Building & Growing Your New Graduate Programs: From Infancy to Year 3

CALEM 2018
Coker College

• Who We Are
  • Private, liberal arts college in Hartsville, SC
  • Within **two hours** of Charlotte, Columbia, Charleston and Myrtle Beach
  • Total enrollment = 1250 students
  • **Graduate accounts for 21%** of student population
  • 29% of entire student body is online or hybrid

• History of Graduate Programs

• Agenda for today’s presentation
Graduate Programs

100% Online
- Master of Science (MS) in College Athletic Administration
- Master of Science (MS) in Applied Criminology
- Master of Science (MS) in Management and Leadership
- Master of Education (M.Ed.) in Curriculum and Instructional Technology

Hybrid
- Master of Education (M.Ed.) in Literacy Studies
CASE STUDIES

- M.Ed. Curriculum & Instructional Technology
- MS in Management & Leadership
- MS in Applied Criminology
M.Ed. in Curriculum & Instructional Technology

Conception
• To serve the needs of S.C. teachers and the new modality they are educating students with

Program Identity
• Full portfolio and resume review
• 100% online with interactive class modules

Timeline
• Announced program in April 2017 and first class began August 2017. Marketing push in June 2017 for Teacher of the Year applicants.

Creative Marketing
• Teacher of the Year Scholarships

Results
M.S. in Management & Leadership

Conception
- Business Degree, not MBA (no business prerequisites)

Program Identity
- All backgrounds accepted
- No GRE

Accreditation Process

Creative Marketing
- Employer Nomination Program
- Corporate business partnerships

Results
M.S. in Applied Criminology

- Conception

- Program Identity

Results

Rectification
- Officially changed name to Masters of Criminology and Social Justice in March 2018
Top 10 Things To Consider When Launching a Graduate Program

1. Do market research
2. Get buy in from key stakeholders
3. Give yourself one year to recruit – after accreditation approved
4. Evaluate the needs of the college and purpose of adding the program
5. You must invest to get a return
6. Designate someone as the main resource/point of contact for academic program questions
7. Get creative with scholarships
8. Admissions, marketing, and faculty meet to ensure all speak the same language to students
9. Discuss admission criteria and process between faculty/admissions for reviewing applicants
10. Nurture your current programs before starting new ones