

Morningside GSBS Admissions

Executive Council

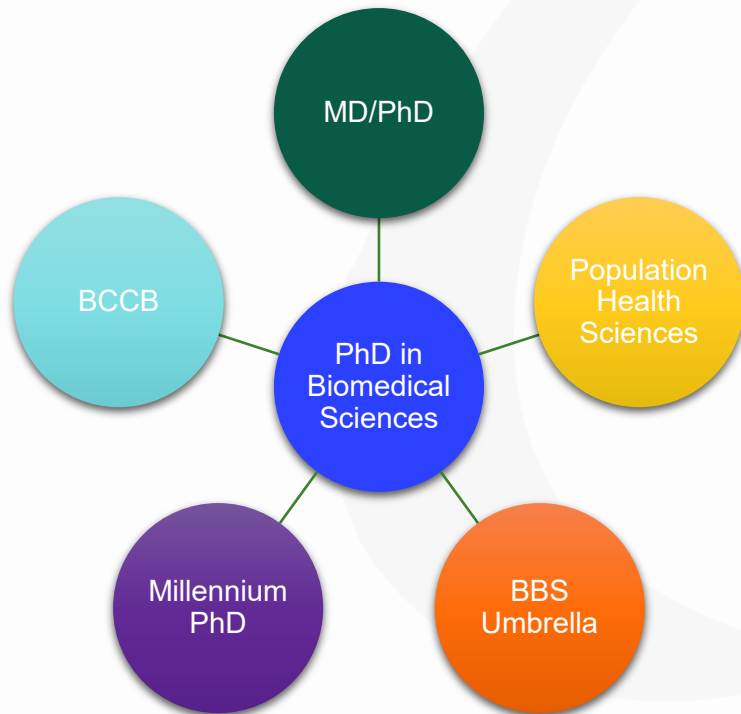


Morningside
Graduate School of
Biomedical Sciences

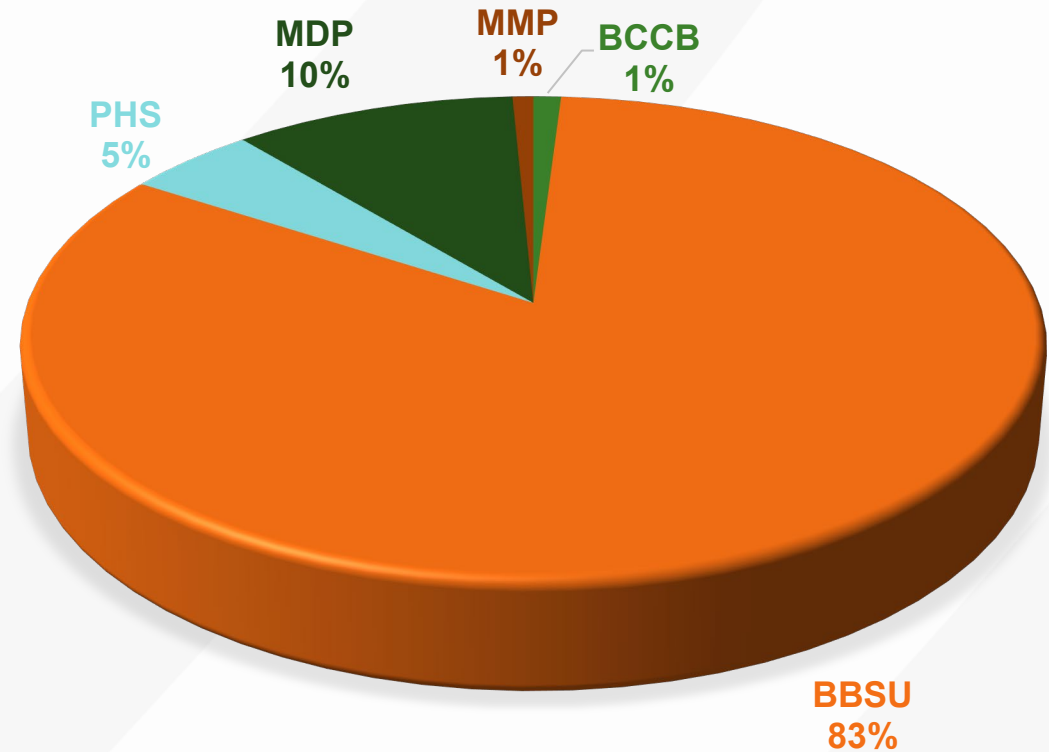
January 16, 2025

PhD Matriculation Pathways and Enrollment

Five established matriculation pathways to the PhD in Biomedical Sciences

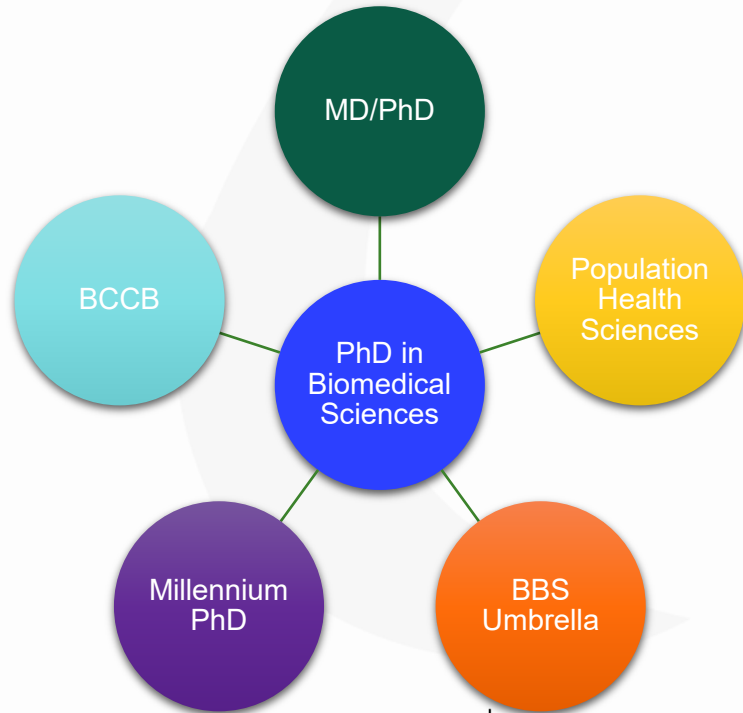


AY 2024-25 PHD ENROLLMENT 433



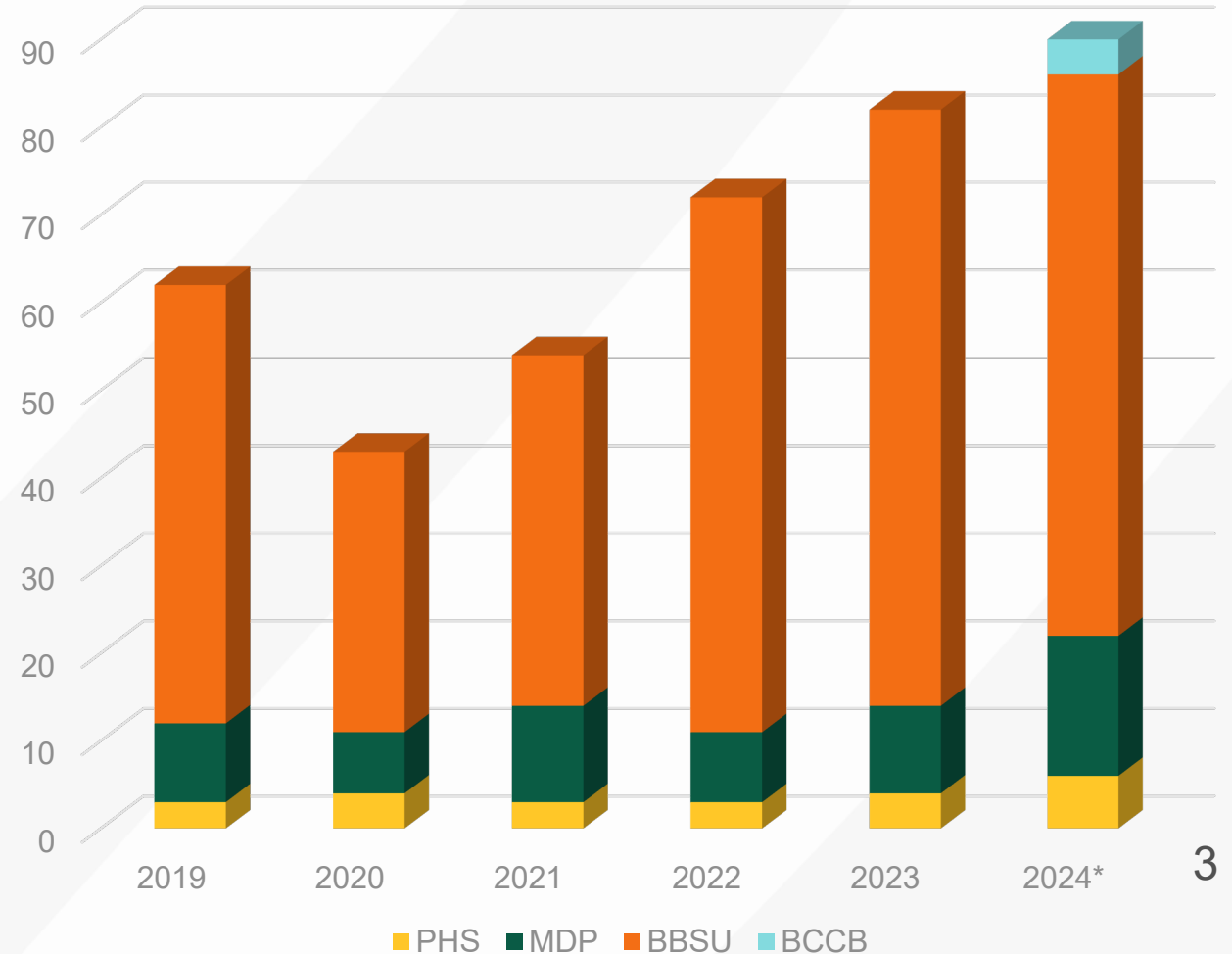
PhD Matriculation Pathways and Enrollment Growth

Five established matriculation pathways to the PhD in Biomedical Sciences



Morningside
Graduate School of
Biomedical Sciences

First time enrollment 2019-2024



Enrollment Management Strategy: Building Capacity in Admissions Process since AY20/21

New Prospect identification investments and strategies

- Data-based ROI tracking
- Relationship building with feeder schools
- Contract-based market research, SM campaigns
- Internal collaborations: Marketing and Communications, Outreach and Recruitment

Staffing to manage Inquiries; new Inquiry-stage events

- Maintain contact with promising prospects
- Campus visits
- Regional events with faculty
- Virtual info sessions, including with faculty

Updates Application CRM for efficient data management, evaluation, communication

- Process efficiency for faculty
- Ease of data collection, reporting, analysis

Structured, documented, consistent, faculty-driven, equity-minded holistic review process

- Identify predictive attributes
- Process improvement
- Steady increase in faculty participation

Campus and virtual yield-driving events, communication campaigns, interest tracking

- Improved ROI on campus visits
- Fewer "April 15 Surprises" = better wait-list utilization

Data collection: identify true competitor schools/programs, strengths and challenges to yield



GSBS Admission Team



Erin L.
Turchetta, MA
Assistant
Dean
Admissions &
Recruitment



Brent
Horowitz, PhD
Postdoc of
Everything
(30% Effort for
Admission)



Open
Associate
Director of
Admission



Open
Slate
Administrator
(33% Effort for
GSBS)

Maintaining capacity for proactive recruitment, faculty-driven, equitable admission, and accurate reporting for process improvement is a Team effort

Acknowledgement: Dr. Ariana Balayan, Asst Dean for Admission 2020-23, revolutionized recruitment and admission by introducing enrollment Management expertise lay the foundation for best practices, faculty engagement, and responsive enrollment

Building Capacity in the Admissions Process since AY20/21

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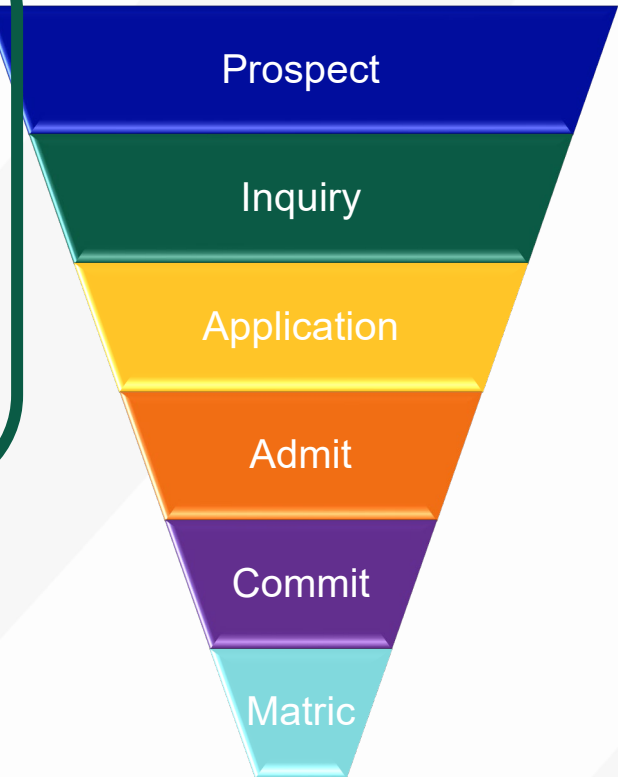
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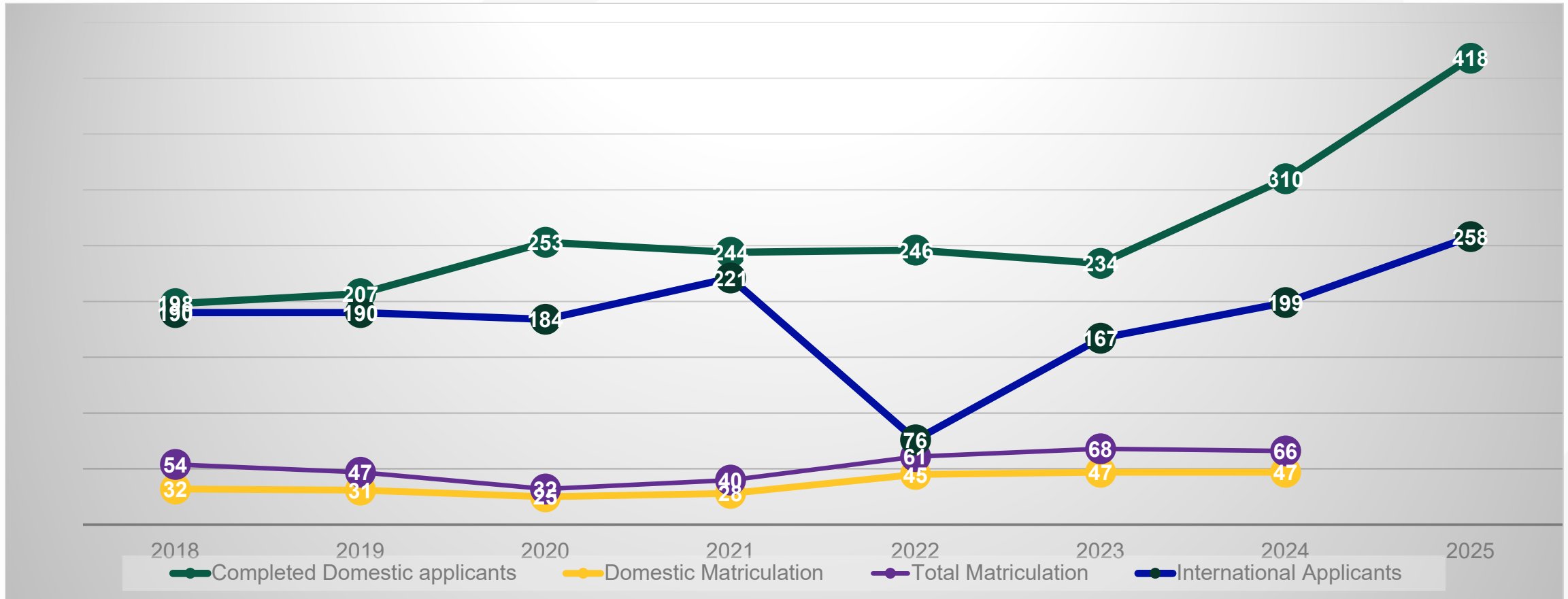
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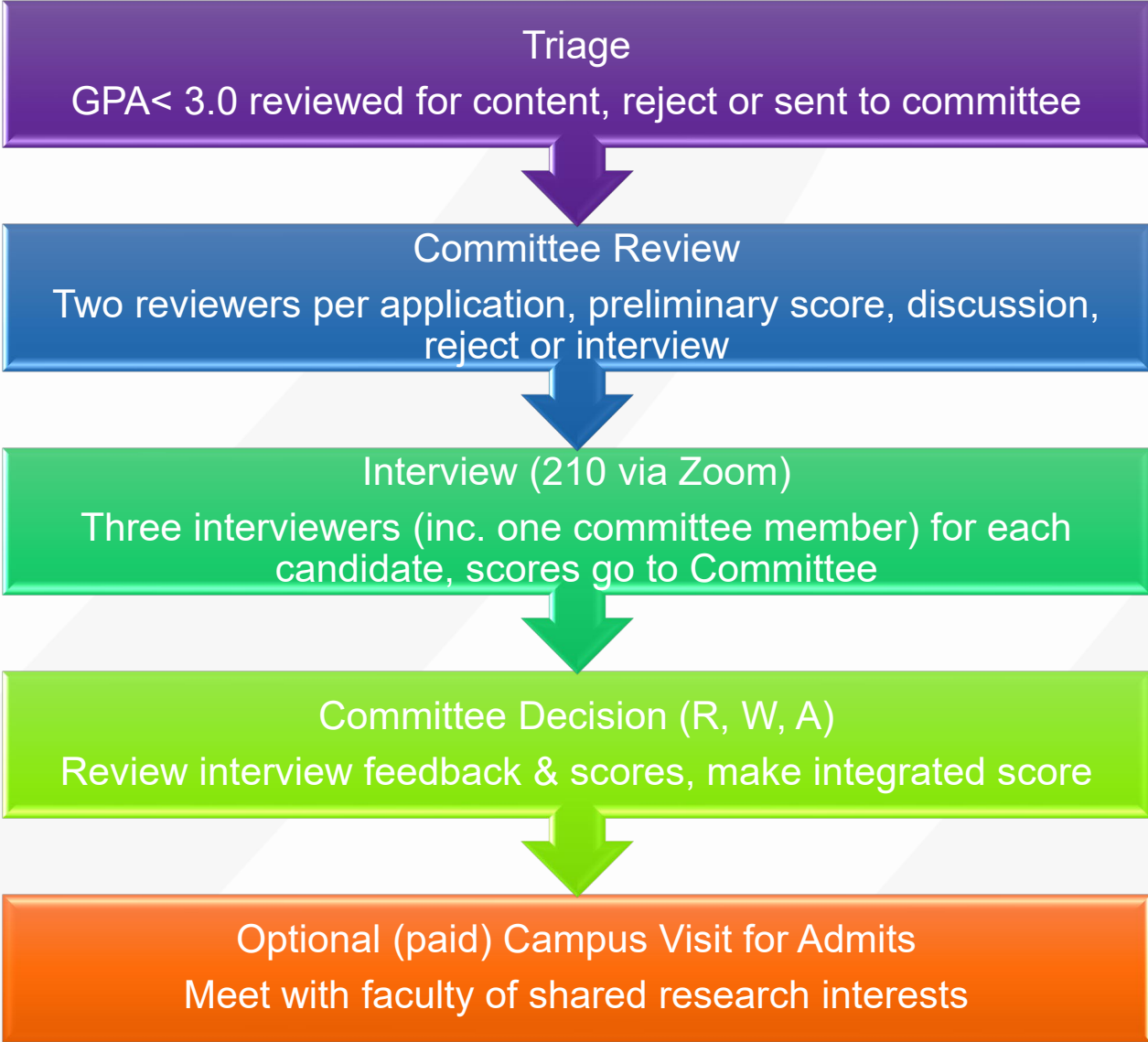
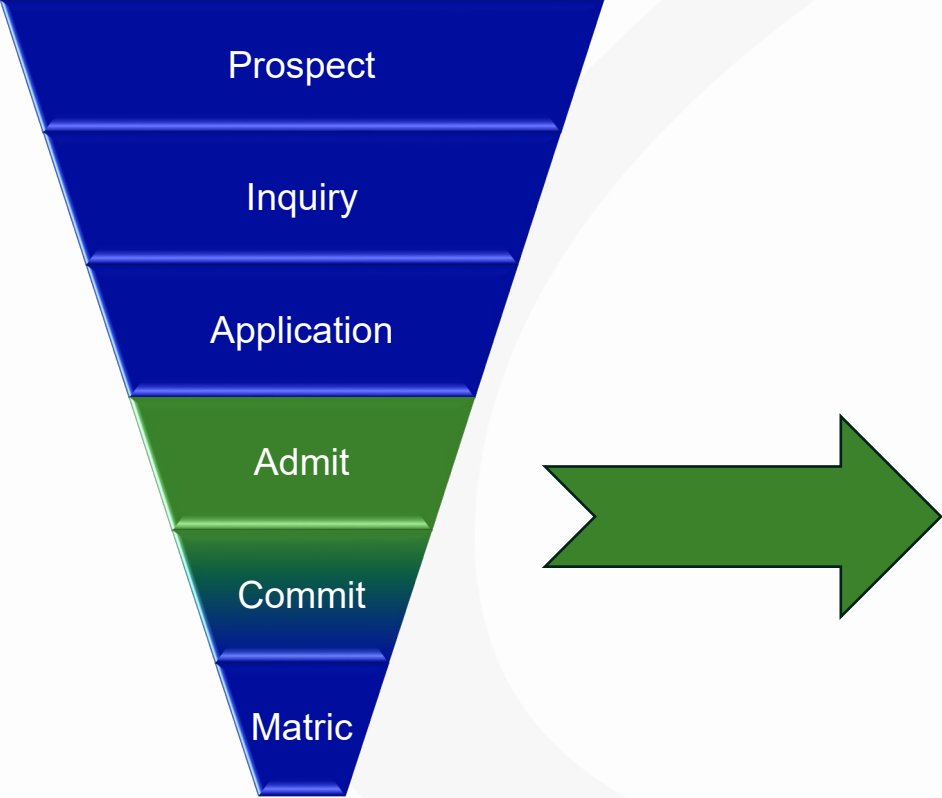
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Mostly steady growth in the Domestic Applicants



Admissions decisions and post-offer recruitment are faculty-driven



Evaluation Criteria

Application File Review

Academic Preparation (transcript, letters)

- Trajectory, overall performance, depth of major study

Research Preparation (statement, letters)

- Depth, curiosity, interest alignment, ability to articulate scientific questions

Research and Scholarly Potential (letters, statement)

- Intellectual capabilities, work ethic, technical skills

English Language Proficiency test if applicable, no GRE

- Historically not a major contributor, predictive value unclear, real barriers to equity exist, peer pressure (2019)

Interview Evaluation

Motivation and Curiosity

- Explain pursuit of PhD; demonstrate aligned interests; Questions about interviewer research and broader UMass Chan environment

Scientific Preparation

- Described research questions in foundational and technical detail; fielded questions about research

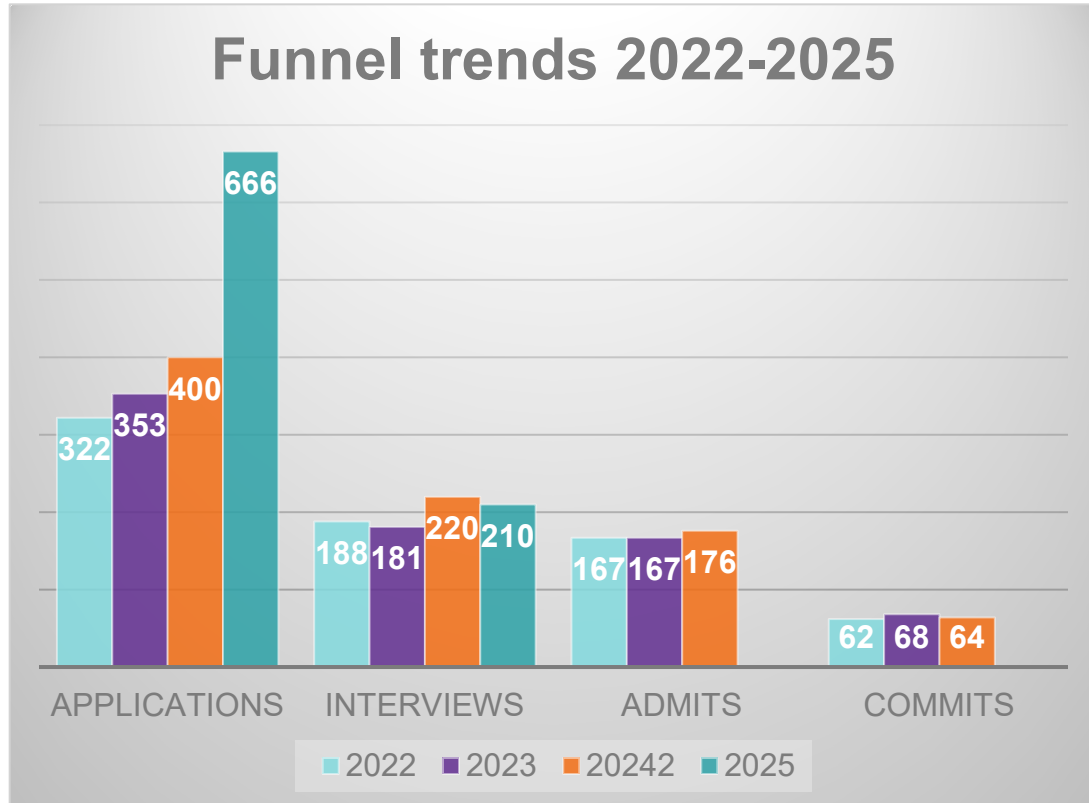
Communication

- Coherent communication about research and areas other than research (interests, experiences)

Other Attributes

- Open to learning
- Self-awareness, leadership potential
- Persistence, adaptability, resilience

More applicants; Greater selectivity; Stable yield



37%

2022

52% interviewed
89% admitted (47%)

41%

2023

51% interviewed
92% admitted (48%)

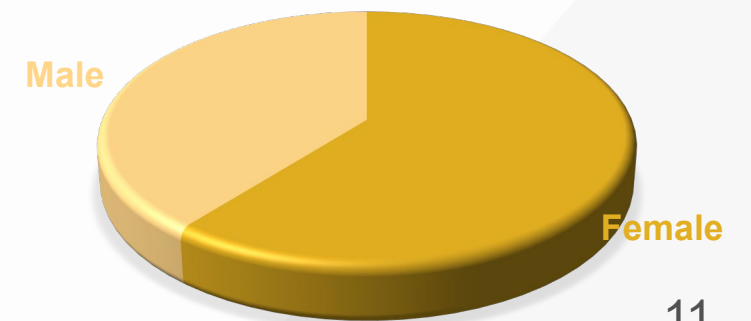
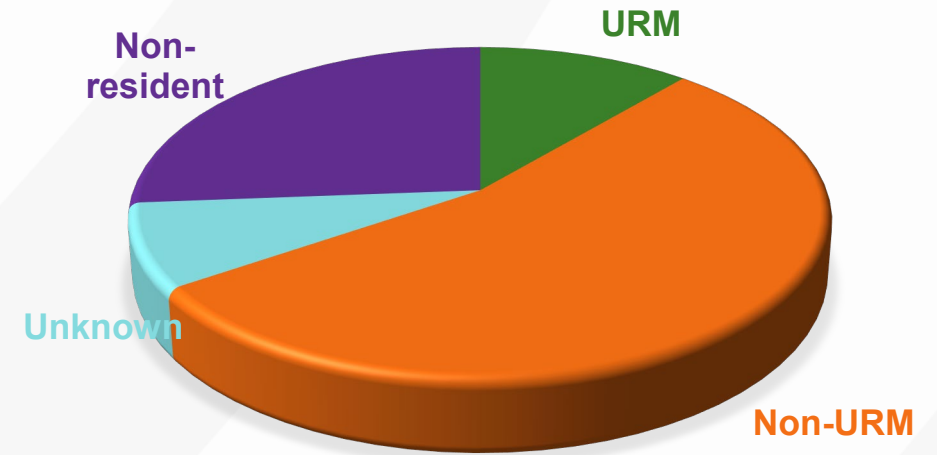
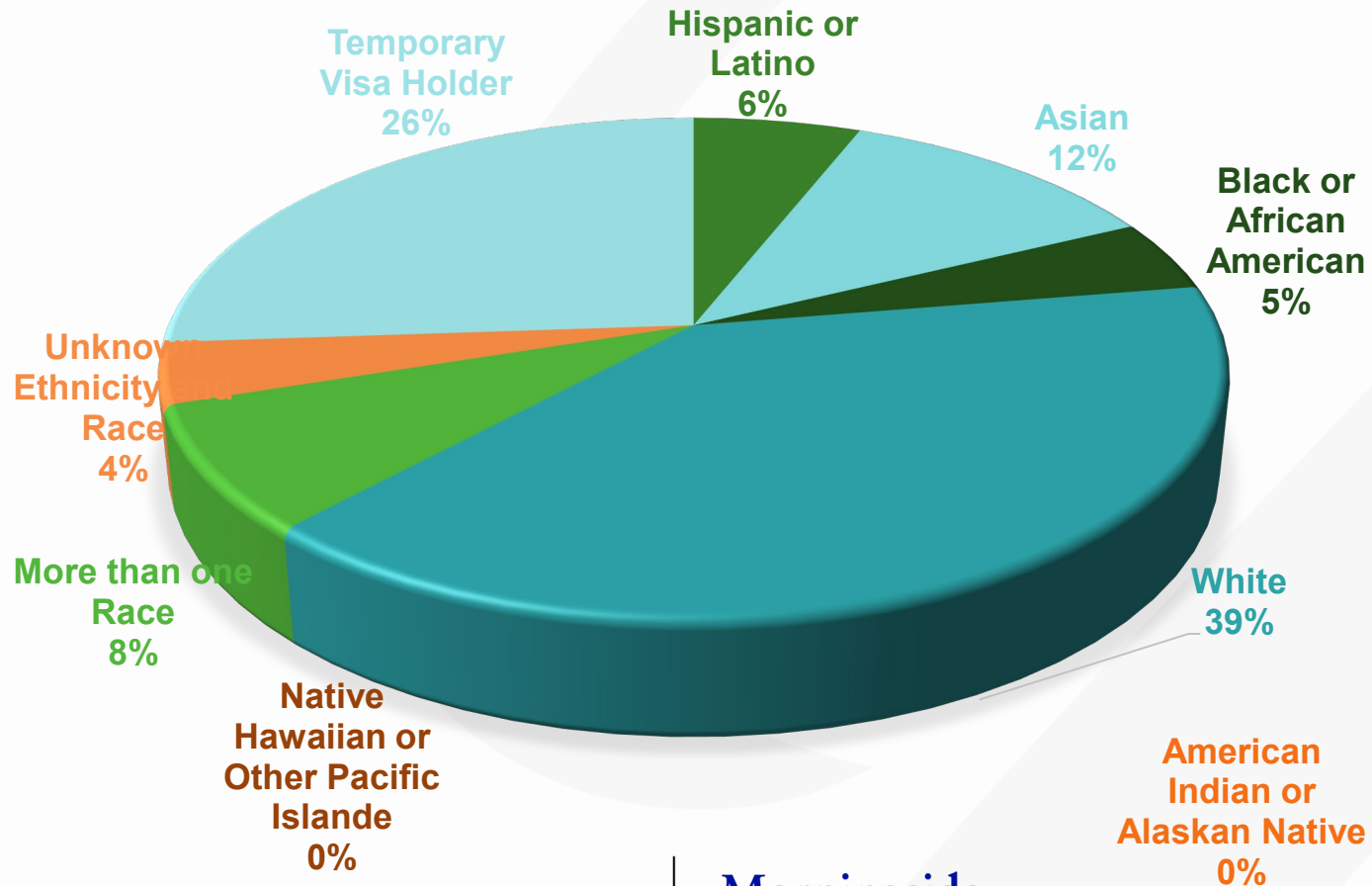
37%

2024

55% interviewed
80% admitted (44%)

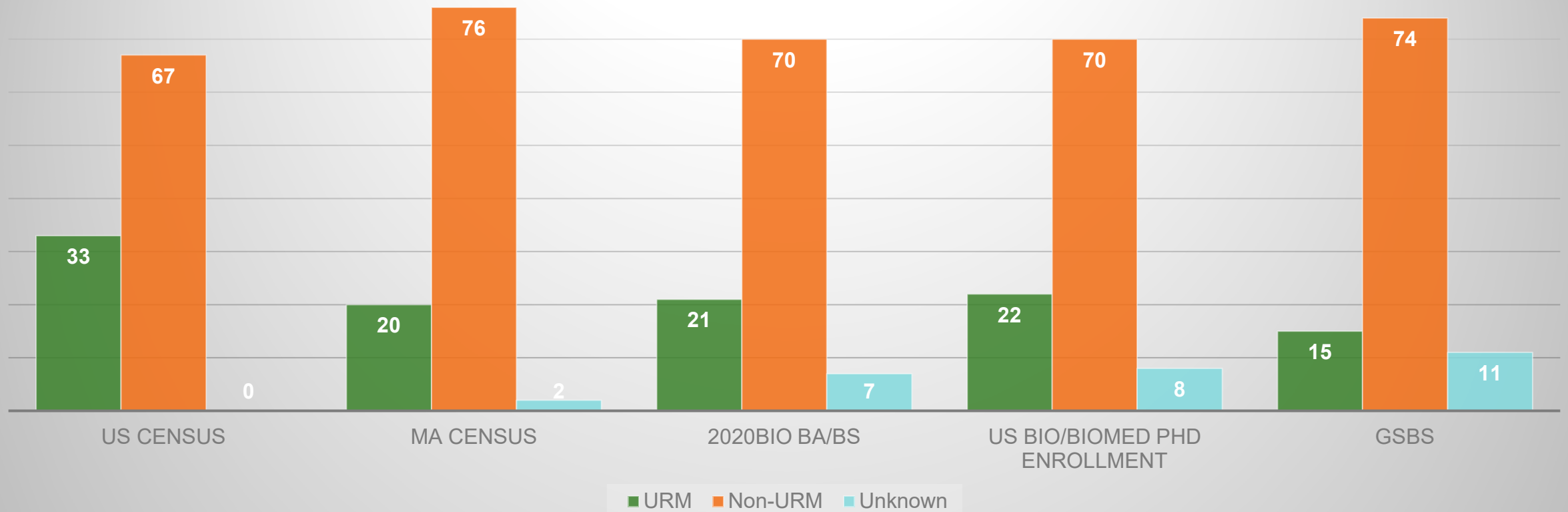
2025: 32% Interviewed;
Anticipating lower yield*,
smaller cohort

Morningside GSBS 2024 Enrollment Demographics



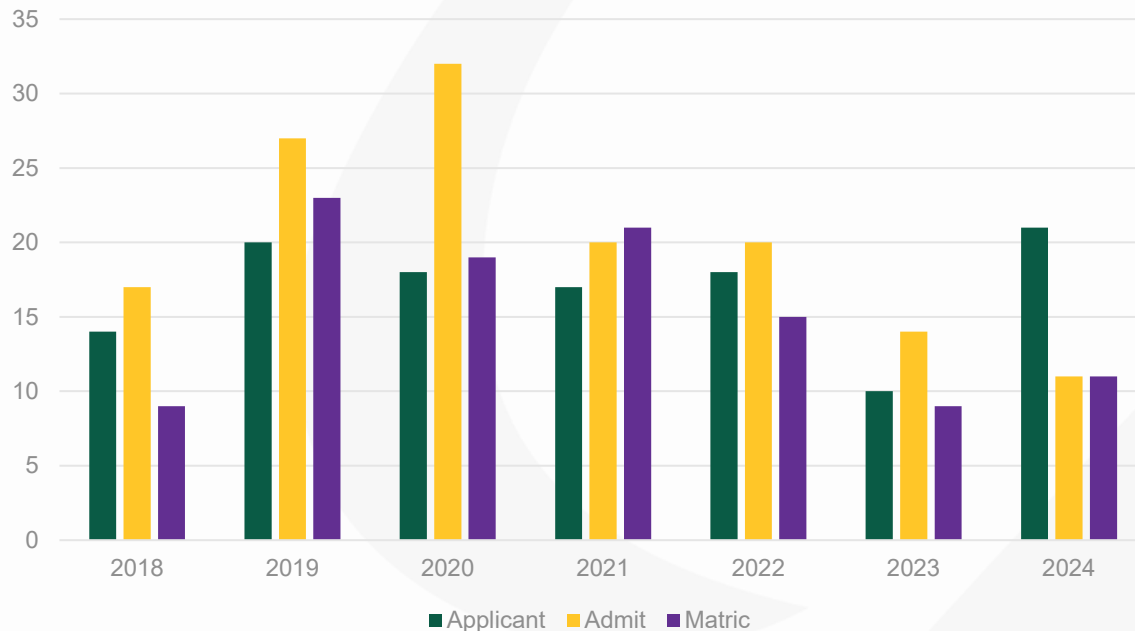
GSBS Diversity is Low Relative to Various Reference Populations

URM/Non-URM In Various Populations



Recruiting a Diverse Student Body Remains Challenging

Umbrella: Percent (total domestic) Applicants from URM backgrounds



Applicant pool lacks diversity

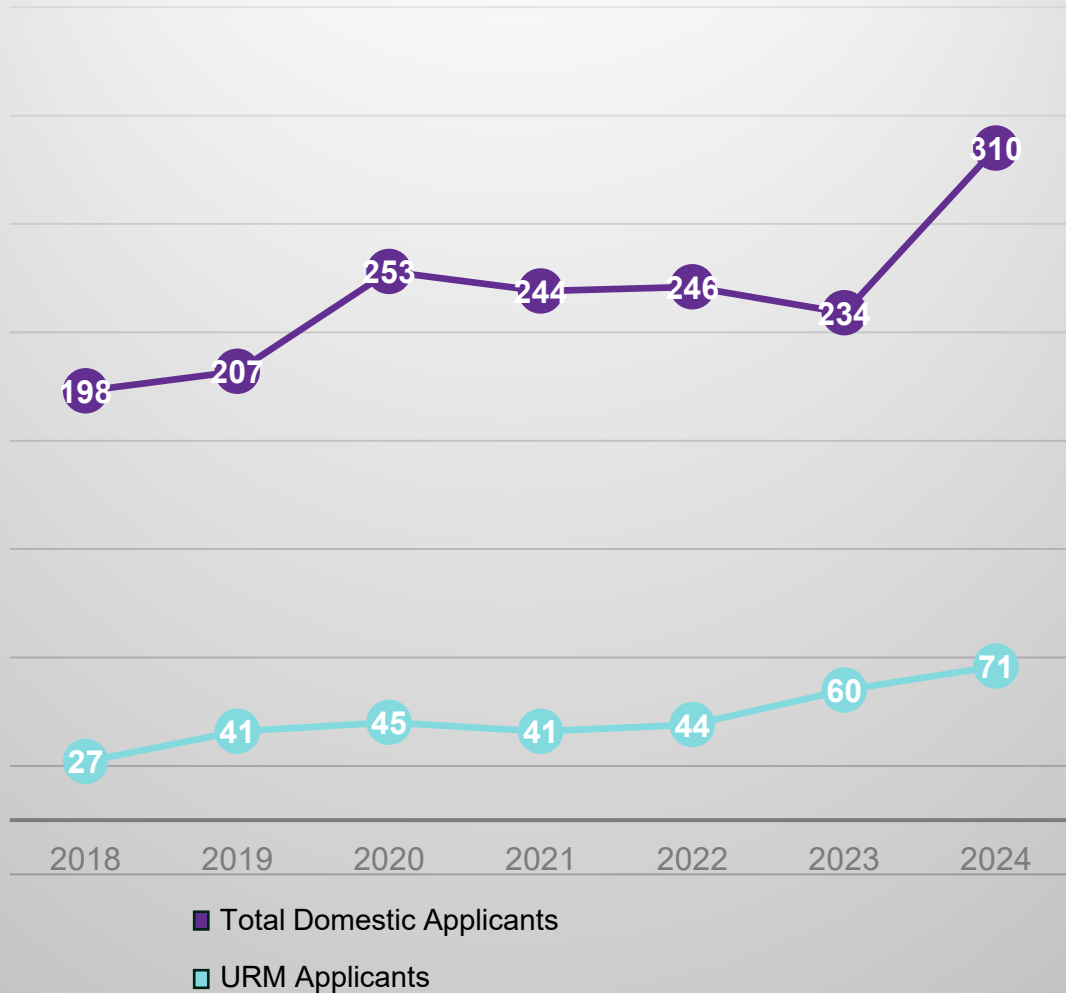
Admit pool reflects or amplifies diversity of applicant pool

Yield on offers is lower for minoritized groups

Assessing full impact of SFFA decisions requires more than one cycle

Increasing numbers of “Did not disclose” complicates analysis

Applicant pool diversity is growing slowly relative to the total domestic applicant pool



Conclusions

Enrollment management strategy supports RESPONSIVE enrollment

- Specialized staff team is essential
- Growth and Contraction should be intentional

Recruitment of a diverse student body faces continued and new challenges

- Focus on enhancing diversity of applicant pool
- Commit to continuous assessment of admissions procedures and practices