

Utilizing GIS to Enhance Institutional Research on Graduate Admissions

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Presented by Noel M. Estwick and Willie F. Trotty

Outline

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About Prairie View A&M University (PVAMU)

- PVAMU is a land grant institution of higher education which is dedicated to achieving excellence and relevance in teaching, research and service. It offers programs and services that address issues and challenges affecting the diverse ethnic and socioeconomic population of Texas, the nation and the world.



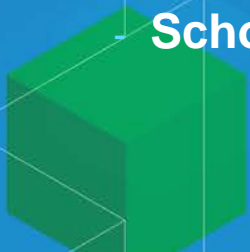
The Problem

- **Enrollment is decreasing annually due to a number factors**
 - Online programs etc.
- **This has resulted in discontinued graduate programs**
 - Agriculture
 - Social Work
 - History



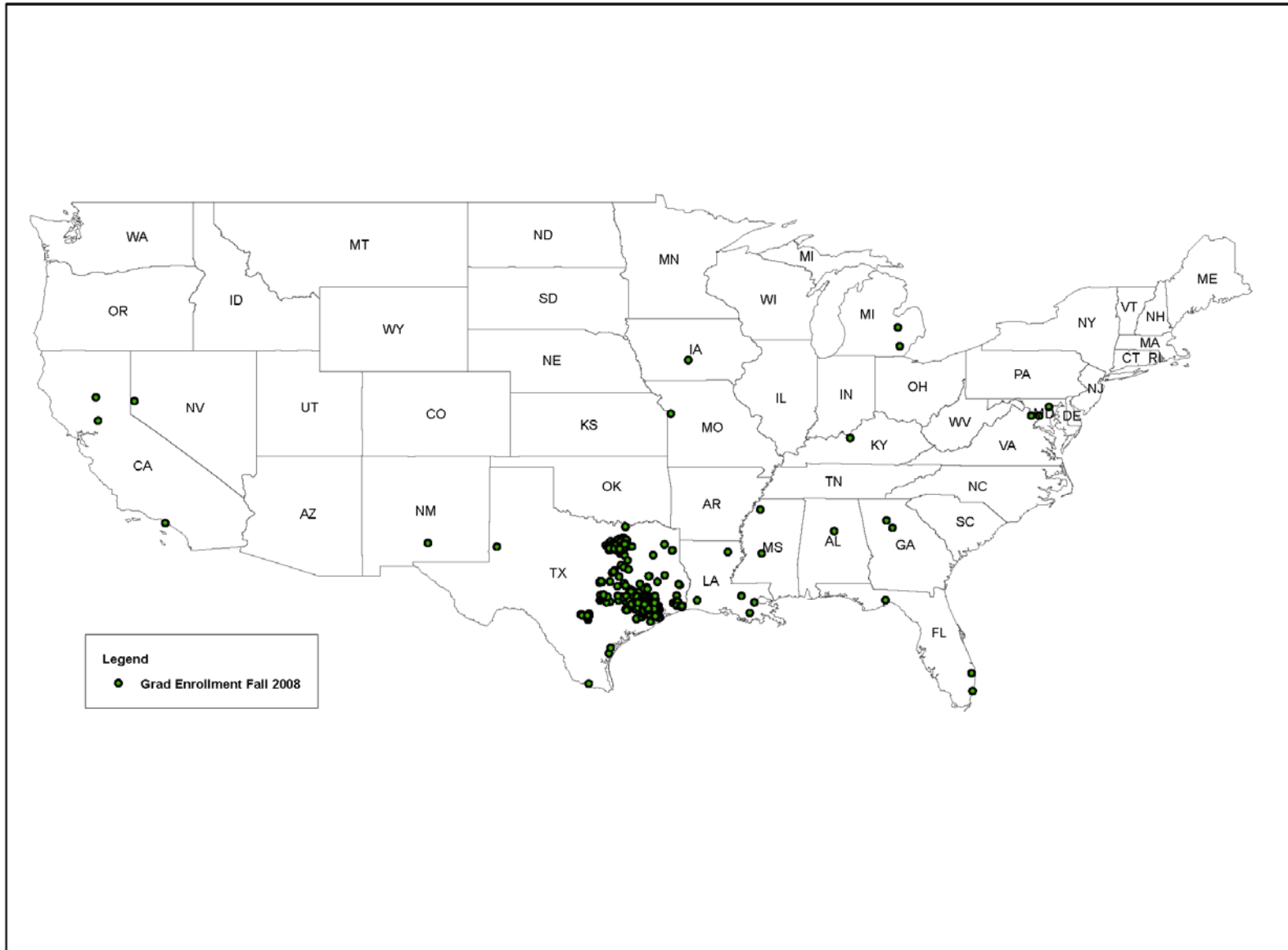
About Graduate School

- **Currently offers 32 Masters and doctoral programs in 8 Colleges & Schools**
- **Graduate programs offered in the:**
 - **College of Agriculture & Human Sciences**
 - **Marvin D. and June Samuel Brailsford College of Arts and Sciences**
 - **College of Business**
 - **Whitlowe R. Green College of Education**
 - **Roy G. Perry College of Engineering**
 - **College of Juvenile Justice & Psychology**
 - **College or Nursing**
 - **School or Architecture**



USA Enrollment

Fall 2008



Why conduct this study?

Objectives

- **Use GIS to better understand current enrollment trends, identify challenges and offer solutions**
- **To enhance the recruitment plan of the graduate school**



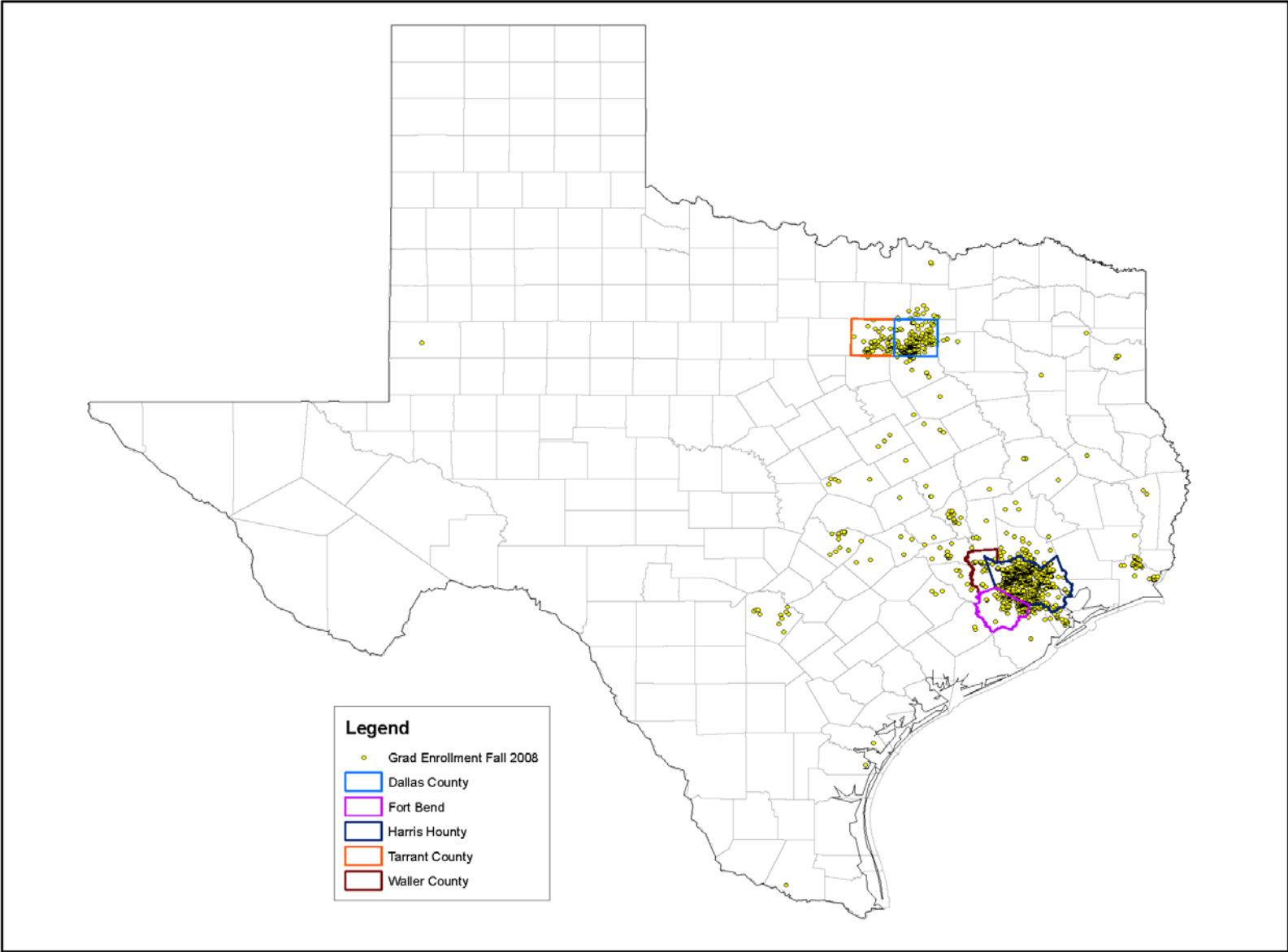
Study Area

- **The state of Texas**
 - **With emphasis on the following counties**
 - **Harris, Waller, Dallas and Tarrant**



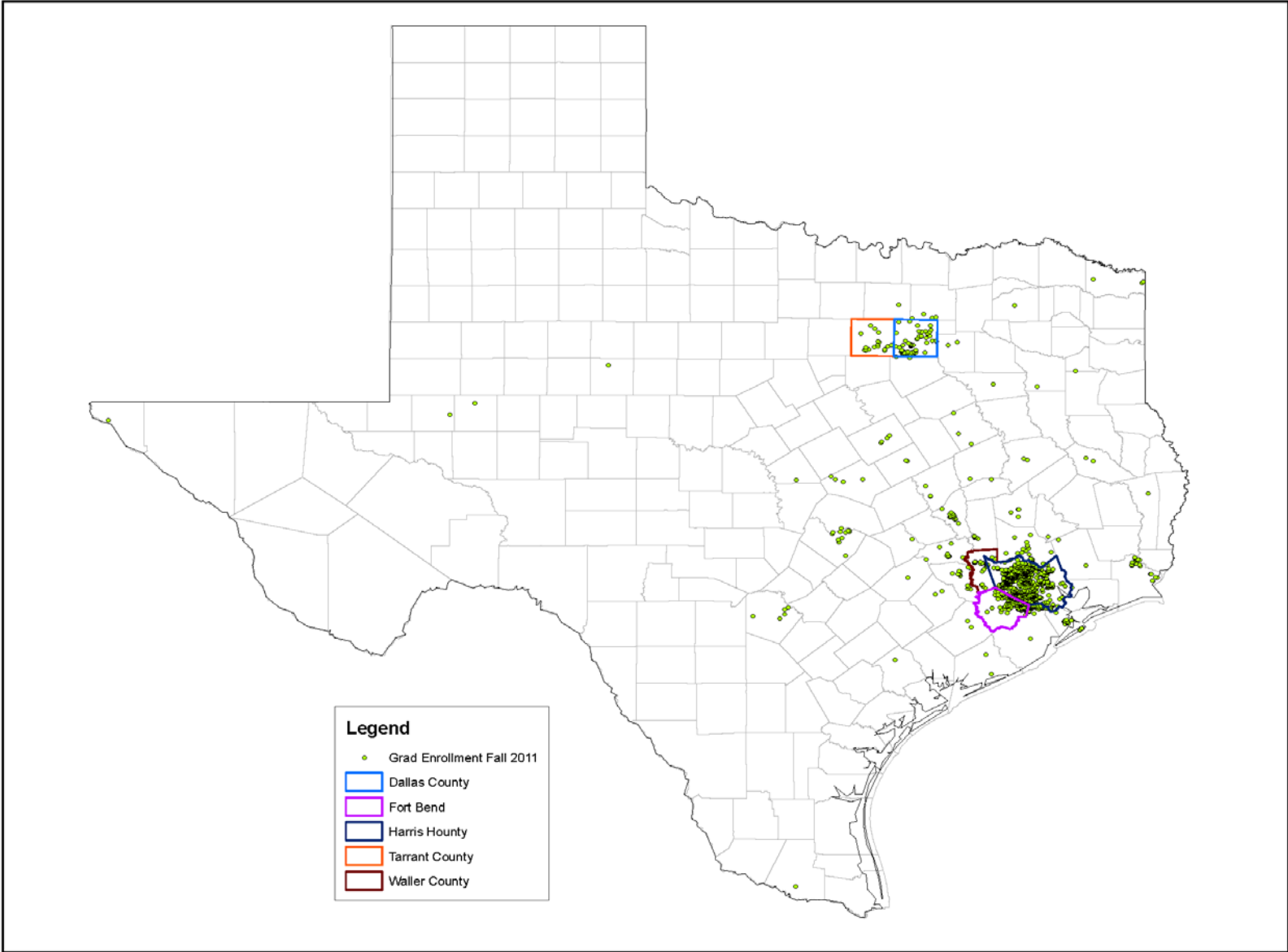
Study Area

Graduate Student Enrollment in Texas, Fall 2008



Study Area

Graduate School Enrollment, Fall 2011



Data Description

- **Student enrollment data from the Office of Institutional Research & Effectiveness (IRE)**
- **U.S. Census Bureau (demographics, housing, educational attainment, income etc.)**



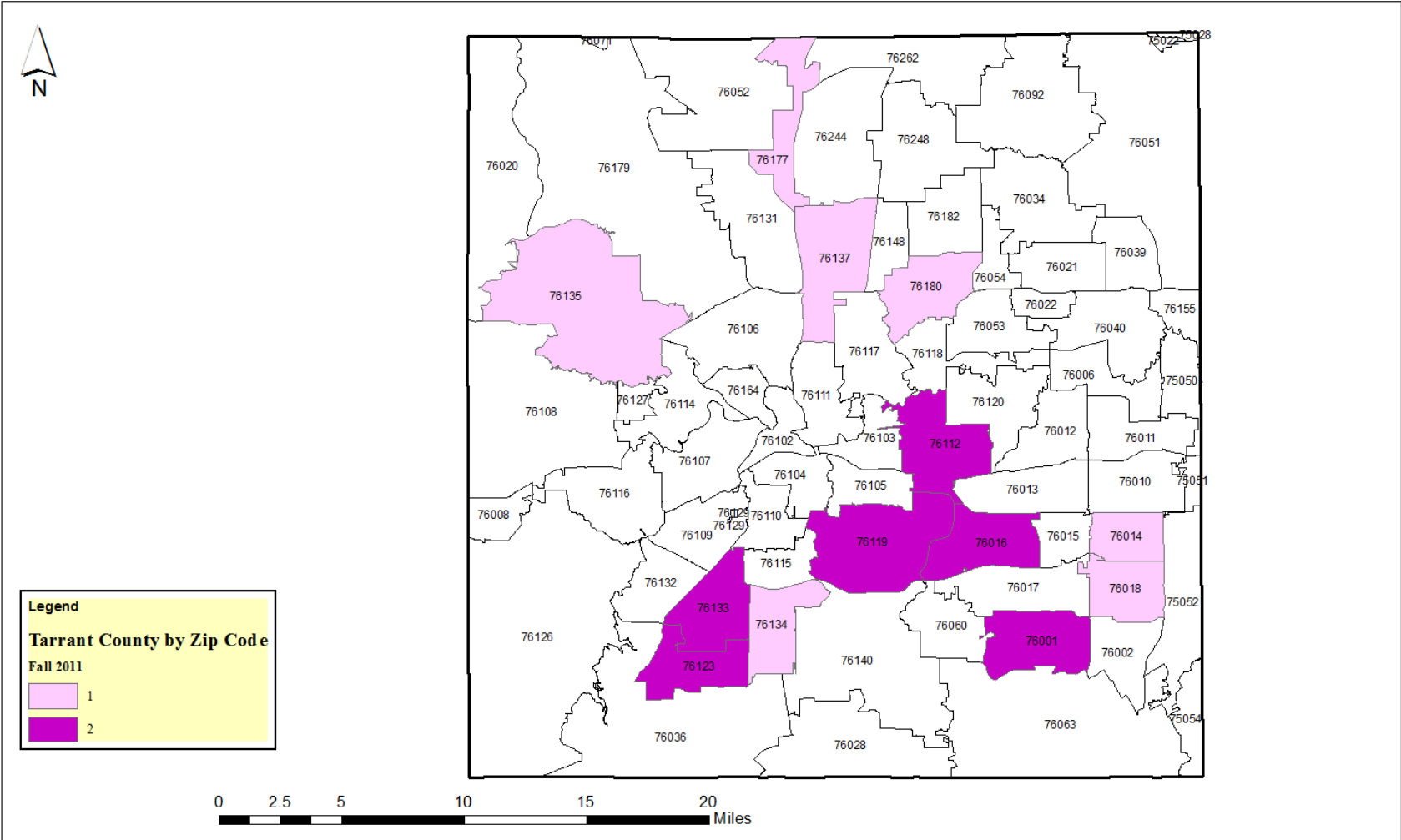
Research Questions

1. **Can GIS be used to support a recruitment plan effort?**
2. **How can GIS be used in a targeted marketing plan?**



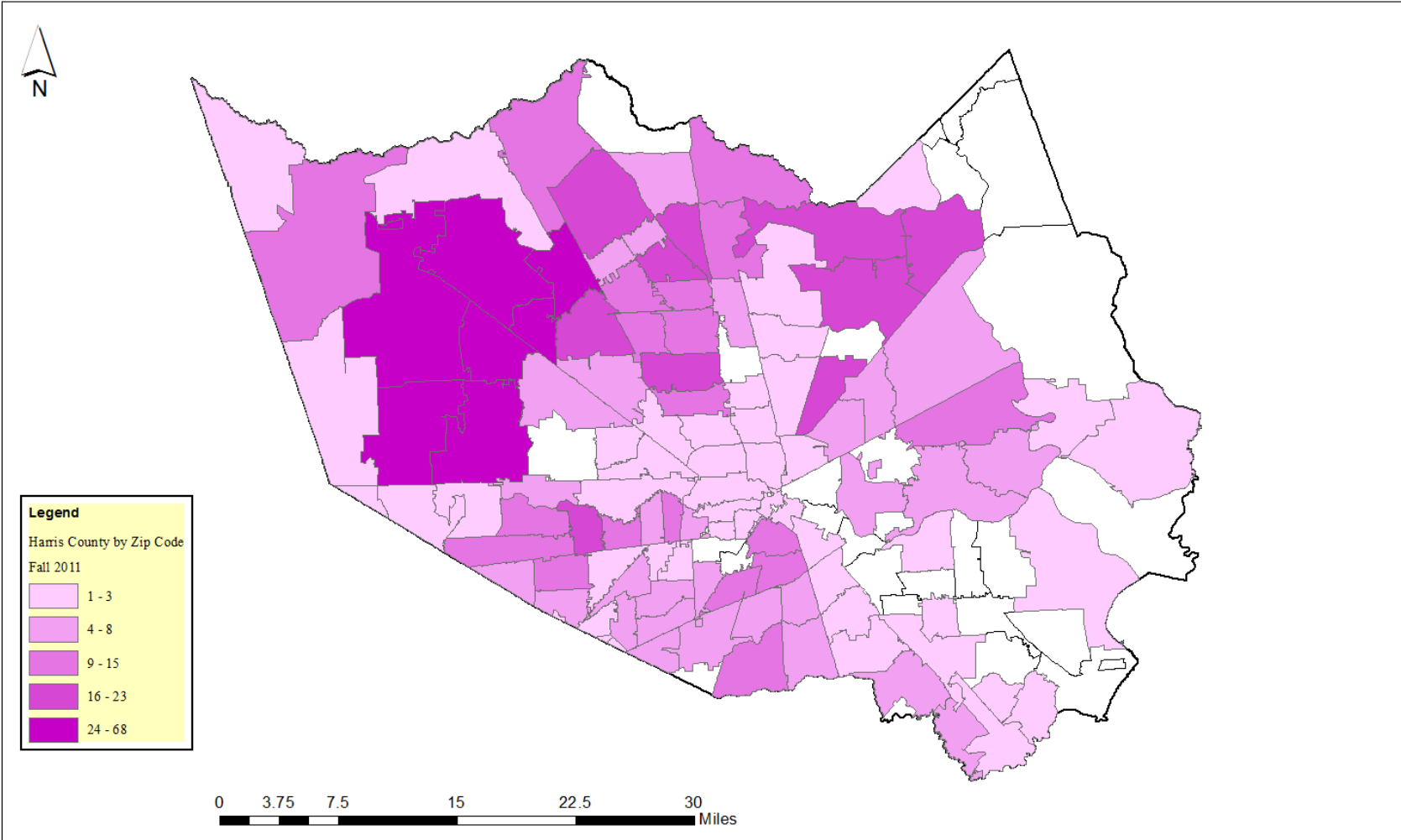
Tarrant County

Enrollment by Zip Code, Fall 2011



Harris County

Enrollment by Zip Code, Fall 2011



Recruitment Plan

- **Maintain a functional and informative web presence by strategically utilizing web technologies**
 - Increase visibility of graduate school using social media
- **Renewed advertising campaigns**
- **Improve alumni relations**



Project Description

Descriptive Statistics

- **Cleaning and preparing IRE datasets in Microsoft Excel**
- **Geocoding IRE datasets**
- **Identifying spatial patterns**
- **Interviews**
 - **Dean of the graduate school**
 - **Associate Dean of the graduate school**



Outcomes

- **Identified strategies to improve recruitment**
- **Determined communities to target in zip codes where PVAMU currently has students**
- **Identified communities in zip codes where PVAMU does not have students**
- **Better understanding of graduate school enrollment**
- **Utilize spatial analysis tools to assist with developing recruiting efforts for main campus and the Northwest Campus**
- **Talk about the components of the recruitment plan that we developed using the GIS analysis**



Recommendations

- **Develop a comprehensive Recruitment Plan**
- **Develop a web application to provide information about enrollment and assist with decision making**
- **Identify areas to market graduate programs based on degrees awarded and the fields in which they were awarded**



Questions?



Contact Information

Noel M. Estwick, Ph.D.

Email: nmestwick@pvamu.edu

Willie F. Trotty, Ph.D.

Email: wftrotty@pvamu.edu

