

Enrollment in the Time of Coronavirus: Managing Global Crises on Your Campus



Today's Panelists



Algerian Hart, Ph.D.
*Associate Dean of the
Graduate College,
Professor of Kinesiology*



Toby McChesney, Ph.D.
*Sr. Assistant Dean,
Graduate Business Programs*



Erin K. O'Brien
*Assistant Dean, Chief
Enrollment and Marketing
Officer, School of Management*



Moderator



Robert F. Ruiz
Vice President, Strategic Enrollment





Missouri State
UNIVERSITY

- Public university located in Springfield, Missouri
- Founded in 1905
- Total Enrollment:
- Undergraduate: 20,681
- Postgraduate: 3,709
- 150 Majors
- 48 Graduate Programs
- 85 Countries Represented in the Current Student Body



**LEAVEY SCHOOL
OF BUSINESS**
SANTA CLARA UNIVERSITY

- Jesuit University based in Silicon Valley, founded in 1851
- 1600 Undergrads
- 520 Evening MBA, Online MBA and Executive MBA
- 200 MS (Information Systems, Business Analytics, Finance & Analytics, Online Marketing)
- 25% International
- Rankings: Evening MBA 25th (US News & World Report), Executive MBA 11th (US News & World Report), Online MBA 25th (Princeton Review)



- Public Research Institution in the State University of New York System
- Undergraduates in the School of Management: 2,965
- MBAs (Full-time, Professional and Executive): 517
- Master of Science students: 390
- PhDs: 38
- International Students: 16.2% of entire UB student body
- Number of countries of citizenship represented at UB: 101



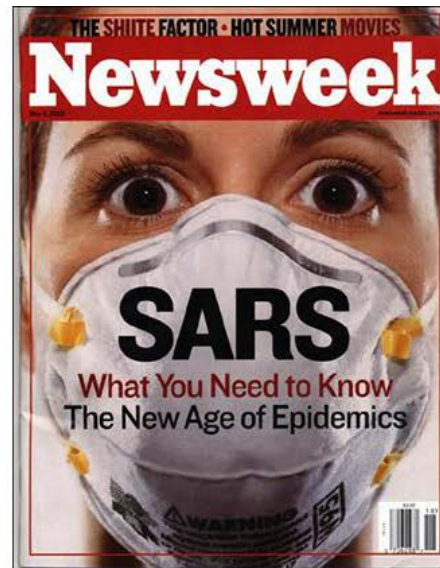
The Impact of Global Crises on Enrollment



●●●● 9/11: 2001



SARS Outbreak: 2003



●●●● The Great Recession: 2008



HOME > EDUCATION

STATE SPENDING ON HIGHER EDUCATION STILL HASN'T RECOVERED FROM THE RECESSION

And progress on that front may be slowing.

DWYER GUNN · OCT 4, 2018

#News

The Great Recession's Lingering Impact

States and the public colleges they fund continue to feel the economic downturn's effects, even after a decade of recovery, according to a new report that gives a sobering look at state funding.

By Rick Seltzer // June 5, 2019

4 COMMENTS

COVID-19: 2020

EDUCATION

California colleges adjust admission policies to account for COVID-19 school closures

5 ways that the coronavirus will change college admissions this fall

April 2, 2020 11:32pm AEDT

CORONAVIRUS | 26,687 views | Mar 17, 2020, 07:17am EDT

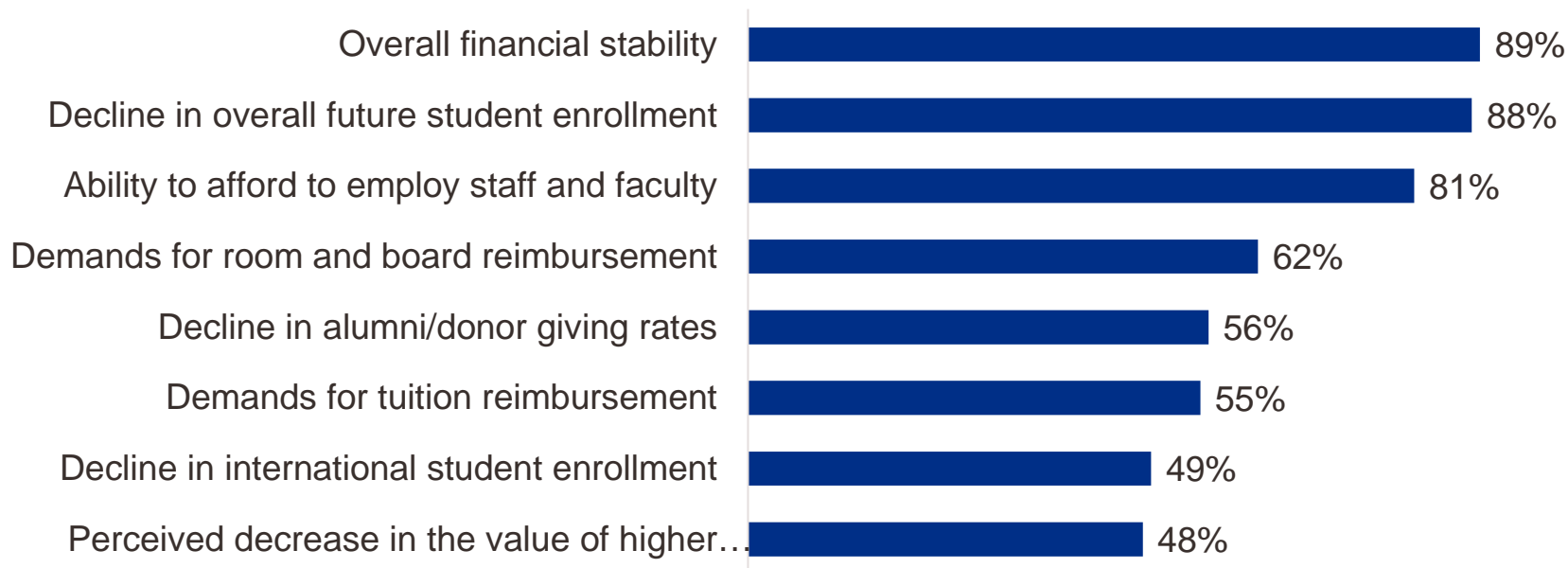
The COVID College Choice: How To Pick A College During A Global Pandemic



COVID-19: Worries About the Future of Enrollment

How would you rate your level of concern with the following potential long-term issues at your institution in regard to COVID-19?

5 Very Concerned + % Somewhat Concerned



Source: [Inside Higher Ed](#)



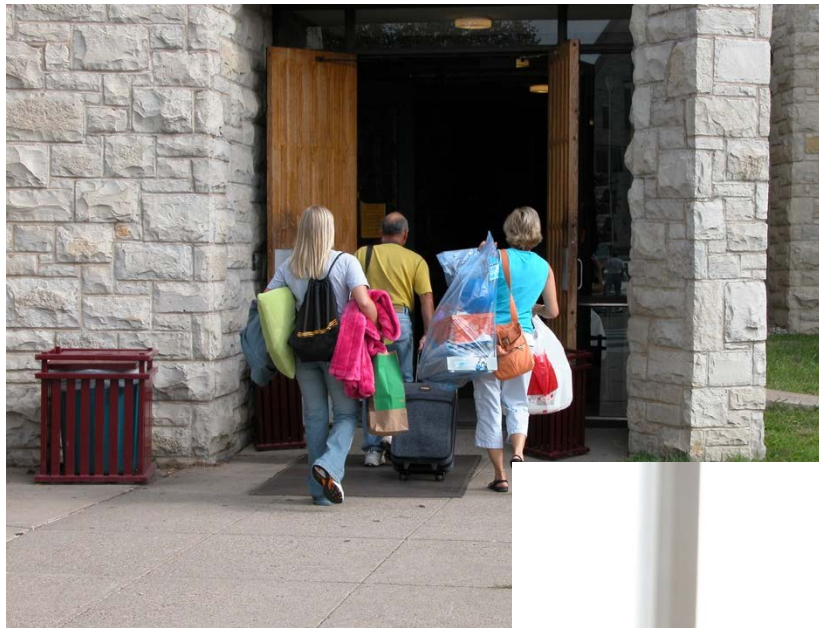
Where Do We Go From Here?



Supporting Current Students



Protecting Yield



Overcoming New Barriers for International Students



Taking Your Admissions Office Online



Reaching Your Next Class of Prospective Students



Maintaining a “Big Picture” Perspective





Q&A



Further Resources

WEBINAR BROUGHT TO YOU BY **BUSINESSCAS**
by LIAISON

CORONAVIRUS AND BEYOND: Managing Global Crises on Your Campus

Wednesday, March 4 at 1:00 p.m. PT / 4:00 p.m. ET



Erin O'Brien, Ph.D.
Chief Enrollment and
Marketing Officer
University at Buffalo



Monica Powell, Ph.D.
Senior Associate Dean
and Graduate Dean
University of Texas, Dallas

BUSINESSCAS
Advisory Board Meeting

Tuesday, April 7 at 10:00 a.m. PT / 1:00 p.m. ET

MODERATED BY



Dr. Toby McChesney
Sr. Assistant Dean,
Graduate Business Programs
Santa Clara University
Chair, BusinessCAS Advisory Board



Dee Steinle
Executive Director,
MBA and MSB Programs
University of Kansas
Vice Chair, BusinessCAS Advisory Board

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MY ROLE SOLUTIONS SERVICES EXPERIENCE RESOURCES BLOG DEMO REQUEST

Coronavirus (COVID-19) Resources for Admissions Offices

BROUGHT TO YOU BY LIAISON

Our thoughts are with those affected by the virus in the U.S. and around the globe. At Liaison, the well-being and safety of our teams, clients and communities are our top priority. As we closely monitor the evolving impact, we are implementing ongoing measures to ensure the health and safety of our staff, while also maintaining the highest level of service to our clients. Please find below a list of resources that you may find helpful as you navigate this uncertain time.

RESOURCES FOR LIAISON'S CLIENTS

A Message to Our Clients During the Coronavirus (COVID-19) Outbreak

George Haddad, founder and CEO of Liaison, shares our company's commitment to our teams, clients and communities during the outbreak.

[Read more](#)

COVID-19 Application Updates for Students

[Read more](#)

COVID-19 Application Updates for Associations

[Read more](#)

COVID-19 Application Updates for Schools

[Read more](#)

ARTICLES

As the Coronavirus crisis intensified from January to the present, the deep implications for higher education began with China's cancellation of U.S. graduate school entry exams and expanded to today's full closures of American college campuses. Throughout the course of this unfolding and all-encompassing situation, Liaison's subject matter experts have published op-eds providing their analysis, inside perspective and actionable recommendations for academic institutions during these uncertain times.

FREE WEBINAR:
**Enrollment in the Time
of Coronavirus:
Managing Global
Crises on Your Campus**

April 16 at
11:00 a.m. PT / 2:00 p.m. ET

[REGISTER NOW >](#)

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Webinar this Thursday: Enrollment in the Time of Coronavirus: Managing Global Crises on Your Campus...
<https://t.co/loWVfDc6i>

Expand

Liaison International
@LiaisonEDU

How are campus closures exposing inequality among students? We follow this and other #Admissions stories in the lat...
<https://t.co/1qjSWwGpm>

Expand

Liaison International
@LiaisonEDU

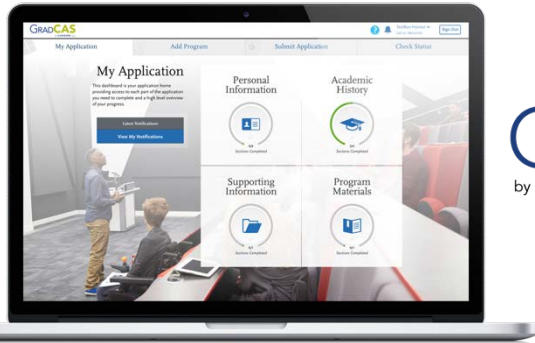
Suzanne Sharp discusses the importance of uninterrupted

<https://www.liaisonedu.com/coronavirus/>

UPCOMING WEBINARS:

Yield, Retention and Budget: The New “Normal” for Graduate Schools

April 23 at 11:00 a.m. PT / 2:00 p.m. ET



GRADCAS
by LIAISON  endorsed by common app 

The New May 1st: Yield and Retention in 2020

April 30 at 11:00 a.m. PT / 2:00 p.m. ET



ENROLLMENT
MARKETING
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CAS Support



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services and verification



Coursework entry



Applicant support



Document storage



Test score and foreign
credential evaluation

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Thank You



Algerian Hart, Ph.D.
Missouri State University
AHart@MissouriState.edu

Toby McChesney, Ph.D.
Leavey School of Business
tmcchesney@scu.edu

Erin K. O'Brien
University at Buffalo
ekobrien@buffalo.edu

Robert F. Ruiz
Liaison International
r Ruiz@liaisonedu.com