As we began the 2019-2020 academic year with our largest New Graduate Student Welcome at Scott Conference Center, none of us could imagine the year ahead. While the 2019-2020 Year-In-Review highlights a successful year of supporting students and faculty, as we all know, it was anything but a normal year. I am enormously proud of the staff and faculty who supported our almost 3,000 graduate students this past year. Even after the Office of Graduate Studies moved to remote operations in mid-March, UNO Graduate Studies staff continue to support students from inquiry to graduation as well as work closely with graduate program chairs and faculty to adapt processes and procedures so that students’ progress toward their educational goals continued. UNO’s Graduate Studies staff, like staff and faculty throughout the campus, responded with their typical Maverick spirit and values. I want to highlight, celebrate, and thank each of them for their on-going dedication to UNO and how they rose to the challenges of Spring 2020.

Deborah Smith-Howell, Ph.D.
Associate Vice Chancellor for Academic Affairs
Dean for Graduate Studies

Juan Casas, Ph.D.
Associate Dean for Graduate Studies & Professor of Psychology
Nicole Kersten
Assistant to the Dean
Brittney Knowlton, M.A.
Director, Enrollment Services
Paola Briones
Enrollment Specialist
Kiki McCraw
Enrollment Specialist
Samantha Wagner
Enrollment Specialist
Richard Larson, M.P.A.
Director, Graduate Recruitment and Marketing
Brieland Fripp
Special Projects Associate
Joe Champion
Office Associate
Penny Harmoney, M.S.
Director of Operations
Christopher Trabold
Enrollment Management Analyst

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3 STUDENT CENTEREDNESS
5 ACADEMIC EXCELLENCE
6 COMMUNITY ENGAGEMENT
7 INSTITUTIONAL QUALITY
STUDENT CENTEREDNESS

GRADUATE STUDENT ENROLLMENT SNAPSHOT
FALL 2019 & SPRING 2020

<table>
<thead>
<tr>
<th>Total students</th>
<th>New students</th>
<th>Underrepresented students</th>
<th>International students</th>
<th>Full-time students</th>
<th>Part-time students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,915</td>
<td>638</td>
<td>470</td>
<td>283</td>
<td>909</td>
<td>2,006</td>
</tr>
</tbody>
</table>

ADMISSIONS SUPPORT

DAILY RECRUITMENT & ADMISSIONS PROCESSING

<table>
<thead>
<tr>
<th>SUMMER 2019</th>
<th>FALL 2019</th>
<th>SPRING 2020</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case* Management (Salesforce Cases)</td>
<td>806</td>
<td>1,977</td>
<td>2,474</td>
</tr>
<tr>
<td>Applications</td>
<td>708</td>
<td>1,607</td>
<td>643</td>
</tr>
<tr>
<td>New Admits</td>
<td>480</td>
<td>985</td>
<td>510</td>
</tr>
</tbody>
</table>

*Case is created when an individual contacts Graduate Studies via email, and consists of a digital communication log between a staff member and the individual making the inquiry. Cases are assigned to a relevant staff member and can be handled within a day or up to several weeks depending on the subject matter.

SALESFORCE COMMUNICATIONS

CRM POST “GO LIVE” ACTIVE PARDOT CAMPAIGNS

| Multi-step campaigns for prospect, applicant, and admit stages | 15 |
| Active prospects, applicants, and admits in engagements | 4,510 |
| Email campaigns to prospects, applicants, and admits in engagements | 81,201 |

Average Open Rate of Active Pardot Campaigns
53%

Average Click-through Rate of Active Pardot Campaigns
18%
STUDENT CENTEREDNESS CONT'D.

RECRUITMENT PROGRAMMING

HOSTED EVENTS

- Graduate Assistant Orientation
  128 Attendees

- New Graduate Student Welcome
  213 Attendees

- Graduate School Information Week
  96 Attendees

- Office Visits/Advising/Tours
  100+ Visits

- Campus Information Booths
  Arts and Sciences Hall
  College of Public Affairs and Community Service Building
  Criss Library
  Health and Kinesiology Building
  Mammel Hall
  Milo Bail Student Center
  Peter Kiewit Institute
  Roskens Hall

REGIONAL RECRUITMENT: NEBRASKA, IOWA, KANSAS, MISSOURI, AND SOUTH DAKOTA

- University of Nebraska at Kearney (UNK)
- University of Nebraska-Lincoln (UNL)
- University of Nebraska Medical Center (UNMC)
- Northwest Missouri State University
- Wayne State College
- Nebraska Wesleyan University
- Union College
- Kansas State University
- Washburn University
- South Dakota State University
- University of South Dakota

SUPPORTED EVENTS

- Writing Boot Camp Series with The Writing Center
- Master of Business Administration Open Houses, Speed Advising Sessions, and Webinars
- School of Public Administration Open Houses
- Master of Arts in Language Teaching Colloquium
- ACDC Career Fairs and Degree Discovery Day
- Master of Arts/Master of Science in Economics Webinars

ACADEMIC SUPPORT SERVICES

- Promoted the services of the Academic Career and Development Center, Speech Center, Writing Center, Office of Research and Creative Activity, and Criss Library
- Contributed to the NU System Graduate Student Professional Development Event Series
- Hosted workshops to assist graduate students with the formatting and submission of theses and dissertations
- UNO Bookstore Graduation Expo
## GRADUATION AND COMMENCEMENT

### GRADUATION

<table>
<thead>
<tr>
<th></th>
<th>SUMMER 2019</th>
<th>FALL 2019</th>
<th>SPRING 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doctoral Degrees</td>
<td>7</td>
<td>8</td>
<td>17</td>
</tr>
<tr>
<td>Educational Specialist Degrees</td>
<td>8</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Master’s Degrees</td>
<td>190</td>
<td>263</td>
<td>340</td>
</tr>
<tr>
<td>Certificates</td>
<td>16</td>
<td>43</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>221</strong></td>
<td><strong>314</strong></td>
<td><strong>392</strong></td>
</tr>
</tbody>
</table>

### COMMENCEMENT PARTICIPANTS | FALL 2019 & SPRING 2020

<table>
<thead>
<tr>
<th></th>
<th>FALL 2019</th>
<th>SPRING 2020</th>
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<td><strong>221</strong></td>
<td><strong>314</strong></td>
</tr>
</tbody>
</table>

*Includes August graduates who participated in December Commencement
**Spring 2020 Commencement was held in a virtual format, and includes August graduates who were granted permission to participate in May Commencement

### COHORT REGISTRATION AND SUPPORT

The Office of Graduate Studies provides support for cohort enrollment, and works closely with applicants, departments, and community partners from the time of application through course registration.

- **8** Cohorts supported during the 2019-20 academic year
- **70** Cohort applications

### NEW ACADEMIC PROGRAMS

- Master of Science in Data Science
- Economic Education Certificate

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$20,000

in travel support to present at conferences awarded by the Office of Graduate Studies

$62,000

in a variety of scholarships awarded by the Office of Graduate Studies
COMMUNITY ENGAGEMENT

SPONSORSHIPS

GREATER OMAHA YOUNG PROFESSIONALS SUMMIT
1,500+ ATTENDEES

This event attracts students from all sectors and industries from across the Metropolitan Area and beyond. It is the largest summit for professionals aged 18-40 in the country. Our consistent sponsorship commitment provides visibility over other institutions and engagement with a target demographic. The Office of Graduate Studies hosted an engagement experience space that challenged attendees to share educational goals and achievements while networking throughout the event. Sponsorship also included functional access and promotions through the event’s mobile app.

SOCIETY OF HUMAN RESOURCE MANAGEMENT NEBRASKA
1,000+ ATTENDEES

Professionals from all parts of Nebraska attend this event for professional development in Human Resources Management. Our involvement allows for connections to be made with hundreds of companies and organizations looking for information to share with their employees regarding tuition benefits. Programs of interest generally included business, IT and communication. The Executive Master of Business Administration program partnered with the Office of Graduate Studies at this event.

2019 ONBRAND CONFERENCE
500+ ATTENDEES

Professionals in marketing, communications, public relations, and account management from the Omaha Metropolitan Area attend to discuss new trends in the industry, obtain professional development through seminars and vendors, learn from keynote speakers and demonstrations, and network with peers. The Office of Graduate Studies sponsored this event and hosted a vendor booth, with the assistance of a graduate assistant from the Master of Arts in Communication program. Programs of interest included communication, business administration, nonprofit/public management, secondary education, and writing.

MEDIA PROMOTIONS

- Omaha World-Herald
- Midlands Business Journal
- Social Media: Facebook, Instagram, Messenger, LinkedIn, Twitter
- YouTube, Spotify
- Central States Communication Association Conference Program
- National Council of Teachers of English—English Journal
INSTITUTIONAL QUALITY

SYSTEMS UPDATES
The CollegeNet application went live for the Spring 2020 through Fall 2020 semesters August 1, 2019. Continued evaluation of the business processes and workflow continues with many efficiencies put in place since then. An example of the improvement, was the implementation of email notifications to admitted and denied applicants. Admitted students still receive the traditional admission packet, but they are informed of the delay in mailing these.

Application updates were gathered during the annual catalog review process. These updates will be implemented for the release of the Spring 2021 through Fall 2021 applications, which is anticipated for August 2020.

WEBSITE REFRESH
A refresh of the Graduate Studies website was published in April 2020. In collaboration with University Communications, the updated website moved toward a focus on recruitment. The new homepage primarily serves as a gateway for prospective students, and redirects current students to the appropriate resources. The refresh also replaced redundant webpages with redirects to the catalog, and added a dynamic content feature.

RESPONSE TO THE COVID-19 PANDEMIC
The Office of Graduate Studies has been transitioning to a more digital process of operations over the past several years. This allowed the impact to operations to remain relatively minimal. The following measures were implemented in response to campus moving to remote learning mode during the pandemic:

- Under direction from UNO Administration, the Office of Graduate Studies closed its on-campus office location and transitioned staff operations to a remote work plan. Support service to students, faculty, and staff continued with minimal impact.
- A “Remote Learning Resources” webpage on the Graduate Studies website was created and shared to offer assistance and alternative access to support services.
- The UNO Graduate Studies Jump Start Scholarship was created to provide assistance to seniors graduating from an undergraduate program at UNO. The one-time award provides a discount on tuition, based on the number of enrolled credits during the first enrolled term, to those accepted to a graduate program immediately following graduation.
- A survey was created and distributed to all newly admitted graduate students (at the time of distribution) and current graduate students to better understand intentions to enroll in courses or defer enrollment for the Fall 2020 term.
- Under the direction of the Student and Exchange Visitor Program (SEVP) guidelines, Designated School Officials were able to send the Form I-20 electronically to newly admitted international students.
- Duolingo was accepted as an English proficiency exam option for Summer and Fall 2020 applicants impacted by temporary TOEFL/IELTS testing center closures.
- May 2020 Commencement was held in a virtual format. Graduates were given the option to return for and participate in December 2020.
The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment. 0025BKGDS0720

All facts and figures presented in this book are based off of statistics obtained from the 2019-2020 academic year.