HIGH SCHOOL DUAL ENROLLMENT TEACHERS + ONLINE GRAD CERTS

Richard Larson

Through an ongoing, collaborative relationship with the Office of Digital Learning, the Office of Dual Enrollment and General Education, and the College of Education, a potential market was identified for graduate certificates available through online delivery.

After acquiring a free list of thousands of public educators and administrators, an email was distributed to promote graduate certificates in Computer Science Education, History, and Government. The email reinforced the Higher Learning Commission’s eligibility requirements for high school educators qualified to teach dual enrollment courses.

The email had more than 18,000 recipients across several states, including Nebraska, Iowa, Kansas, Minnesota, and Missouri. The message was scheduled for 6:59 A.M. CST on Tuesday, September 17.

Within the first hour, open rates and click rates to the linked information page were very promising. The special information page on the graduate studies website was visited more than the Graduate Studies homepage for 8 days following when the email was sent - an impressive click-thru result from this email.

The effort will be followed by a mailed postcard and letter to the email recipients over the next several weeks. With a public contact list and some creativity, a target population was reached. Aside from the prospective student leads we receive, general awareness is another positive outcome.

If you feel you have a possible marketing idea or want to brainstorm, reach out to our team to get the process started.
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**GRAD SCHOOL INFO WEEK**

Richard Larson

As mentioned in the GPC Breakfast, the Graduate School Expo will be held every other year. With that being said, I have organized a new event to help reach currently enrolled undergraduate students at UNO - Grad School Info Week.

During the week of November 4, Brie and I will each host a grad school info table at various buildings around campus. Program faculty and staff are welcome to join at the tables. If you have specific materials you’d also like us to distribute, please bring these to the tables or send to 203 EAB.

Students, staff, and campus visitors will be able to visit with us to learn about program options, the application process, and grab some swag.

A flier will be emailed next week with times and locations. Please watch for a story to appear in the Maverick Daily/Bullseye to share on social media and in your own newsletters.

**GRADUATION INFORMATION**

Brittney Knowlton

October 18

Last day for filing applications for degrees to be conferred in December 2019

December 5

Last day to submit Comprehensive Exam results, all Incomplete and In Progress grades from previous terms, and final copies of theses, thesis-equivalent projects, Ed.S. field projects, and dissertations.

**GRADUATE COUNCIL MEETING**

MONDAY, OCTOBER 14

MBSC COUNCIL ROOM

2:30 - 3:30 P.M.

**UPCOMING RECRUITMENT EVENTS**

10/17 | Graduate Economics Webinar
10/22 | SDSU Business Career Fair
10/23 | Wayne State College Career Fair
10/24 | Union College Career Fair
11/04 | Grad School Info Week
11/05 | Eaton Employer Event
11/07 | UNO Bookstore Graduation Expo

FALL 2019 ENROLLMENT

2,909

graduate students currently enrolled

15,153

students currently enrolled at UNO

639

new graduate students

282

international graduate students

469

underrepresented graduate students

893

full-time graduate students

2,016

part-time graduate students