

# NASPAA Data Admissions Directors Meeting

The George Washington University  
Trachtenberg School of Public Policy and Public Administration  
Washington, DC  
July 11, 2018



# Survey Responses

- 30 Schools (20 Public, 10 Private); 40 programs
- 24 MPA or Similar, 14 MPP or Similar

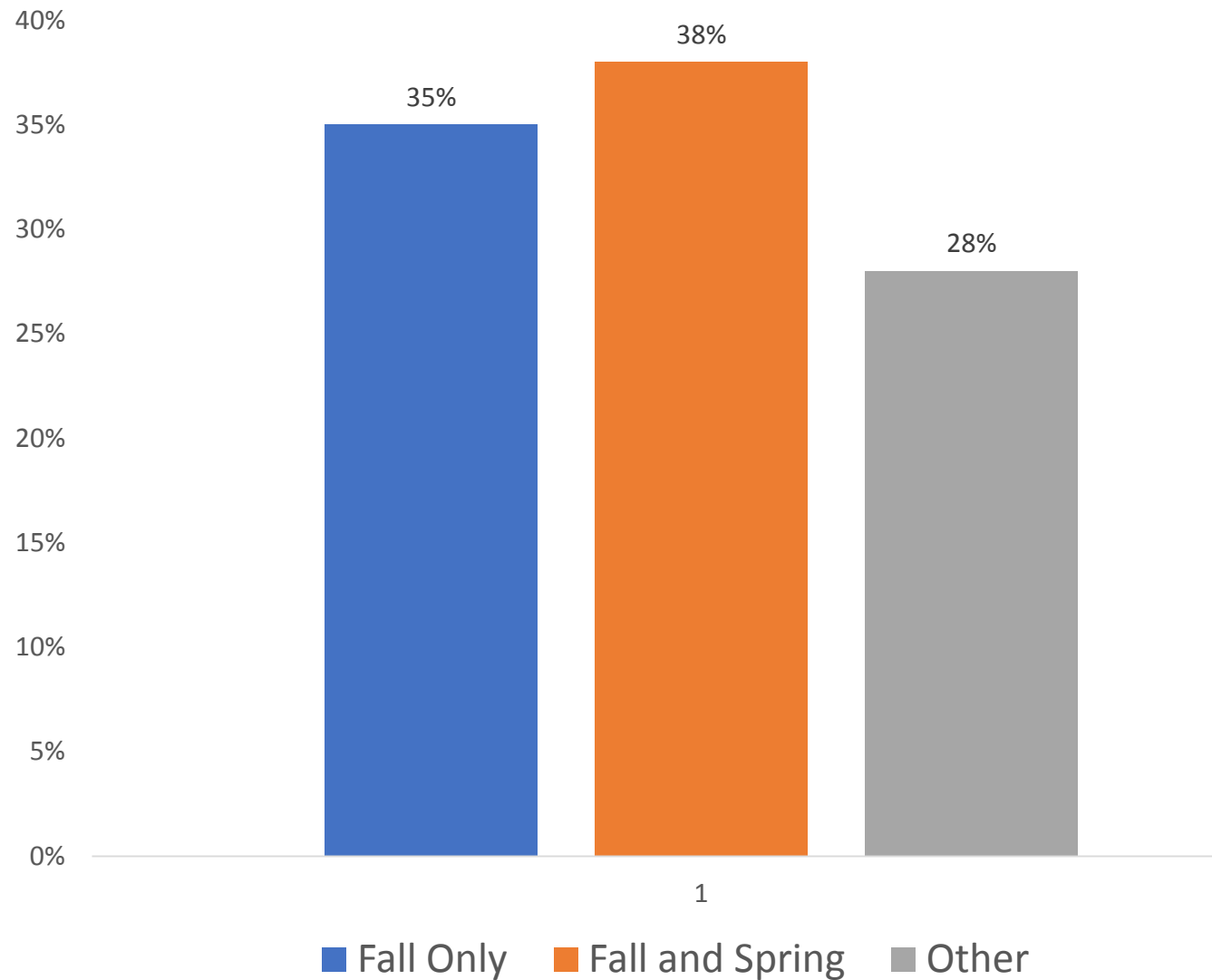


**NASPAA** *DataCenter*

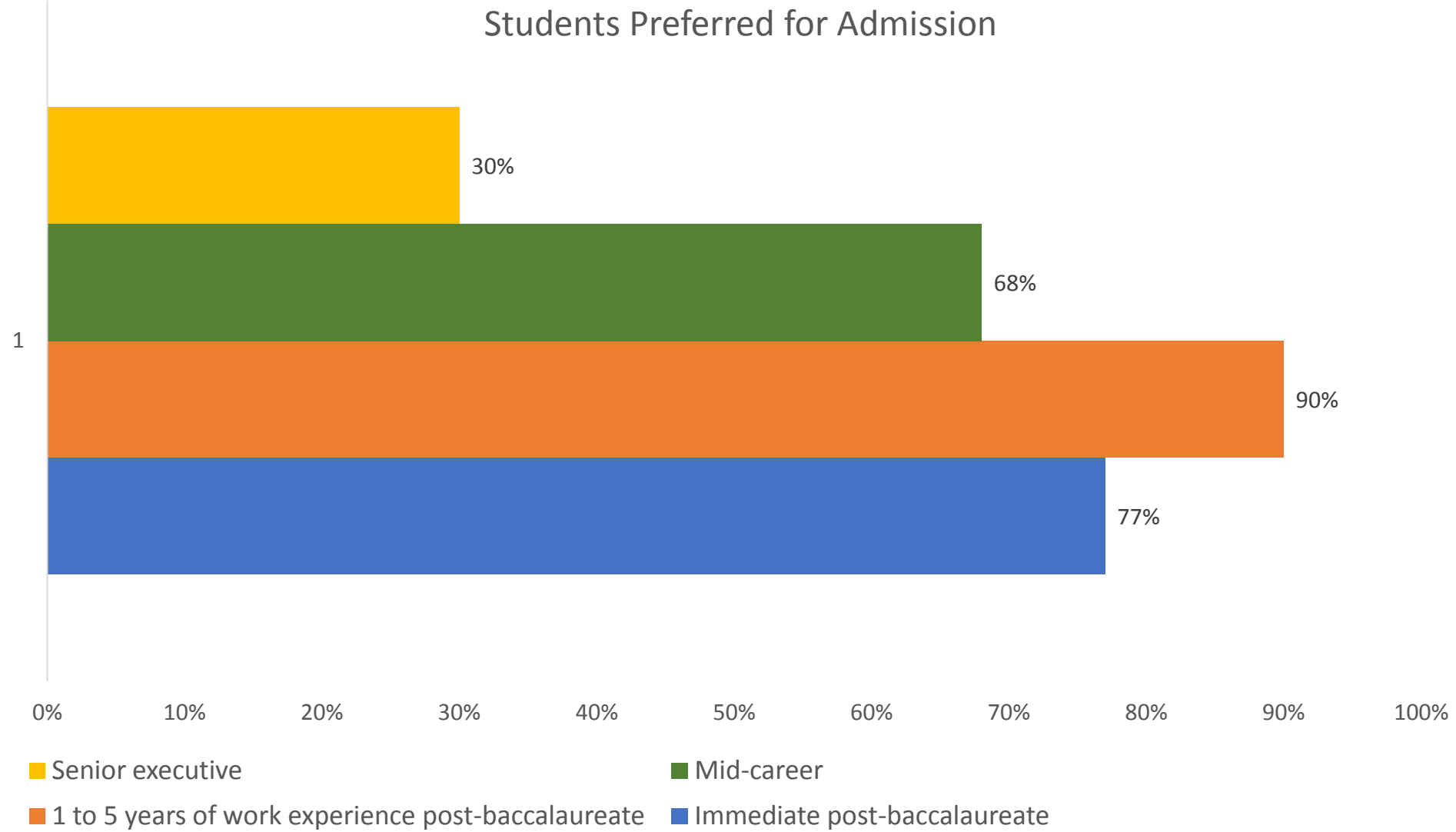
Data & Insight in Public Affairs Education

# New Student Acceptance Cycles

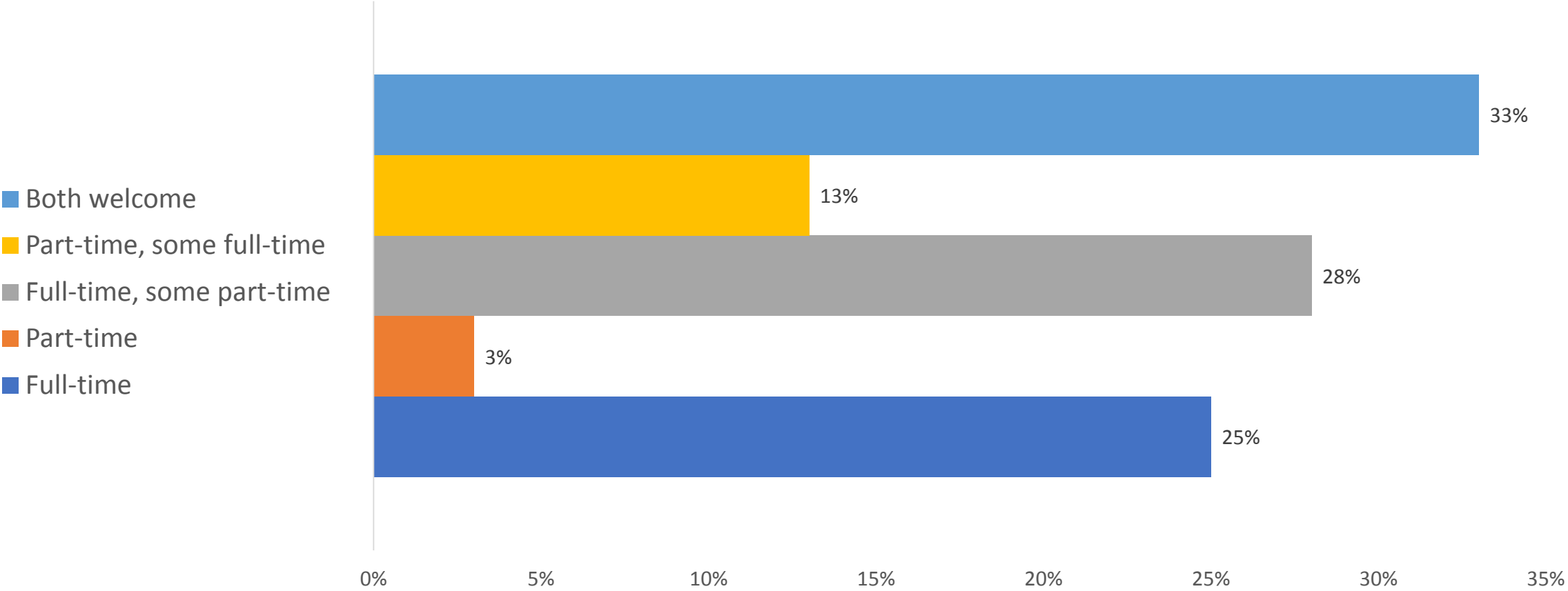
- Of those responding “other:”
- 5 specified acceptance in Fall, Spring, and Summer
- 2 indicated different cycles for online format
- 3 allowed the occasional off-cycle admit.



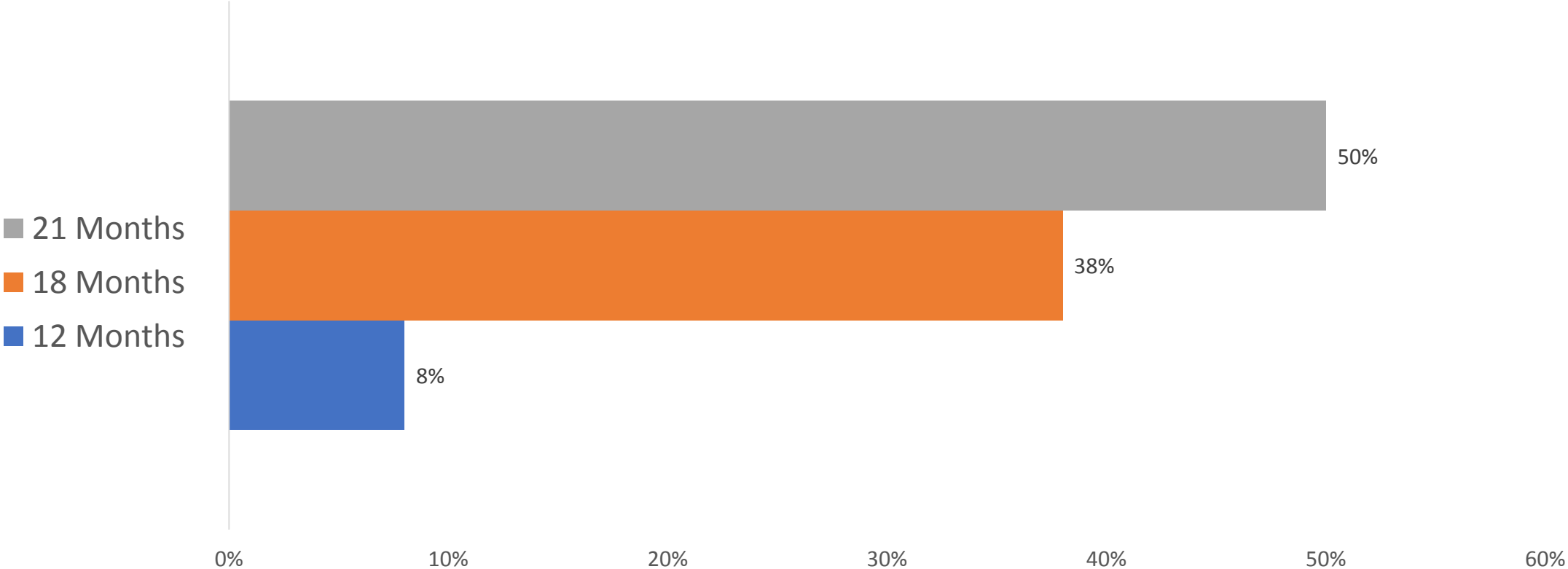
# Programs look for...



# Preferred enrollment status

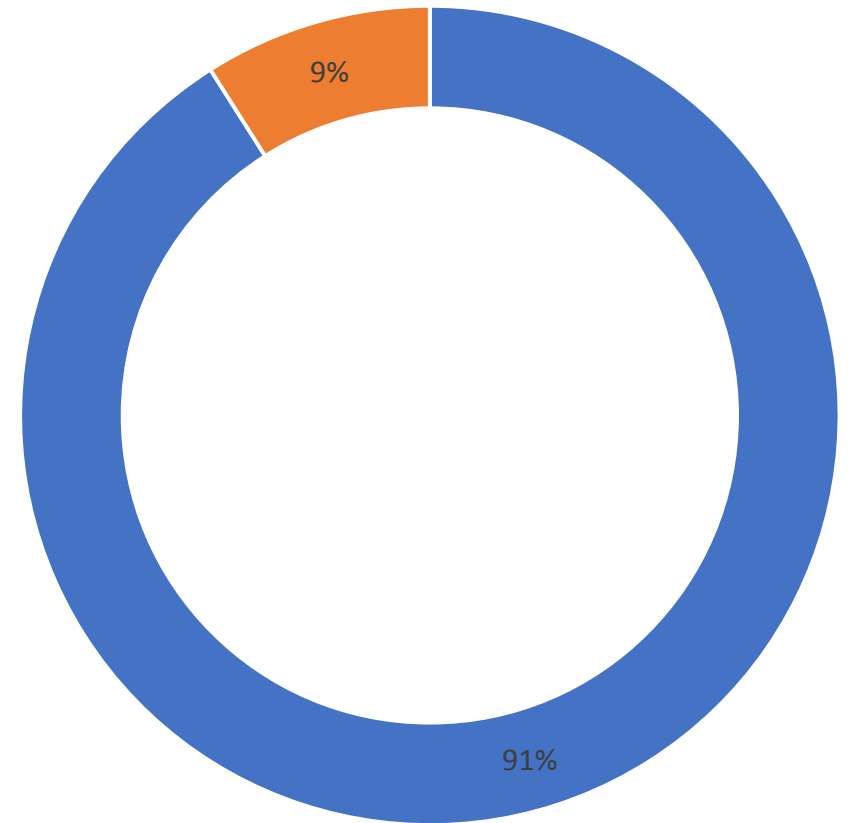
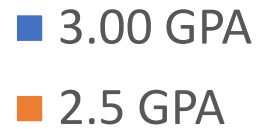


# Average time to completion



# Required GPA

- Of the 23 with GPA in admissions criteria, 21 indicated a minimum of 3.00
- 5 of the 23 indicated GPA was “optional”



# GRE Scores

- Only 11 schools reported minimum GRE requirements
- 27% of those said 290-300



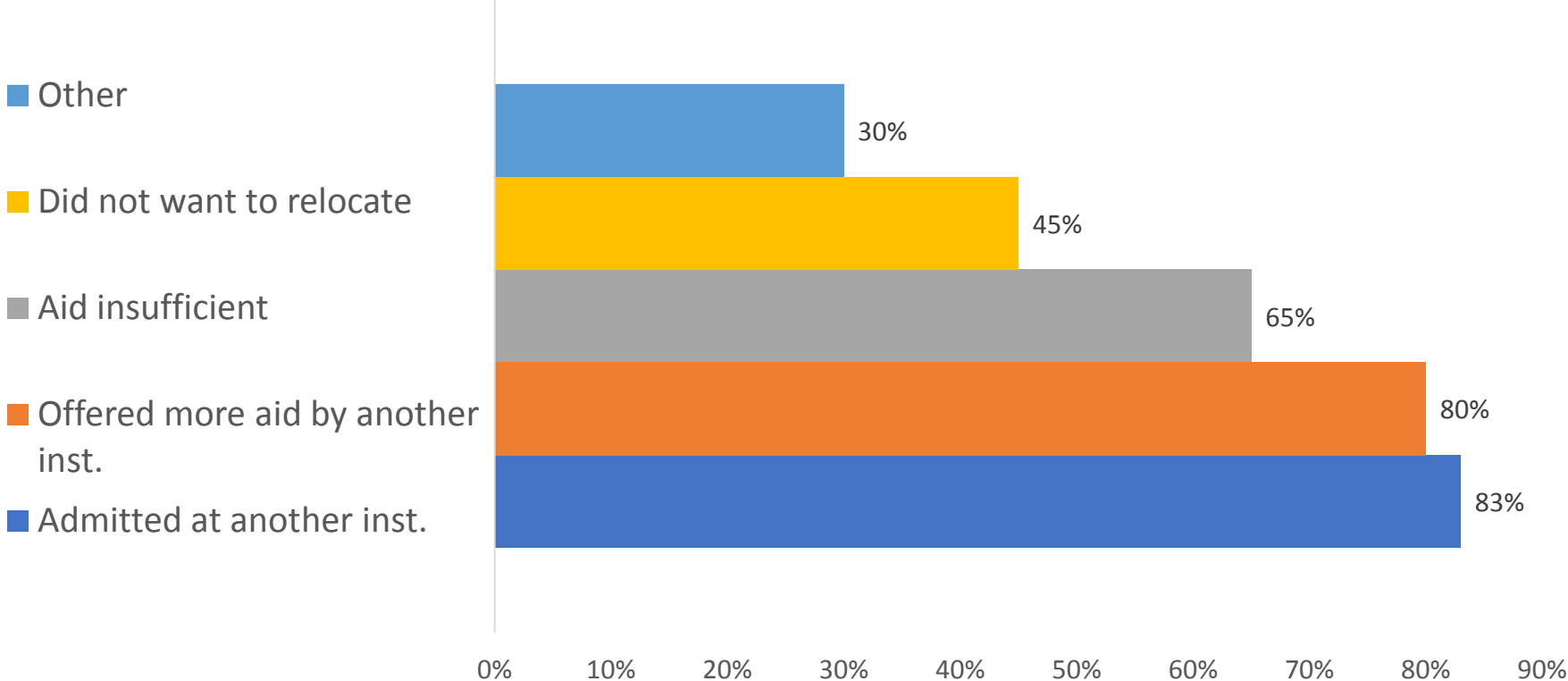
6 of the 24 programs requiring the GRE said they are “considering making it optional”





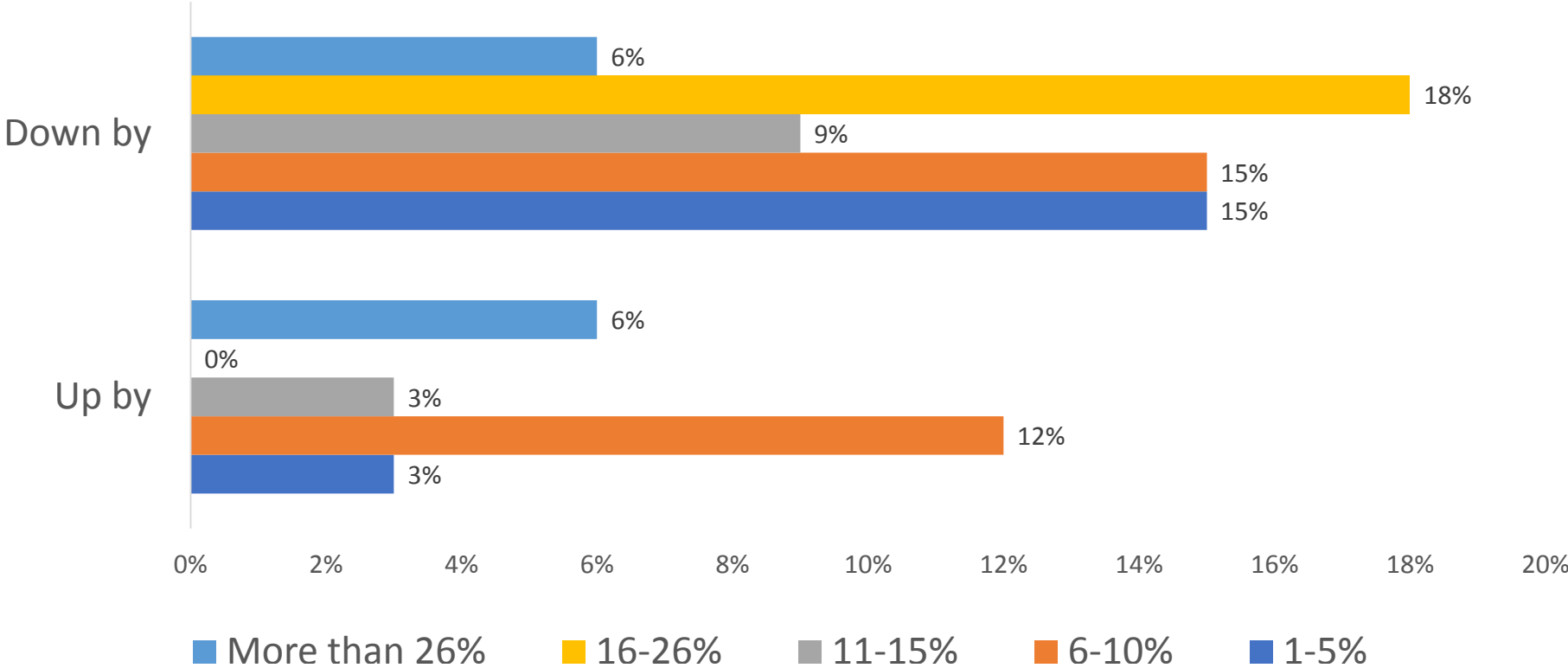
# Admitted students who declined to enroll:

- “Other” included not attending any program for work, personal/family reasons

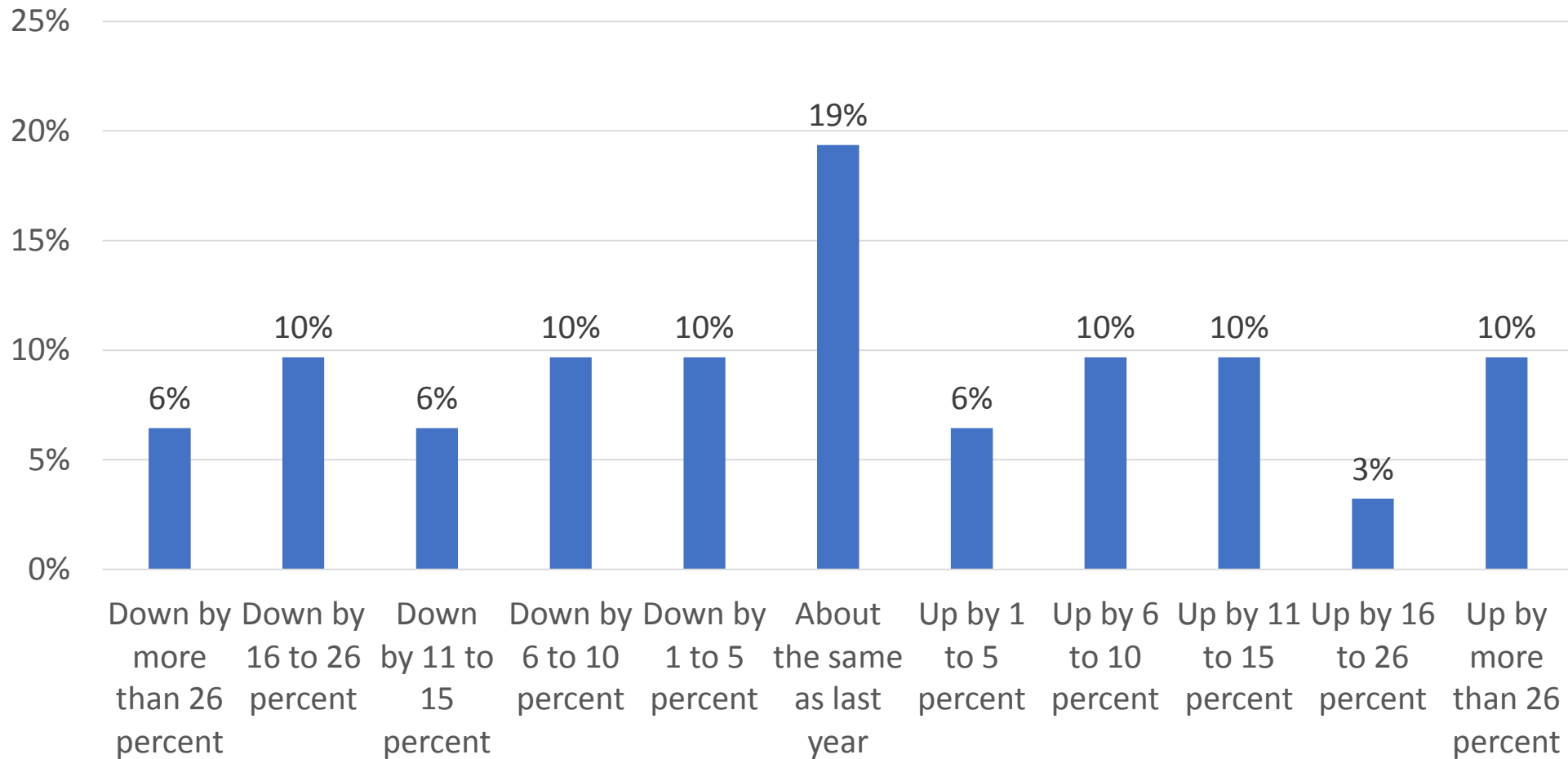


# Admissions rates

- 15% reported admissions rates of “about the same” as last year



# Compare to 2018 data...



# If increased, why?

Most highly ranked:

- Increasing need for a graduate degree to be competitive in the job market
- Expanded recruiting efforts by the program
- More international students are applying
- Development of online degree program(s)



**NASPAA** *DataCenter*

Data & Insight in Public Affairs Education

# If Decreased, why?

Most highly ranked:

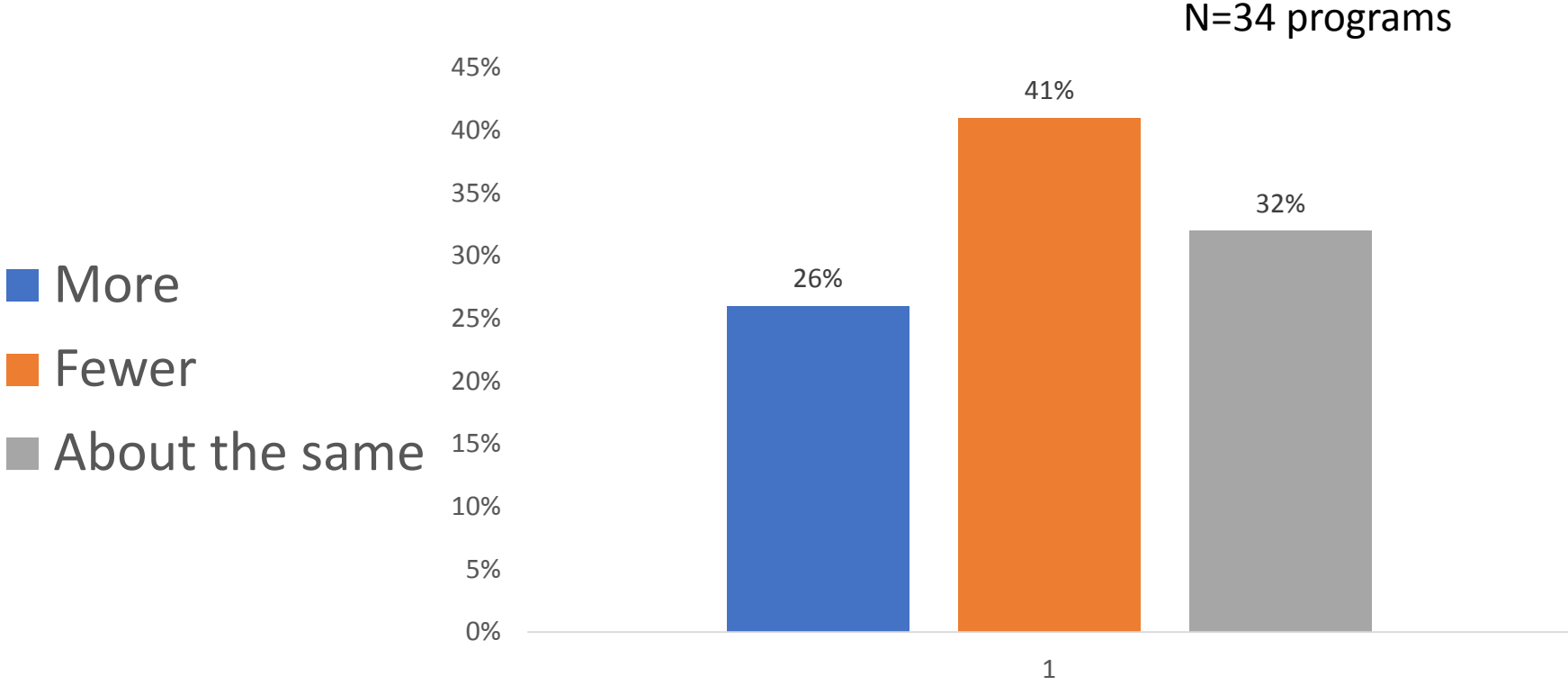
- Higher tuition / fees
- Concern over student debt
- Prediction that government/public sector will NOT be hiring by the time applicant graduates
- Improved job market
- Negative political environment for public employees dissuading potential public servants
- The market increase in online degree programs around the country



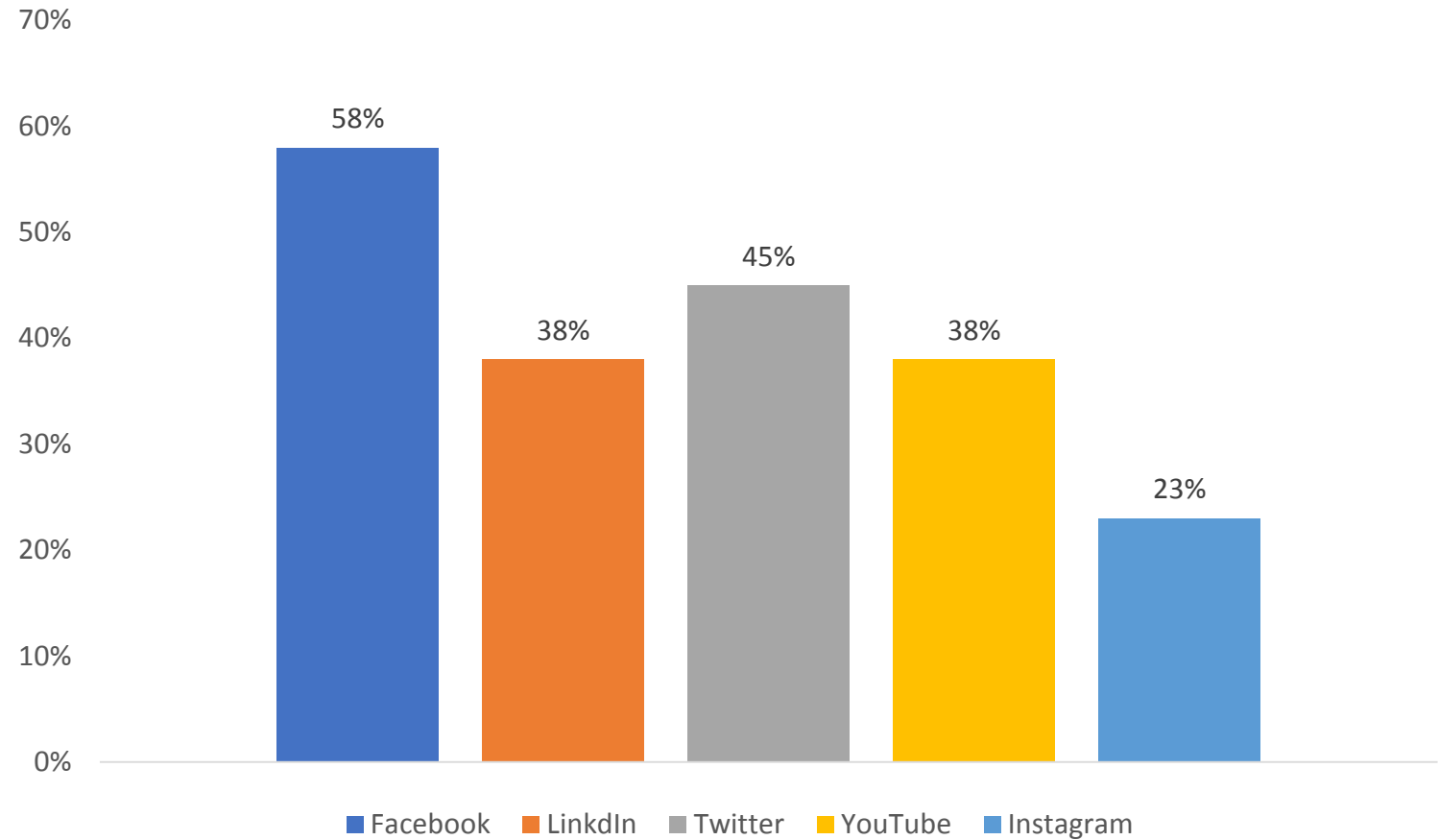
**NASPAA** *DataCenter*

Data & Insight in Public Affairs Education

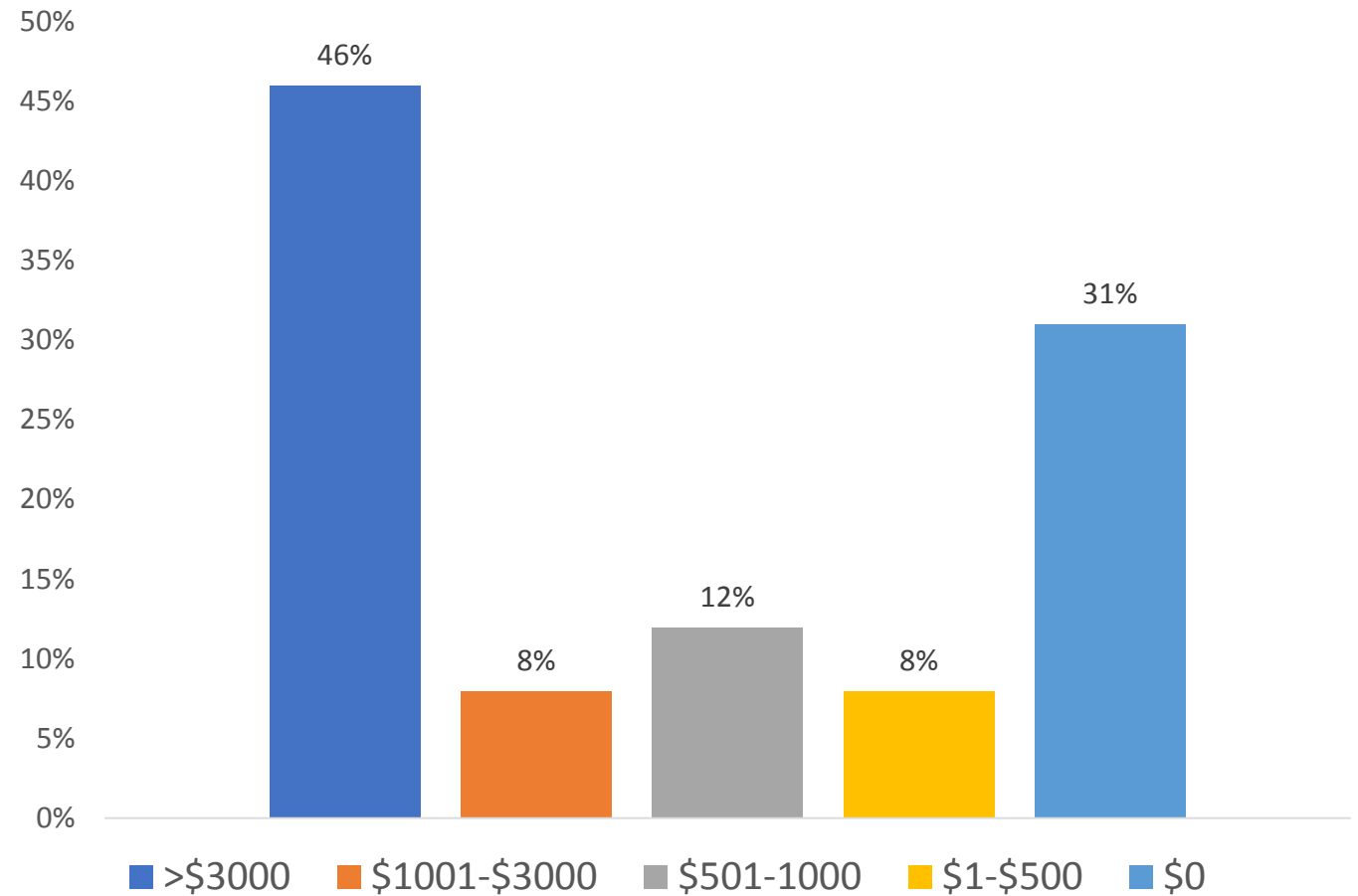
# Compared to last year, how many applicants do you think will enroll in Fall 2019?



# Social media admissions use



# Social Media Budget





# Total NEW student enrollment in the degree program for AY 2018-19 (combining summer, fall and spring)

	Full-time	Part-time	In-service	Pre-service	Online	On campus
N = (programs)	35	33	33	33	30	33
Average	53	19	44	16	9	55
Median	46	9	40	9	0	48
MIN	0	0	0	0	0	0
MAX	154	67	135	78	90	161



# Compared to AY 2017-2018...

	Full Time	Part Time	In-Service	Pre-Service	Online	On Campus
N= (programs)	33	32	31	31	29	32
Average	57	15	45	19	6	67
Median	43	6	33	11	0	50
Min	0	0	0	0	0	0
Max	233	121	148	108	60	199

# Total new students who are...

	Women	Minorities	Int'l	1 <sup>st</sup> Gen
N= (programs)	35	35	34 (351 students)	12
Avg	40	18	11	7
Median	34	15	6	4
MIN	9	3	0	0
MAX	107	104	52	26



# Compared to 2018 data...

	Women	Minorities	Int'l	1 <sup>st</sup> Generation
N= (programs)	33	32	33	9
Average	43	20	14	10
Median	31	15	6	5
Min	0	0	0	0
Max	139	76	59	31

# Dual Degree Programs

	Applicants	Admits
N programs =	19	19
Average	15	13
Median	5	5
Sum	279	250



# How much is your application fee?

	Application Fee
N=	39
Avg	\$75
Median	\$67



# Applicant Pool AY 2019-2020

	Applications	Admission Offers	Decline/Deferral
N=	39	39	38
Average	261	187	41
Median	187	132	14
	Max= 1019 Min= 44	671 35	225 1



# Average merit scholarships offered to admits

	All Admits (n=26)	US Students (n=21)	Int'l Students (n=21)
Average	\$15,402	15,373	10,165
Median	\$13,140	13,223	6,480

	% All Admits (n=27)	% US (n=21)	% Int'l (n=21)
Average	48%	47%	40%
Median	48%	43%	25%



**NASPAA** *DataCenter*

Data & Insight in Public Affairs Education



# What CRM/Systems do you use to manage your Admissions Process? (n=30)

- Target X (Salesforce) 27%
- Hobsons 17%
- Banner 17%
- Slate currently has only 10%, but 6 programs indicated an impending change to Slate

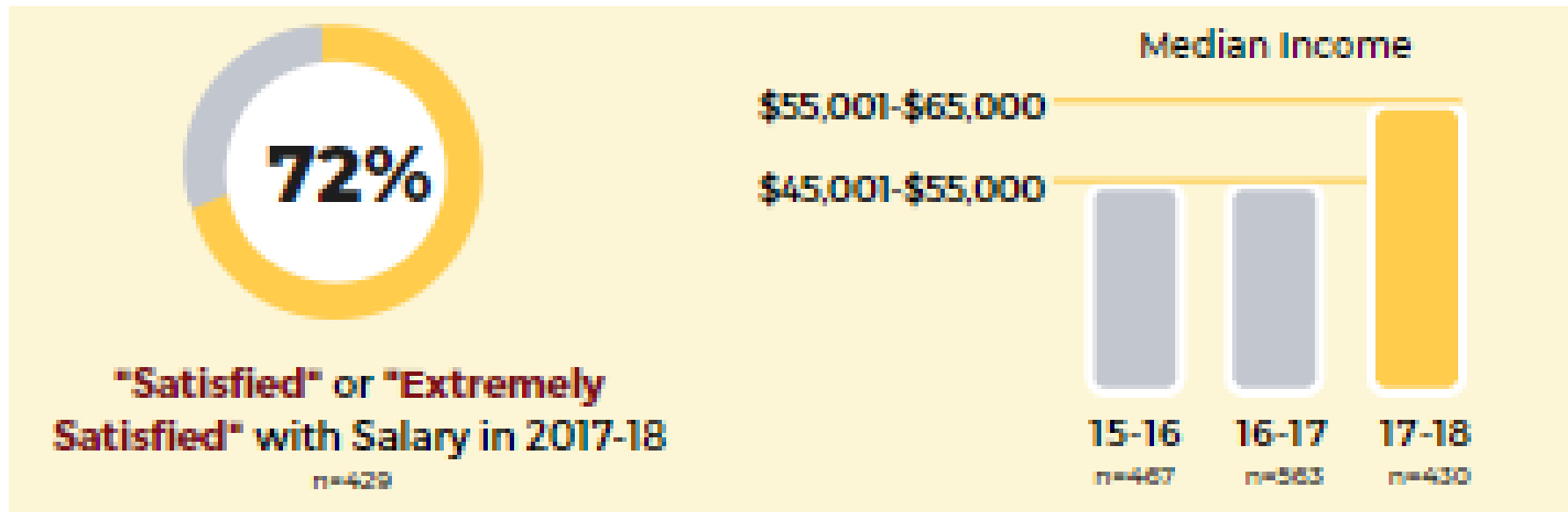


**NASPAA***DataCenter*

Data & Insight in Public Affairs Education

# Alumni survey findings...

Of the 430 alumni surveyed, the median reported income for 2017-2018 was \$55,001-\$65,000. That's a bracket higher than the median income for AYs 2015-16 and 2016-17



**NASPAA** *DataCenter*

Data & Insight in Public Affairs Education

Our programs train the next generation of **leaders**  
and **change-makers**

- 87%** 87% said their degree prepared them "to lead and manage in public governance" N=434
- 89%** "To participate in and contribute to the public policy process" N=438
- 94%** "To communicate and interact productively with a diverse and changing workforce and citizenry" N=438
- 95%** "To articulate and apply a public service perspective" N=438
- 81%** Said they "make a difference" with their work. N=394



**NASPAA** *DataCenter*

Data & Insight in Public Affairs Education