Introduction

This short survey collects data for master's degree programs in separate academic years:

1) applications and admits in Academic Year 2020-21
2) new enrollment in AY 2020-21 (entering summer 2020 through spring 2021)
3) estimates of applications for Fall 2021 (AY 2021-22)

Information collected from this survey will be shared at the Admissions Directors meeting and will be posted for those who cannot attend. Responses will never be shared by NASPAA in an individually identifiable way.

A separate survey should be completed for EACH master's degree program in your NASPAA membership. Please do NOT combine data for more than one degree program.

Note: At any point in the survey you may use the "Prev" and "Next" buttons to return to a page and change your answers.

If you have any questions, please contact Stacy Drudy at NASPAA (drudy@naspaa.org).

Contact Information

This page gathers information about the degree program being surveyed and contact information for the school representative completing the survey.

* 1. Tell us about your institution and your degree program:

Inst tut on: [   ]

Schoo /Dept (f app cab e): [   ]

2. What is the name of the degree program you are completing the survey for:

[▲▼]

[   ]

* 3. Please enter the following contact information

Name of person
comp et ng the survey:

T t e:

Ema :

General Information about the Degree Program

This page asks for some general information about the degree program for which data is being supplied. As a reminder, please go through and complete the entire survey separately for EACH of your master's degree programs.

4. Do you accept new students year round or only in the Fall each academic year? (Please select the most appropriate.)

◯ a. We adm t new students once a year, n the Fa on y.

◯ b. We adm t new students both n the Fa and Spr ng semesters.

◯ c. Other (p ease spec fy)

P ease descr be your adm ss on cyc e be ow:

* 5. Preferred enrollment status for students (select only one description from the list).

◯ Fu -t me students on y

◯ Genera y fu -t me w th some part-t me

◯ Fu -t me and part-t me students equa y we come

◯ Genera y part-t me w th some fu -t me

◯ Part-t me students on y

[Opt ona] Comments:

* 6. Select the approximate number of months required for FULL-TIME students to complete the program:

○ 21 months - two academ c years (nc ud ng one summer of c asswork)

○ 18 months - two academ c years (usua y no summer c asswork)

○ 12 months - one academ c year (nc ud ng one summer of c asswork)

○ Not app cab e - program has no fu -t me students

○ See "other" for response

Other (p ease check "Other" opt on above and enter the number of months n who e numbers)

7. Please specify your admission criteria (check all that apply)

	Required	Optional	N/A
a. Bachelor's Degree (or equivalent)	○	○	○
b. Prescribed Undergraduate Major(s)	○	○	○
c. GPA (specify minimum in Q8 if applicable)	○	○	○
d. Standardized Test Scores (specify minimum acceptable scores in Q9, if applicable)	○	○	○
e. Resume	○	○	○
f. Required years of professional experience (specify minimum in Q10, if applicable)	○	○	○
g. Letters of Recommendation	○	○	○
h. Professional Referral(s)	○	○	○
i. Unique, Mission-based Criteria	○	○	○
j. Essay or Writing Sample	○	○	○
k. Statement of Intent	○	○	○
l. Interview	○	○	○
m. Other (Please specify)	○	○	○

Please specify your admission criteria below if none of the above options fits your situation:

[   ]

8. If you checked Option C in Q7, what is the minimum GPA requirement?

[   ]

9. If you checked Option D in Q7, please specify which test and the minimum score:

Test name: [   ]

M n mum test score: [   ]

Test name: [   ]

M n mum test score: [   ]

10. If you checked Option F in Q7, what is the minimum professional requirement?

[   ]

11. If you currently require the GRE, are you considering making it optional?

◯ Yes

◯ No

12. If you previously required the GRE and made it optional or not required (at any point), what impact(s) has this had on your application pool?

[   ]

Applications and Admits in AY 2020-21

This page collects data on applications submitted for admission for Academic Year 2020-21. Please combine summer, fall and spring data in your response.

The survey will accept only whole number responses. There are optional comment boxes if you wish to supply additional information. Enter "0" (zero) for none or not applicable.

13. How much is your application fee?

[   ]

* 14. Total completed applications received for AY 2020-21(combining summer, fall and spring). Enter whole numbers only, and enter "0" if none or not applicable.

[   ]

* 15. Offers of admission - Number of applicants offered admission during AY 2020-21 (combining summer, fall and spring).

[   ]

16. Declines or deferrals of admission - Number of applicants who accepted an offer of admission, who then declined or deferred during AY 2020-21 (combining summer, fall and spring).

[   ]

17. Does your program have a maximum enrollment capacity?

◯ Yes

◯ No

If yes, p ease nd cate the max mum number of seats n your program.

[   ]

18. Please offer commentary related to reaching and/or adjusting your enrollment capacity annually.

[   ]

19. Of students who were admitted and declined to enroll, what reasons were provided (check all that apply)?

☐ Adm tted to another program

☐ Uncerta nty of the COVID-19 andscape

☐ Offered more a d by another program

☐ A d package nsuff c ent for student needs

☐ Change n Facu ty s nce app ed

☐ Dec ded d dn't want to re ocate

☐ Other (p ease spec fy)

[   ]

20. [Optional] Comments on data supplied above:

[   ]

21. Does your program offer a dual degree?

○ Yes

○ No

If yes, p ease st your dua degree opt ons n the comment box be ow.

22. If yes, how many

app cants to the dua
degree programs:

adm ts to the dua degree
programs

23. Does your program require a deposit?

○ Yes

○ No

If yes, how much of a depos t do you requ re?

24. Do you offer tiered deposits?

○ Yes

○ No

If yes, p ease descr be your t ers here.

25. Does your program have an enrollment deposit deadline?

Date

Date

MM/DD/YYYY

26. If the deadline from question 31 can be adjusted, please offer information on how it is set for a prospective student.

This page collects data on NEW enrollment in academic year 2020-21. Please combine numbers for the summer, fall and spring.

Do NOT include continuing students. Enter "0" (zero) for either none or not applicable.

* 27. Total NEW student enrollment in the degree program for AY 2020-21 (combining summer, fall and spring).

Fu -T me new enro ment:

Part-T me new enro ment:

* 28. Total NEW student enrollment in the degree program for AY 2020-21 (combining summer, fall and spring).

In-serv ce* new enro ment:

Pre-serv ce** new enro ment:

* In-Serv ce Student: Any app cant to a program, or student adm tted to a program, that has at east one year of re evant post-bacca aureate work exper ence.
** Pre-Serv ce Student: Any app cant to a program, or student adm tted to a program, that has ess than one year of re evant post-bacca aureate work exper ence.

* 29. Total NEW student enrollment in the degree program for AY 2020-21 (combining summer, fall and spring).

On ne*** new enro ment

On ne _**only due to Covid**_ new enro ment

On campus new enro ment

*** A cred ts requ red to comp ete the program are offered as fu y on ne courses. Students can comp ete the program comp ete y at a d stance, w th no requ red face-to-face meet ngs. (Def n t on comes from On ne Learn ng Consort um)

30. Is the interest trend in your online program (if applicable) comparatively higher/ lower/ the same as interest trend for your on campus program?

○ H gher

○ Lower

○ The same

○ N/A

8

31. [Optional] Comments on data supplied above:

* 32. Total new enrollments for women, ethnic minorities, international students, and first generation college for AY 2020-21 (combine full-time and part-time, and entering summer, fall or spring). Please enter answers for all lines, use "0" (zero) for none, and leave it blank for "no data available/not applicable." Please note that to be counted as a minority a student must be either a U.S. citizen or permanent resident.

Total new entering enrolled women

Total new entering enrolled minorities

Total new entering enrolled international students

Total new entering enrolled first generation college

NASPAA 2021 Admissions and Enrollment survey

Merit Aid provided (AY 2020-21)

Defined as: Tuition Remission, Graduate or Teaching Assistantships, Scholarships

33. What is the average merit aid award package (in dollars):

for all admitted students?

for admitted US students?

for admitted international students?

34. What is the percent (%) receiving merit aid:

for all admitted students?

for admitted US students?

for admitted international students?

35. What is the average merit aid award level for:

a enro ng students?

for enro ng US students?

for enro ng Internat ona students?

36. What is the percent (%) receiving merit aid:

for a enro ng students?

for enro ng US students?

for enro ng Internat ona students?

37. What is the average percent (%) of tuition covered by merit aid:

for a enro ng students?

for enro ng US students?

for enro ng Internat ona students?

38. Do you make merit aid decisions?

○ Yes

○ No

If no, who s respons b e for render ng dec s ons.

39. If no, do you make recommendations to those making the decision?

○ Yes

○ No

40. Of the total number of new students enrolled in AY 2020-21 how many of them received merit aid upon enrolling?

Tu t on Rem ss on

Graduate Ass stantsh p (nc ud ng teach ng ass stantsh p):

Scho arsh p (other type nc uded donor-funded):

41. [Optional] Comments on data supplied above

Application trends for Fall 2021

42. As of June 7th, the number of applications received for Fall 2021 was, compared to the previous year:

○ Up by more than 26 percent

○ Up by 16 to 26 percent

○ Up by 11 to 15 percent

○ Up by 6 to 10 percent

○ Up by 1 to 5 percent

○ About the same as ast year

○ Down by 1 to 5 percent

○ Down by 6 to 10 percent

○ Down by 11 to 15 percent

○ Down by 16 to 26 percent

○ Down by more than 26 percent

43. If applications for this degree program have INCREASED compared to last year, please rate the possible reasons for the increase, from most to least likely:

	5 (Most Likely)	4	3	2	1 (Least Likely)
Private sector degrees (MBA, etc) and/or jobs are less attractive in this economy	○	○	○	○	○
Uncertainty of the COVID-19 landscape	○	○	○	○	○
Changing the application requirements to make the GRE test optional	○	○	○	○	○
Prediction that public/nonprofit sectors will increase hiring by the time applicant graduates	○	○	○	○	○
Tighter current public/nonprofit sectors job market	○	○	○	○	○
Increasing need for a graduate degree to be competitive in the job market	○	○	○	○	○
Expanded recruiting efforts by the program	○	○	○	○	○
More international students are applying	○	○	○	○	○
More college seniors/new graduates are applying	○	○	○	○	○
Increased institutional scholarship/assistantship opportunities	○	○	○	○	○
Development of online degree program(s)	○	○	○	○	○

Other (please specify)

[ ]

44. If applications to this degree program have DECLINED compared to last year, please rate the possible reasons for the decline, from most to least likely:

	5 (Most Likey)	4	3	2	1 (Least Likey)
Higher tuition / fees	○	○	○	○	○
Uncertainty of the COVID-19 landscape	○	○	○	○	○
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	○	○	○	○	○

Other (please specify)

[   ]

45. Regardless of changes in the number of applications, do you think you will have, compared to last year:

○ More students enrolling in Fall 2021

○ About the same number of students enrolling in Fall 2021

○ Fewer students enrolling in Fall 2021

Please feel free to leave a comment on this topic:

[   ]

46. What CRM/Systems do you use to manage your Admissions Process?(Check all that apply)

☐ Co egeNet

☐ Sa esforce

☐ Interna Un vers ty system

☐ S ate

☐ Banner

☐ Sharepo nt

☐ Hobsons App yYourse f

☐ TargetX

☐ Other (p ease spec fy)

[   ]

47. Please list the top two marketing tools that you use the most frequently (this may include both general recruitment marketing tools and/or social media marketing tools):

	Top 1	Top 2
Recru tment Market ng Too	[⇕]	[⇕]

Other (p ease spec fy)

[   ]

48. Please check if your school is using any of the following specifically for admissions:

☐ Facebook

☐ Tw tter

☐ L nkedIn

☐ YouTube

☐ Goog e P us

☐ Instagram

☐ P nterest

☐ Tumb r

☐ F ckr

☐ Other (p ease spec fy):

[   ]

49. What is your estimated budget toward social media?

○ $0

○ $1-$500

○ $501-$1000

○ $1001-$3000

○ more than $3000

50. Does your School/University use a third party vendor(s) to generate domestic and/or international suspect or prospect leads?

○ Yes

○ No

If willing to share more information, please consider sharing the name of the vendor and additional comments about the company's effectiveness

[   ]

NASPAA 2021 Admissions and Enrollment survey

Diversity, Equity and Inclusion Efforts

51. What is your program doing to create a sense of belonging/ foster an inclusive environment for your students? (Check all that apply)

☐ Hiring faculty with expertise in diversity, equity, and inclusion

☐ Hiring staff of which a responsibility is diversity, equity, and inclusion concerns

☐ Developing student services

☐ Reviewing Curriculum

☐ Put out a statement regarding the systemic racism faced by Black people

☐ Put out a statement regarding AAPI harassment

☐ Reviewing recruitment efforts

☐ Implementing specific programs/policies/procedures to bolster diversity, equity and inclusion

☐ Offer student clubs/ organizations for students of diverse backgrounds

☐ Other (please specify)

[   ]

52. (Optional) How would you grade your program s efforts to create a sense of belonging/ foster an inclusive environment for your students?

	Efforts are made when issues arise but aren t strategic or ongoing.	100 (Excellent and Ongoing)	
0 (Very poor)			
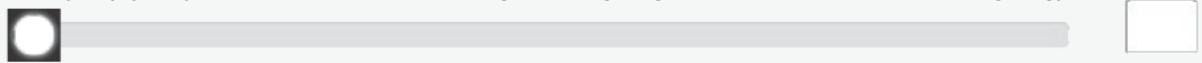
53. Please use the space below to provide any additional commentary regarding your program s efforts regarding diversity, equity, inclusion.

NASPAA 2021 Admissions and Enrollment survey

Covid19 Impacts

54. Please indicate the accommodations that your School/Department has offered to students in light of the COVID-19 crisis (Check all that Apply).

- [ ] Wa ver of standard zed test requ rements
- [ ] A ternat ve test ng for Eng sh Prof c ency
- [ ] Extens on of dead nes
- [ ] New Deferra Po cy Gu de nes
- [ ] App cat on Fee wa vers
- [ ] Acceptance Depos t Wa vers
- [ ] Other (p ease spec fy)

55. If you are offering accommodations to your admissions policies, are these a one time accommodation or are you considering continuing them in the future?

- ( ) Th s s a one t me change
- ( ) We are cons der ng extend ng these accommodat ons

56. Have you provided any guidance to undergraduate students on whether taking a course pass/fail during this time could impact their admissions?

◯ Yes

◯ No

If yes, p ease cons der offer ng a br ef narrat ve.

[ ]

57. Please share new/additional recruitment, conversion, and/or anti-melt initiatives that you have introduced in light of the current pandemic?

[ ]

58. Have your merit aid allocation strategies been modified in anticipation of the potential fiscal impact to your University in light of the pandemic?

◯ Yes

◯ No

◯ If yes, p ease descr be

[ ]

59. How have your international student recruitment and conversion efforts been impacted due to COVID-19?

[ ]

60. Are you able to quantify the anticipated downturn of international student enrollment for Fall 2021?

◯ We expect an ncrease n enro ment

◯ 0-5%

◯ 6-10%

◯ 11-15%

◯ 16-20%

◯ More than 20%

◯ We cannot quant fy

61. What online options are you offering to incoming classes, if any?

☐ Students w be ab e to take a courses on ne

☐ Students w not know f courses w be on ne or n person; the Un vers ty w set the dec s on pr or to the semester start ng

☐ We expect students w be tak ng courses n person on y

☐ There w be hybr d opt ons ava ab e to students (some courses on ne and some n person)

☐ Other (p ease spec fy)

[text box]

62. Please provide any additional comments you may have regarding Covid-19 s impact on admissions below.

[text box]

63. As Covid restrictions are loosening, is your office

○ Return ng to work n the off ce fu t me

○ Return ng to work n the off ce a few days a week (e 2-3 days n the off ce, 2 to 3 days remote)

○ Stay ng ma n y remote and com ng to the off ce on y as needed

○ Other (p ease spec fy)

[text box]

NASPAA 2021 Admissions and Enrollment survey

You're done! (for this degree program)

Thank you for completing the NASPAA Admissions and New Enrollment survey!

As a thank you for completing the survey and providing your data you can use the code below to receive a $15 off discount when registering for the admissions meeting.

Registration Discount code: ███████

If you wish to edit your responses, you may do so until you click the button below to submit the survey. Use the "Next" and "Prev" buttons on the survey pages to move through your answers to edit/correct them as needed.

If you have any questions, please contact Stacy Drudy at drudy@naspaa.org.