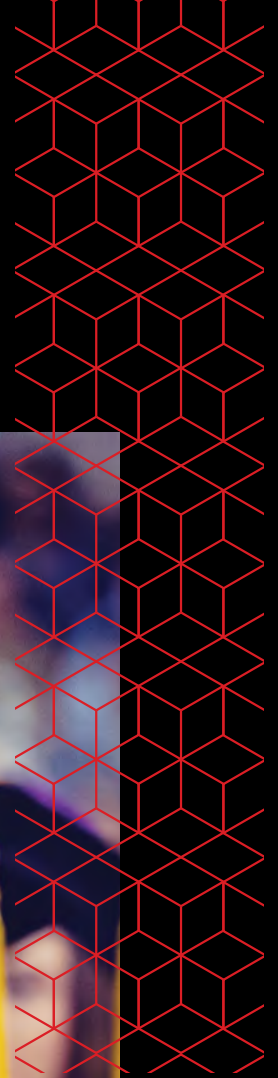




**OFFICE OF
GRADUATE STUDIES**



2021-2022 YEAR-IN-REVIEW

THIS YEAR-IN-REVIEW PUBLICATION HIGHLIGHTS THE ACTIVITIES, EFFORTS, AND SUCCESSES OF THE OFFICE OF GRADUATE STUDIES DURING THE 2021-2022 ACADEMIC YEAR



The 2021-2022 academic year was a challenging yet significant year for our Maverick community. We continued to show immense resiliency in a demanding environment and made dramatic gains in the process of returning to a dynamic life more similar to the pre-pandemic years. As

always, we continue to be extraordinarily proud of the dedicated faculty and staff who support and encourage our 3,000+ talented and hard-working graduate students. The Office of Graduate Studies embraced the opportunity to re-establish an in-person presence on campus, all the while continuing to provide the highest professional services to our entire UNO community both in-person and remotely. I am humbled to be a part of such a committed staff. A review of what has been accomplished this year highlights the grit and ways in which our campus has embraced its commitment to excellence, and we are proud to celebrate each and every one of these accomplishments. We look forward to the coming year and remain focused on our university mission of being student-centered, academically excellent, community engaged, and promoting the highest institutional quality.

Go Mavs,

Juan Casas, Ph.D.
Interim Dean of Graduate Studies and Professor of Psychology

OFFICE OF GRADUATE STUDIES STAFF

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Juan Casas, Ph.D.
Interim Dean of Graduate Studies and Professor of Psychology

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CONTENTS	3	STUDENT CENTEREDNESS	6	COMMUNITY ENGAGEMENT
	5	ACADEMIC EXCELLENCE	7	INSTITUTIONAL QUALITY

GRADUATE STUDENT CENTEREDNESS

GRADUATE STUDENT ENROLLMENT SNAPSHOT

Summer 2021, Fall 2021, and Spring 2022

3,131	712	593	265	975	2,156	389
Total students	New students	Ethnic and racially underrepresented students	International students	Full-time students	Part-time students	Graduate assistants

Fall 2022 enrollment data, released by the UNO Office of Institutional Effectiveness in September 2022, showed notable highs in key success metrics, including a 10.7% increase in international graduate students and a 4.9% increase in minority graduate enrollment.

GRADUATE ENROLLMENT MANAGEMENT SUPPORT

Daily Case* Management	SUMMER 2021	FALL 2021	SPRING 2022	TOTAL
Cases	1,507	2,879	3,560	7,946

*A "case" is created in Salesforce when an individual contacts the Office of Graduate Studies via email, and consists of a digital communication log between the university and the individual making the contact. Cases are assigned to an appropriate staff member and are managed within a day or up to several weeks, dependent upon the subject matter.

Daily Recruitment Admissions Funnel Support	SUMMER 2021	FALL 2021	SPRING 2022	TOTAL
Graduate Inquiries* (Opportunities):	905	3,697	1,393	5,995
Incomplete Graduate Applications	27	95	39	161
Submitted Graduate Applications	578	1,641	727	2,946
Newly Admitted Graduate Students	498	1,129	577	2,204
Newly Enrolled Graduate Students	346	756	417	1,519

*Numbers of inquiries can represent one individual who has indicated interest in more than one graduate program at UNO.





Recruitment Funnel Automated Email Engagement Campaigns

Total Multi-Step Email Engagements Sent	40
New Inquiry Emails Sent	8
Application Started Emails ("Incomplete") Sent	15
Application Completed Emails Sent	9
Newly Admit Emails ("Not enrolled") Sent	8

Total engagements are based on the idea that a prospective graduate student will maintain the same status for the duration of the campaign. Prospective graduate students in the Career Currency program receive an additional four email engagements through the recruitment funnel status.



Refresh of Annual Publications

The team in the Office of Graduate Studies works with MarComm to update all three of the office's annual publications: Graduate Campus Resource Guide, Graduate Viewbook, and Year-In-Review. Each of these will be made available at the start of the fall semester. Please let us know if your team/department would like physical copies delivered for your individual distribution efforts.



NEW ADMIT WELCOME EVENT AND VIRTUAL GRADUATE ORIENTATION MODULES

The Office of Graduate Studies offered newly admitted graduate students a two-part orientation experience: 1) an in-person New Admit Welcome Event, hosted on the Friday before the start of the fall semester; and 2) a virtual graduate student orientation module (via Canvas). The Fall 2021 New Admit Welcome Event was held at the Thompson Alumni Center on the main Dodge Campus featuring Chancellor Li, Interim Dean Casas, and other presenters, with more than 15 campus partner tables, and 120+ graduate student participants. In addition to the virtual orientation module for all newly admitted graduate students, a second module was made available to newly hired graduate assistants.

YEAR-ROUND GRADUATE RECRUITMENT PROGRAMMING

(In-person & virtual) Events

- Fulbright Germany Network Universities Virtual Office Hour (July 2021)
- University of Nebraska at Omaha Student Job Fair (August 2021)
- University of Nebraska-Lincoln University Career Fair Days (Sept. 2021)
- Northwest Missouri State University Career Day (Sept. 2021)
- University of Nebraska at Kearney Career & Internship Fair (Oct. 2021)
- University of Nebraska at Omaha All Majors Career & Internship Fair (Oct. 2021)
- Wayne State College Fall Career Fair (Oct. 2021)
- University of Nebraska-Lincoln Spring Career Fair Days (Feb. 2022)
- Northwest Missouri State University Career Day (Feb. 2022)
- University of Nebraska at Omaha All Majors Career & Internship Fair (Feb. 2022)
- University of Nebraska at Kearney Career & Internship Fair (Mar. 2022)
- MS in US: Virtual Fair, hosted by Yocket (March 2022)
- National Center for Undergraduate Research Virtual Future Fair (April 2022)

ACADEMIC EXCELLENCE

CELEBRATING OUR GRADUATES

Degree Recipients	SUMMER 2021	FALL 2021	SPRING 2022
Doctoral Degrees	10	15	15
Educational Specialist Degrees	9	N/A	N/A
Master's Degrees	200	259	413
Graduate Certificates	20	22	26
Total	239	296	454

COHORT REGISTRATION AND SUPPORT

The Office of Graduate Studies provides support of cohort enrollment and works closely with applicants, departments, and community partners from the time of admission through course enrollment.



\$64,828

in a variety of scholarships awarded by the Office of Graduate Studies

New Graduate Certificate Offerings Launched

- Machine Learning
- French
- Teaching Spanish to Heritage/Bilingual Learners
- Sociology
- Homeland Security Focused Business Analytics



389

Graduate assistantships filled in 2021-22



COMMUNITY ENGAGEMENT

SPONSORSHIPS

Premier Sponsor of the 2022 YP Summit

315,571 *total impressions across all event marketing*

5,232 *Facebook Live video views (Change Maker awardee interviews)*

4.28 *(on a 5.0 scale) participant satisfaction average*

This event attracts students from all sectors and industries from across the Omaha metropolitan area and beyond. It is the largest professional development event for individuals aged 18-40 in the country. Our consistent sponsorship commitment provides visibility over other institutions and engagement with a target demographic. The 2022 YP Summit was held in-person at the Convention Center at the CHI Health Center; and the Office of Graduates Studies presence included two large word search puzzles and prizes – as well as staff representation from the UNO Alumni Association. The UNO participation also included exclusive sponsorship of the Greater Omaha Chamber Change Makers Awards.

NEW MARKETING INITIATIVES FROM THE OFFICE OF GRADUATE STUDIES

• Outbound Calling Campaign

- Pilot initiative intended to support campus-based graduate programs at onset
- Optimizing graduate interest with initial phone contact within 24 hours of inquiry
- Primary call-to-action is a warm transfer to a graduate program chair or staff member

• Graduate Studies Website Refresh

- The current website for the Office of Graduate Studies is undergoing a significant rebuild that will allow for a more positive user experience, including an enhanced menu/navigation structure. The rebuild will also allow for a content and image/graphic refresh to better serve our variety of constituent groups visiting the site for their individual needs.

• Newly Admitted Student Experience Enhancements

- Newly designed multi-page admission folder to improve admission notification and welcome for all domestic graduate students (delivered via postal mail)
- Newly developed section on the Office of Graduate Studies website specifically designed for all newly admitted graduate students

• Live Text launch on the Office of Graduate Studies website

- The Office of Graduate Studies website now features a Live Chat function that appears in the corner of every page. This allows website visitors to interact directly with our office from the website during business hours.

Recruitment: Campus Tours and Group Visits

- South Dakota State University TRIO Group Visit (November 2021)
 - 16 prospective student participants
- Graceland University TRIO Group Visit (November 2021)
 - 13 prospective student participants
- Creighton University Small Group Visit (April 2022)
 - 3 prospective student participants



INSTITUTIONAL QUALITY

CAMPUS PARTNER AND ACADEMIC UNIT SUPPORT

• Provided monetary support of program-specific marketing opportunities

- Visual representation in the 2022 Central States Communication Association Annual Convention Program (School of Communication)
- Full page advertisement in the “Criminologist” (School of Criminology & Criminal Justice)
- Contribution to the 16th Colloquium on Language Teaching (Department of Foreign Languages and Literature)

• Intentional engagement with UNO communicators community

- Established monthly check-in meetings with individual college communicators
- Joined bi-weekly Editorial Team Updates meeting

• April 2022 - Presentations to GPCs with MarComm (Sasha Thurin)

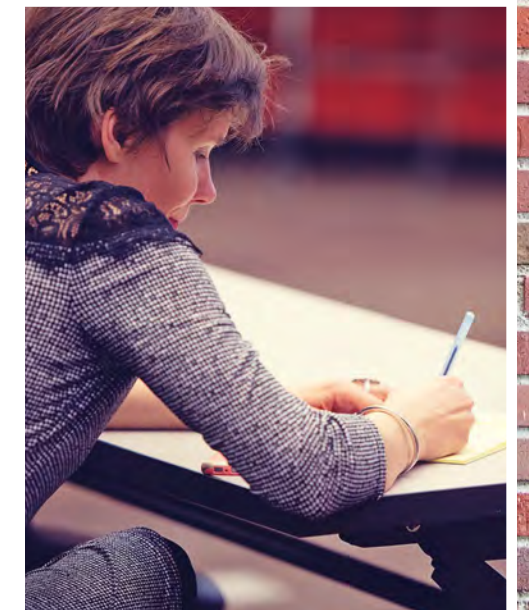
- Janelle Laudick and Sasha Thurin, UNO director of marketing, provided an in-depth review of the latest marketing initiatives supporting graduate recruitment at the April 2022 Graduate Council meeting
- The presentation slides from April 2022, as well as the Zoom recording of the presentation, are available on the Office of Graduate Studies website at:

[[GRADSTUDIES.UNOMAHA.EDU/FACULTY](https://gradstudies.unomaha.edu/faculty)]

• Provided swag bags for a variety of events and initiatives:

- Young Southeast Asian Leaders Initiative (YSEALI)
- Career Currency partnership launch with Metropolitan Community College
- UNO Staff Advisory Council Community Engagement Committee partnership with UNO Center for Afghan Studies for refugee support
- Presentation to UNK undergraduate students interested in the MPA at UNO
- Nebraska Teachers of Psychology in Secondary Schools (NEBTOPSS) Annual Conference

• Provided printed copies of the Graduate Viewbook and Graduate Campus Resource Guides to each department



CAREER CURRENCY PROGRAM UPDATES

The UNO Career Currency program (initially launched in Fall 2020) continues to boost both undergraduate and graduate enrollment at UNO through partnerships providing educational funding for employees of Omaha-based employers. The Career Currency program began with the following partners: Union Pacific, Mutual of Omaha, Omaha Public Power District, BlueCross BlueShield Nebraska, Werner Enterprises, and First National Bank of Omaha. The program expanded in 2021-2022 to include Physicians Mutual and Metropolitan Community College, with other potential partnerships continuing to be explored. This program enhances workforce development and career advancement by providing funding upfront to eligible employees and eliminates the need to seek reimbursement. A diverse group of employees have utilized the

benefit thus far, contributing to a significant increase in overall graduate enrollment. The Office of Graduate Studies serves as part of the program’s new collaborative organizational structure co-led by multiple divisions at UNO. “It’s been exciting to watch this program grow,” said Juan Casas, interim dean for the Office of Graduate Studies. “We are delighted to be able to partner with these notable Omaha based organizations to further the educational attainment and training of their employees. Our Career Currency concierge team members and other partners across campus do an excellent job of working with these students to ensure a positive experience on their educational journey. These collaborations with our Omaha based companies means a labor force with expanding expertise and a more educated workforce for our community.”

KEEP UP WITH OUR GROWING TEAM



Molly Spelts

Molly Spelts joined the UNO Office of Graduate Studies in December 2021 as the team's marketing coordinator. In her new role, Spelts will serve as the team's primary liaison to the UNO Office of University Communications and individual academic unit communication specialists. Her position will support all marketing-related activities for graduate student recruitment initiatives as well as both internal and external events hosted by the Office of Graduate Studies. Spelts earned a bachelor's degree from the University of Nebraska at Omaha.



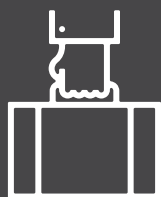
Julie Blaskewicz Boron, Ph.D.

Juan Casas, Ph.D., interim dean of the University of Nebraska at Omaha (UNO) Office of Graduate Studies has appointed Julie Blaskewicz Boron, Ph.D. as associate dean of the Office of Graduate Studies, effective January 2022. As associate dean, Boron will lead the Office of Graduate Studies in leadership and management for all areas of UNO graduate education, focusing especially on student enrollment and retention, students' academic progress and success, students' professional development, and enhancing the student experience from recruitment to graduation. Boron started her career at UNO in 2014 as an assistant professor in the Department of Gerontology. By 2019, Boron was named the Leo Missinne Professor of Gerontology, and as of 2021, a professor of gerontology. Boron earned her masters and doctoral degrees from the Department of Human Development and Family Studies at The Pennsylvania State University. She then completed a NIA postdoctoral fellowship focused on cognitive aging at The Georgia Institute of Technology. Before joining UNO, Boron was an associate professor in the Department of Psychology at Youngstown State University.



Brie Alsbury, M.F.A.

Brie Alsbury joined the UNO Office of Graduate Studies in March 2022 as the newest enrollment specialist. Alsbury's role aids in graduate student enrollment by processing applications, collaborating with college departments, handling student concerns or questions, and supporting the needs of the GPCs (graduate program chairs). Alsbury started her career at UNO in 2007 as a tech support associate with the ITS (Information Technology Services) Help Desk. While at UNO, Alsbury completed her bachelor's degree in studio art. After completing her undergraduate degree, Alsbury attended graduate school in 2014, earning her master's in fine arts from Iowa State University in 2017. Alsbury returned to UNO in 2018, joining the Art and Art History Department as an adjunct instructor, teaching several different courses including ART 1220 Foundations of Digital Design and ART 2300 Web Design. Alsbury will continue teaching in the Art and Art History Department in addition to her full-time role as an enrollment specialist in the Office of Graduate Studies.



STAFF DEVELOPMENT

In support of our team's development and professional growth, members of the Office of Graduate Studies staff continue to participate in a variety of opportunities including, but not limited to: national conferences, professional organization webinars, committee representation, and virtual trainings provided by UNO Human Resources and other industry organizations.

Connect with the University of Nebraska at Omaha Office of Graduate Studies

gradstudies.unomaha.edu gradschool@unomaha.edu [402.554.2341](tel:402.554.2341) [/UNOGraduateStudies](https://www.facebook.com/UNOGraduateStudies) [@UNOGradStudies](https://twitter.com/UNOGradStudies)

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All facts and figures presented in this book are based off of statistics obtained from the 2021-2022 academic year.

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