February 25 GAC Highlights

At-a-glance deadlines:

- Friday, March 13; Spring Travel Fellowships deadline

Upcoming Events

- Every Thursday, Writing Group meets in the Graduate Commons UL 4115U
- Wednesday, March 4; PFFP, Career Conversation session with Dr. Diana Azurdia (prior to Trailblazers and Innovators)
- Wednesday, March 4; Trailblazers and Innovators, Dr. Diana Azurdia guest speaker
- Tuesday, March 24; Teaching portfolio guide for graduate students and postdocs (Workshop)
- Wednesday, March 25; Graduate Parent Network
- Thursday, March 26; Grad students and postdocs: Preparing and delivering a teaching demonstration (Workshop)
- Tuesday, March 31, Purdue; Graduate Admissions Workshop
- Thursday, April 2; IU, Graduate Admissions Workshop

Associate Dean’s Report

In 2018-2019, 293 graduate and professional students used Paws Pantry or Paws Closet for their needs. See the attached document (Paws' Pantry Data Solely) that shows the retention rate of students who have taken advantage of this service.

Paws Pantry has a wish list of items that are needed. [https://studentaffairs.iupui.edu/get-involved/volunteer-at-paws-pantry-and-paws-closet.html](https://studentaffairs.iupui.edu/get-involved/volunteer-at-paws-pantry-and-paws-closet.html). You can drop food donations off in any of the orange crates located around campus or take them to the pantry during normal operating hours. A monetary gift can also be donated to the pantry through Give Now (Make a Gift). The direct link to Paws Pantry or Paws Closet is [https://www.myiu.org/one-time-gift?appealid=5f077c79-c4e4-4c73-8dc4-b413fde2961&account=I380010177](https://www.myiu.org/one-time-gift?appealid=5f077c79-c4e4-4c73-8dc4-b413fde2961&account=I380010177).

Assistant Dean’s Report

We had the 1st meeting of our Graduate Parent Network Wednesday, Feb. 26th and it was very successful. We will host our next meeting of the Graduate Parent Network March 25th from 12-1pm in UL1116. This is an opportunity for graduate students who are parents to learn about campus resources and to share resources and information with one another.

PFFP: We will host a “Career Conversation Session” with Dr. Diana Azurdia, Director for recruitment and inclusion for graduate Programs in Bioscience at UCLA from 9-10am March 4th.

We have a number of workshops we are conducting in collaboration with the Center for teaching and learning including those on.

Teaching portfolio guide for graduate students and postdocs (Workshop)
Tuesday, March 24 in UL 1126
11 a.m. – 12:30 p.m.
Register here
Grad students and postdocs: Preparing and delivering a teaching demonstration (Workshop)
Thursday, March 26 in UL 0110
1:30 – 3 p.m.
Register here

Drafting your diversity statements: workshop for graduate students and postdocs
Tuesday, April 7 in UL 1126
11 a.m. – 12:30 p.m.
Register here

We accept PFFP scholars on a rolling basis and the application is linked on our website. The app does require a letter of rec from a faculty member so please be supportive of those scholars who come to you about this opportunity.

Recruitment: Last week I went with faculty from Informatics and Library sciences to Alcorn State University, and Tougaloo College in Mississippi Feb 17th and 18th. We had a fantastic trip where we spoke and met with about 100 students. We also met with campus leadership and faculty members and hope to move forward with collaborations at these institutions. This was done as a part of our faculty exchange program that is funded through the President’s Diversity Initiative

Please contact me if you are interested in planning a Faculty Exchange at a Minority Serving Institution.

IUPUI Graduate Mentoring Center

On Wednesday March 4th we are hosting Dr Diana Azurdia for our 2020 Trailblazers and innovators Scholar. (See attached 2020 Trailblazers & Innovators Scholar) She is a first-generation Guatemalan-American student and the current Director for Recruitment and Inclusion for Graduate Programs in Bioscience at UCLA. She will present three lectures.

12 - 1:30pm: Lunch and Public Seminar: "Promoting Inclusion: Perspectives from a First-Generation Minority Scientist "
1:30- 2:30pm: Faculty Workshop: "Fostering Trainee Self - Efficacy"
3-4pm: Graduate Student Seminar: "Building Resilience During Graduate Training"

Our Midday Mentoring Dialogues for Graduate and Professional Students happen each month. On February 18th, we had session on Interviewing with Robert Smith & Shelly Snider from Career Services. On Tuesday March 31, we will hold a session on Sexual Harassment Awareness with a panel to educate and address questions from the students. As always, there is pizza for lunch so please encourage your graduate and professional students to attend.

We will have another Faculty and Staff Mentoring Dialogues covering the NRMN Entering Research Curriculum on May 27 and May 28, from 12-4. See our website and sign up!

Graduate Student Writing Group meets Thursdays from 3:30-5:30 in the graduate commons room UL 4115U all semester long.

Graduate Office Report

The Graduate Office will be offering IUPUI Graduate Admissions Deep Dive Workshops in the University Library, Ashby Browsing Room from 2:00 – 3:30 p.m. The Deep Dive Workshop for Purdue will be Tuesday, March 31
while the Deep Dive Workshop for IU will be Thursday, April 2. Registration for the Graduate Admissions Deep Dive sessions are at https://survey.graduate.iu.edu/machform/view.php?id=37802.

Committee Reports

**Fellowship**

Fellowship subcommittee meeting will be Monday, March 2.

The Sherry Queener Graduate Student Excellence Award recipients were Ph.D student, Kristen VanderWall in the School of Science (Biology, and Master student Lauren Ryan in the School of Health & Human Sciences (Kinesiology).

Spring Travel Fellowships: If students are traveling between March 1, 2020 and September 30, 2020, the application deadline is March 13, 2020. Award notification by April 5, 2020. Applications received after the deadline will not be reviewed. Please encourage your students to apply.

**Graduate Recruitment Council**

The Graduate Recruitment Council met Thursday, February 20th. We had a presentation about communications/marketing and a review of student research by IUPUI Brand Leader, Linda Ramey-Griewe. We also had a presentation by Valerie Lim Diemer in Engineering & Technology on a report she created based on a survey of IUPUI recruiters about best practices.

We offered our first virtual Getting into Graduate School Information Session on Wednesday, February 5th. Dr. Hardy did the presentation and it was well-received. The link to the recording is now on our website on the “How to Apply” page. https://graduate.iupui.edu/admissions/apply.html

Jennifer distributed an Excel spreadsheet showing the graduate programs/schools IU CRM onboarding as of February 20, 2020 (attached IU CRM Onboarding as of 2/20/2020). She also provided a handout regarding the Recruitment Communications Service Center (RCSC), which is run through Undergraduate Admissions (see attached IUPUI Recruitment Communication Service Center). The RCSC is the unit fielding graduate programs requests to onboard the IU CRM. They provide training as well. Schools/Departments should request a consultation with the RCSC, by completing a form here: https://rcsc.iupui.edu/requests/graduate/. Questions about the RCSC should be directed to Terry Brown in Undergraduate Admissions at brown14@iupui.edu.

The following are attachments to the February 25, 2020 Highlights:

- Paws’ Pantry Data Solely
- 2020 Trailblazers & Innovators Scholar
- IU CRM Onboarding as of 2/20/2020
- IUPUI Recruitment Communication Service Center
We were able to identify 293 graduate and professional students who used Paw’s Pantry or Paws’ Closet in 2018-2019. Two hundred eighty-eight used Paws’ Pantry solely and 40 used Paws’ Closet solely.

Paws’ Pantry -- 288 graduate and professional users
The spring 2019 retention rate of graduate and professional students who used Paws’ Pantry was 95 percent. Female, Asian, Latinx, First-Generation, doctoral, and professional students, those under 25 and between 35-39 years old had higher fall-to-spring retention rates than their peers.

The one-year (fall-to-fall) retention rate of graduate and professional students who used Paws’ Pantry was 86 percent. Female, Latinx, International, and doctoral students, those who were not First-Generation students, and those under 25 and between 35-39 years old had higher one-year retention rates than their peers.

Paws’ Closet -- 40 graduate and professional users
The spring 2019 retention rate of graduate and professional students who used Paws’ Closet was 95 percent. Female, Black, International, white, Master’s and professional students, and those under 25 and between 30-34 years old had higher fall-to-spring retention rates than their peers.

The one-year retention rate of graduate and professional students who used Paws’ Closet was 93 percent. Female, Asian, white, doctoral and professional students, those who were not First-Generation students, and those between 25-29, and 40-44 years old had higher one-year retention rates than their peers.
### Retention Rates of Graduate and Professional Students Who Used Paws' Pantry in 2018-2019 by First-Generation Status

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<tr>
<th>Row Labels</th>
<th>Count</th>
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<th>% Retained in Spring 2019</th>
<th>Retained Next Fall</th>
<th>% Retained Next Fall</th>
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### Retention Rates of Graduate and Professional Students Who Used Paws' Pantry in 2018-2019 by Classification

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<td>Grand Total</td>
<td>288</td>
<td>273</td>
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<td>86%</td>
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**PAWS' CLOSET DATA SOLELY**

### Retention Rates of Graduate and Professional Students Who Used Paws' Closet in 2018-2019

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<tr>
<td>40</td>
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<td>37</td>
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<tr>
<td>Male</td>
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<td>37</td>
<td>93%</td>
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<td>White</td>
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<td>40</td>
<td>38</td>
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<td>93%</td>
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### Retention Rates of Graduate and Professional Students Who Used Paws' Closet in 2018-2019 by Age Range

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<td>40</td>
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<tr>
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</tr>
<tr>
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<td>6</td>
<td>5</td>
<td>83%</td>
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<td>100%</td>
</tr>
<tr>
<td>Professional</td>
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<tr>
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<td>93%</td>
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2020 TRAILBLAZERS & INNOVATORS SCHOLAR

Dr. Diana Azurdia
A first generation Guatemalan-American student & the current Director for Recruitment and Inclusion for Graduate Programs in Bioscience at UCLA

Wednesday, March 4th
12-1:30pm: Luncheon & Public Seminar:
"Promoting Inclusion: Perspectives from a First Generation Minority Scientist"

1:30-2:30pm: Faculty Workshop:
"Fostering Trainee Self-Efficacy"

3-4pm: Graduate Student Seminar:
"Building Resilience During Graduate Training"

All sessions in Campus Center 031, behind CE theater

RSVP at go.iu.edu/2hcO
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IUPUI Recruitment Communication Service Center
Overview and Services List
November 2019

What is the Recruitment Communication Service Center (RCSC)
The RCSC is a service organization currently within the IUPUI Office of Undergraduate Admissions that provides marketing and communications support to teams within the office and the larger campus community. Our work revolves around three particular areas of expertise: strategic consultations; communications and marketing planning and outreach; and reporting and data.

Staff Roles
The team’s staff members provide a variety of services and support the Office of Undergraduate Admissions and our campus community recruitment partners. We have three teams providing strategic, analytic, and tactical services.

- Communications and Marketing
- Data, Analytics, Reporting, and Decision Support
- CRM Analysis, Support, Operations, and Training

High Level Roles and Responsibilities
- Communications and Marketing team of 10 staff
- Provide intake for consultation and tactical services related to Marketing and Communications needs for campus recruitment partners
- Provide project management liaison services
- Access to admissions and campus toolsets to provide solutions for campus recruitment partners (examples: Salesforce – Marketing and Service Cloud, other Enterprise business solutions such as Behavior Engagement and Progressive Identification tools, etc.)
- Facilitate training of campus partner staff on all aspects of Salesforce and other Communications and Marketing tools/systems

Work request/Contact
https://rcsc.iupui.edu/requests/graduate/
Services

**General Email**
- Strategize communications needs and plan tactical rollout
- Author and construct emails to be sent by or on behalf of partner
- Create appropriate targeted segmentation consultation and filters
- Build email templates on behalf of partner offices
- Generate and provide all standard and any requested specialized communication analytics reports

**Communications and Automations**
- Consult, strategize, and plan recruitment communication plans with partners; provide insight into corresponding Admissions and other partner plans for seamless integrated communications to recipients
- Build all steps of a communication automation as directed by recruitment partner
- Create appropriate targeted segmentation consultation and filters
- Consult with campus partner/subject matter expert on content to author and construct emails to be sent by the automation
- Complete all steps to automate the entry of targets into an automation
- Build the automation workflow with all required step components
- Launch automation workflow and monitor progress as needed
- Develop multi-channel workflow communication strategies that can be cross leveraged
- Plan, facilitate, and support
  - print services
  - postal mailing services
  - SMS
  - Social medial
  - Advertisement – digital display and print media

**Event Management**
- Consultation with Admissions Campus Visits and Events (on campus events) and Admissions Recruitment and Outreach (off campus events)
- Create new and recurring events in associated support systems
- Create filters and add participants to event
- Create necessary web registration forms
- Create event related communication automations
• Monitor event registrations, statuses, and communication automations as needed
• Generate and provide basic and any requested event based analytics reports

**Websites and web forms**
• Create, deploy, and maintain web sites – back end development, database developments, documentation
• Create, deploy and maintain web forms for requests for information, web inquiry, and event management.
• Troubleshoot issues and revise web site and form construction as needed
• Advise and support University accessibility requirements
• Provide site access to behavior engagement tools, coding, usage data, and reports
• Generate and provide basic and requested site/form analytics reports
• Assist with search engine optimization practices, especially in relation to other campus recruitment sites

**Suspect/Prospect Batch List Upload + General List Upload/Ad Hoc Cohort**

• Translate data from any source formats into required upload templates; train partners on upload options using University tools or complete upload process on behalf of partners
• Review/revise data for appropriate template formatting and required fields, including correcting or advising on correcting data
• Review and resolve issues with rejected list elements, correct data as needed in source systems, and complete re-upload

**Analytics**
• Provide consultation on reporting and analytics, including meetings with Enrollment Management staff on analytics
• Develop and distribute/schedule basic and customized analytics reports
• Merge or consult on merging data from a variety of sources and data warehouses to complete master datasets
• Utilize third party tools to combine analytics from Salesforce platform systems
**Social Media**
- Consult on presence and best practices as requested by partners
- Advise on and facilitate targeted/retargeting advertising campaigns
- Build and provide basic and customized analytics reports
- Provide cohesion, access, and cross-posting with campus admissions site and incoming “Class of” or transfer pages

**Creative**
- Access to Division of Enrollment Management marketing research
- Print material creation and printing facilitation
- Full photography and video production (scripting, production, editing) services

**Training and Support**
- Train new staff (internal and external to Admissions) on Salesforce Service Cloud usage and best practices
- Train new staff (internal and external to Admissions) on Marketing Cloud single-send communications
- Distribute information regarding updates to the Salesforce and Marketing Cloud instances to staff and partners
- Provide regular training refresh sessions to staff and partners
- Facilitate and shepherd the process of creating new business units
- Provide consultation to user issues and identify potential resolutions

**Team:**
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