and Selecting Your School**

Inbound Pathways to Program Landing Pages



- 201 Program Landing Pages

- 1250+ Email Subscriptions

- 6700+ New Contacts

- Contributed to Over 500

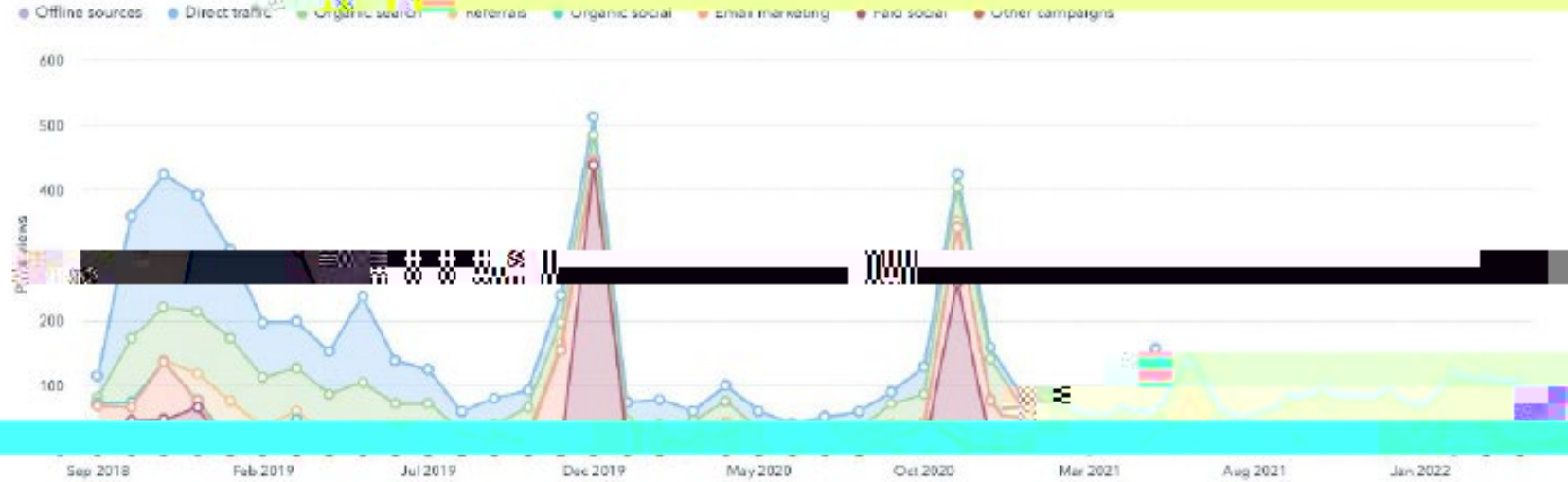
Keywords that SMU Landing Pages Rank for

Direct Development



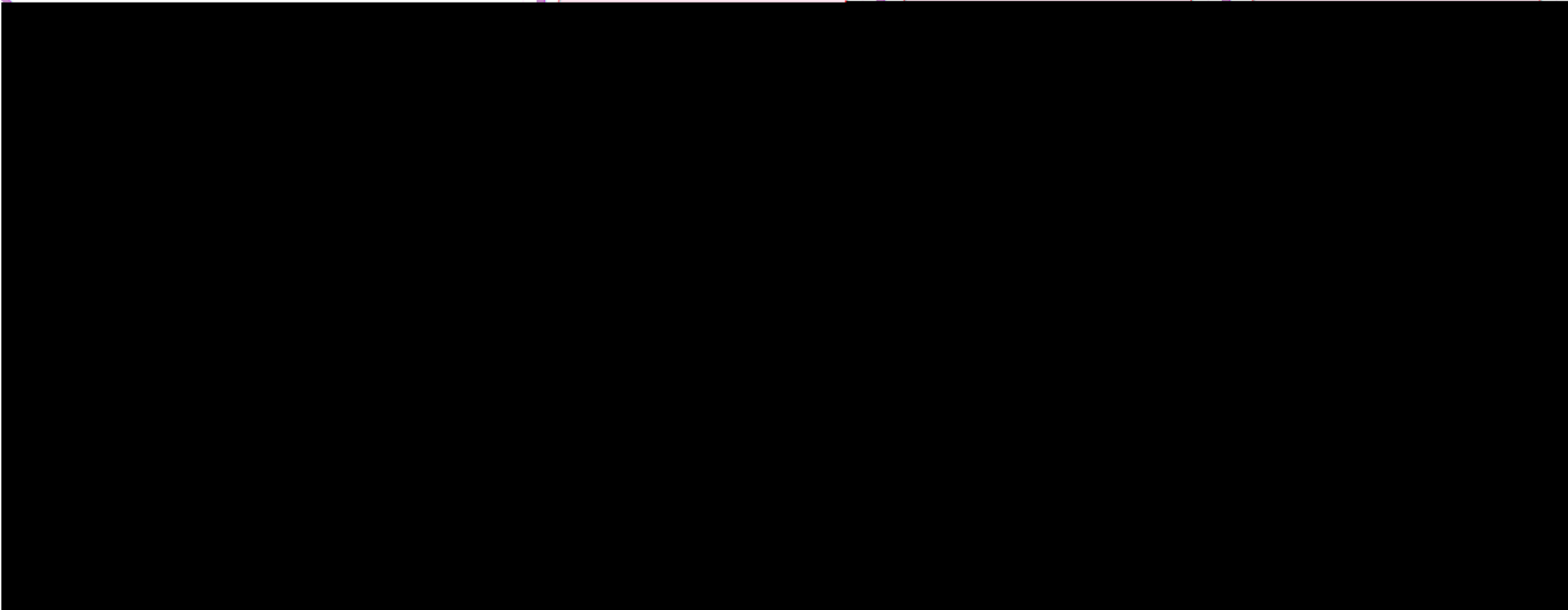
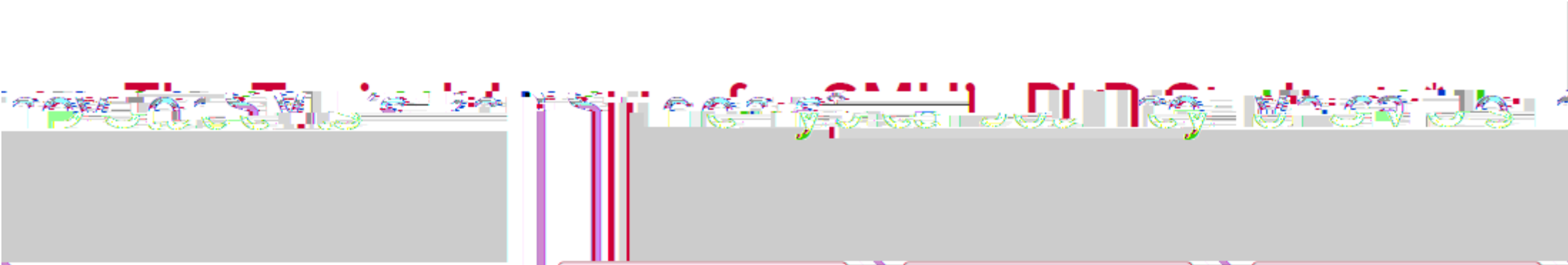
Impact: Ph.D Guide Pillar Page

last 3.5 years



Source	Page Views	Conversions	Conversion Rate	Cost	CPA	Time on Page
<input checked="" type="checkbox"/> Organic search	2,259	100	4.43%	62	2.74%	3.1 minutes
<input checked="" type="checkbox"/> Direct traffic	1,813	137	7.56%	104	5.74%	3.4 minutes
<input checked="" type="checkbox"/> Paid social	940	18	1.91%	10	1.06%	3.3 minutes
<input checked="" type="checkbox"/> Email marketing	72	10	13.89%	10	1.06%	3.3 minutes
<input checked="" type="checkbox"/> Referrals	343	22	6.41%	11	3.5%	3 minutes
<input checked="" type="checkbox"/> Organic social	99	11	11.11%	6	6.06%	3.3 minutes
<input checked="" type="checkbox"/> Other campaigns	98	12	12.24%	4	4.08%	3.2 minutes
<input checked="" type="checkbox"/> Offline sources	0	0	0%	0	0%	0 minutes
Report Total	6,263	372	5.94%	199	3.18%	3.2 minutes

2021-2022 Metrics



Short Term International Strategy

Fee-paying Students to join Masters (and other) Graduate Programs

Fall 2022

Master's Enrollment Challenges

	Fall 2022	Fall 2021	% YOY
Doctorate Degree	750	753	0%
First Professional	699	727	-4%
Master's Degree	3376	3923	-14%

Degree Type, 2018-2021



Table A.7 Annual Changes in First-time International Graduate Enrollments of Students
2015 to Fall 2021 Admission Cycles



Source: U.S. Department of Education, Institute of Education Sciences, National Education Data System, International Student Data, 2015-2021.

SMU's Foundation

- 161 Indian students (152 are graduate level) on campus, second to 308 Chinese students (226 are graduate level) (Fall 2022 dashboard)
- Have Indian recruiter/consultancy contracts
- We have program highly attractive to Indian students with STEM CIP:
 - MBA
 - ITOM
 - Economics
 - Appl Stats /Data Analytics
 - Computer Science
 - Electrical and Computer. Network Engr
 - Operations Research Engrgmt
 - Applied Physiology and Sport

What Indian Students / Recruiters Want

- US Institutions and US jobs
-

Tips for Success

- Agreements with recruiting/consultancy pay out over 3 semesters
 - 1200/semester
 - Limited to a few that are productive
- Seat deposit fee
- Application Decision Times First to admit gets the student
- ISSS responsiveness and flex resourcing for peak times
- On boarding and community building
- UofM went from 550 Fall 2019 to 1700 Fall 2022 International students in master's programs
- Marketing materials that speak to what students want SMU and Dallas
- Travel to India Feb and Sept, those with high level titles to build relationships and set expectations with recruiters

Proposed Next Steps

- Review current recruiting contracts
- Establish Seat deposit fee in Lyle
- Ensure departments are on board with Application Decision Times (1 week)
- Ensure ISSS responsiveness
- Marketing materials that speak to what students want SMU and Dallas
- Travel to India Feb and Sept, those with high level titles to build relationships and set expectations with recruiters

God says

Accelerated Pathway and Graduate Certificate Programs

» Current Graduate Certificate Programs:

<https://smu.box.com/s/buj7adr4ce1aaesjdi5wkn8jpkh0s954>

» Accelerated Pathway Academic Plans:

<https://smu.box.com/s/ws4kzo7r7vrl9kws0bwlfc7jo33j96u>

» SMU Graduate Students with Undergraduate Degrees:

<https://smu.box.com/s/xlbdewir1ig9uro9xuvcdqwmp58tgbhz>

Report from Moody School Fellowships Committee



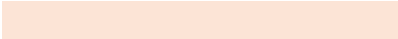
» The committee discussed the nomination, review, and selection processes for Moody Graduate, Mustang, and University PhD Fellowships

»

Postdoctoral Hiring Update







GSch AcademicPI

UGMajor

AcceleratedPathwaysDescription RAcademicPl AcceleratedPlan GR

laap -Inventory of Approved academic Programs

<https://sites.smu.edu/des/registrar/iaap/> (39 3-

Cello Performance	MM	CELMM	Major	GR	MM	30	50.0903
Cello Performance	AD	AD-CELLPER	Certificate	GR	AD	20	50.0903
Cello Performance	PD	PDCELLPER	Certificate	GR	PD	20	50.0903
Clarinet Performance	AD	AD-CLARPER	Certificate	GR	AD	20	50.0903
Clarinet Performance	PD	PDCLARPER	Certificate	GR	PD	20	50.0903
Double Bass Performance	AD	AD-DBBSP	Certificate	GR	AD	20	50.0903
Double Bass Performance	PD	PDDBBSP	Certificate	GR	PD	20	50.0903
Flute Performance	AD	AD-FLUTPER	Certificate	GR	AD	20	50.0903
Flute Performance	PD	PDFLUTPER	Certificate	GR	PD	20	50.0903
French Horn Performance	AD	AD-FRHNPER	Certificate	GR	AD	20	50.0903
French Horn Performance	PD	PDFRHNPER	Certificate	GR	PD	20	50.0903
Guitar Performance	AD	AD-GUITPER	Certificate	GR	AD	20	50.0903
Guitar Performance	PD	PDGUITPER	Certificate	GR	PD	20	50.0903
Harp Performance	AD	AD-HARPPER	Certificate	GR	AD	20	50.0903
Harp Performance	PD	PDHARPPER	Certificate	GR	PD	20	50.0903
AD-HARSPER Certificate	GR	AD	20	50.0903			
PDHARSPER Certificate	GR	PD	20	50.0903			
Oboe Performance	AD	AD-OBOEPER	Certificate	GR	AD	20	50.0903
Oboe Performance	PD	PDOBOEPER	Certificate	GR	PD	20	50.0903

Organ Performance AD-OBOEPP.7 (m)-6.2 (a)0.9 3(79 -0.002 Tc 0.002 T(o)1.2 RG(r)Tc 0 Tw ()Tj EMC /P0.005

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Trombone Performance	PD	PD-TROMPER Certificate	GR	PD	20	50.0903
Trumpet Performance	AD	AD-TRPTPER Certificate	GR	AD	20	50.0903
Trumpet Performance	PD	PD-TRPTPER Certificate	GR	PD	20	50.0903
Tuba Performance	AD	AD-TUBAPER Certificate	GR	AD	20	50.0903
Tuba Performance	PD	PD-TUBAPER Certificate	GR	PD	20	50.0903
Viola Performance	AD	AD-VLAPER Certificate	GR	AD	20	50.0903
Viola Performance	PD	PD-VLAPER Certificate	GR	PD	20	50.0903
Violin Performance	AD	AD-VIOLPER Certificate	GR	AD	20	50.0903
Violin Performance	PD	PD-VIOLPER Certificate	GR	PD	20	50.0903
Voice Performance	AD	AD-VOICPER Certificate	GR	AD	20	50.0903
Voice Performance	PD	PD-VOICPER Certificate	GR	PD	20	50.0903

Women/Gender Placeholder WGSARTS Certificate

Strategic Advertising Spec -GC

Strategic Advertising Specialist

Perkins(1)

Women/Gender Placeholder WGSTHEO Certificate THEO

Simmons(4)

Healthcare Collaboration and Conflict Engagement HCCERT Certificate

Cert of Adv Grad Study CRT-Advanced Graduate Studies

Dispute Resolution- CRT

K-2 Literacy Initiative/Certif- K-2 Literacy Initiative Certification

Current Enrolled Graduate Students with SMU Bachelor's Degrees by School/Program

