I. Actions Concerning Standing Charges

a. During the 2012-13 academic year the Committee conducted its ongoing charge of reviewing applications and making recommendations concerning admissions.

b. We reviewed scholarship applications and chose recipients for the SLIS scholarships.

c. We revised the Admissions and Scholarships Committee handbook which had not been revised in a number of years. This revision included:

   i. Removing reference to the MSKM
   ii. Removing potentially legally inappropriate language concerning diversity of admissions
   iii. Some changes in the involvement of the student committee member to be in line with SLIS policy
   iv. Changing the wording of the admissions procedure to reflect actual practice (the Committee only reviews applications that do not meet full admissions standards)
   v. Changing the name in reference to the Committee (as the Committee changed names 2 years ago)
   vi. Replacing the policies and procedures with the updated policies and procedures documents used by the School
   vii. The handbook was also revised for readability.

d. The standing charges of the Committee come directly from the Handbook and changes in the handbooks should result in wording changes to the committee charges starting in the 2013-14 academic year. Some of the charges attribute to the Committee work that is actually done by SLIS staff, predominately Jenifer. The Committee recommends that this wording be changed in the handbook and in the standing charges to reflect actual practice.

   i. From: “The Admissions and Scholarships Committee shall annually examine endowed financial award accounts; determine, based on the criteria established for each account, the numbers and amounts of aid to be made for the following year; and make recommendations regarding transfers between the principal and expendable accounts for endowed accounts.” To:

      1. The SLIS staff members shall annually examine endowed financial award accounts; determine, based on the criteria established for
each account, the numbers and amounts of aid to be made for the following year; and make recommendations regarding transfers between the principal and expendable accounts for endowed accounts, and make this information available to the Admissions and Scholarship Committee.

ii. From: “The Admissions and Scholarships Committee shall annually review and update the announcement and application for scholarships, review applications, identify scholarship recipients, and oversee the notification and confirmation processes for aid. “ To:

1. The Admissions and Scholarships Committee, with the assistance of SLIS staff members, shall annually review and update the announcement and application for scholarships, review applications, identify scholarship recipients, and oversee the notification and confirmation processes for aid.

e. Attached is a brief report of Admissions activity.

II. Charges for 2012-13 Academic Year

a. Review the assessment, understanding, and use/usefulness of the new GRE scoring system. We met and discussed this. The important thing to remember is that the meaning of the score shifts with each GRE session so it is important to look at the percentiles and not the absolute score. Ms. Ryan is going to have new fields added to the SLIS databases and to the scholarship and GA application forms for the GRE percentile to accommodate these changes.

b. Discuss OU’s Graduate College policy change in how applicants’ G.P.A. scores are calculated. We met and discussed this. Currently the SLIS policy is at odds with the new College policy and this can cause disagreement between SLIS and the College, and cause more work for SLIS staff. The Committee recommends that next year’s committee take under consideration and make a decision about whether to change SLIS policy to reflect College policy concerning G.P.A. calculations for admissions.

c. Charges 2 and 3 concern recruitment of new students. In response to this charge the Committee reviewed three studies on how to market graduate education. These reports will be forwarded to the SLIS director for consideration. A common theme to the studies was that programs’ websites are their most important recruiting tool. The committee looked at the SLIS website and passed on some of the suggestions for making the website an excellent recruiting tool. However, the committee recommends that those in charge of updating the website review the studies’ suggestions and review the website for potentially useful updates. Here are links to the research reports:
i. 2012 Marketing and Student Recruitment Practices Report for Master’s-Level Graduate Programs (lengthy report divided by type of institution)
https://www.noellevitz.com/papers-research-higher-education/2012/2012-marketing-student-recruitment-practices-master-level

ii. The Dos and Don’ts of Marketing to Graduate Students (short, survey-based suggestions from Gradschools.com)
http://www.universitybusiness.com/article/dos-and-donts-marketing-graduate-students

iii. This one has the least broad base of gathered information, it is a 20 minute video powerpoint by the dean of a Pennsylvania university’s graduate college reporting what has worked for their university. Probably the most useful information is their experience of what doesn’t work for recruiting grad students (TV, radio, print ads in newspapers and professional journals) and what does work (paying to show up in Google searches, paying to show up in Gradschool.com searches, having an excellent departmental website that is designed to recruit), alumni are one of your best recruiting tools. “Methods of attracting prospects: feeder schools, gradshools.com, your alumni, your website, your professional society, advertisements, google. Use professional marketing people. Ask current students what recruited them and feature that on your website. Ask them to critique your website. Keep websites current and up to date. Change wording to focus on prospective student.” Here is his lecture:
http://www.iup.edu/page.aspx?id=124940

d. Charge 4 concerns methods to retain students. Attached is a brief analysis of the inactive student database that contains information from 2006-2011 on why students do not complete the program.

III. Recommendations for the 2013-14 Committee

a. The Committee recommends that next year’s committee take under consideration and make a decision about whether to change SLIS policy to reflect College policy concerning G.P.A. calculations for admissions.

b. In response to the Faculty discussion about student writing problems, the Committee recommends that next year’s Committee have a discussion on whether to 1) Consider the admission essay more heavily for potential conditional admits, 2) Ask applicants for an additional professional writing sample, 3) Compare comprehensive exam failures to the admissions writing sample to determine if people who fail the exam were poor writers before they started the program.

c. The Inactive Students database has 36 students who became inactive because they were failing. This Committee recommends that next year’s Committee look at
those students’ admissions information to see if there were warning signs to indicate that those students might not be able to succeed in the program.

### IV. Admissions Figures

<table>
<thead>
<tr>
<th></th>
<th>Applicants</th>
<th>Full Admits (% of Admitted)</th>
<th>Conditional Admits (% of Admitted)</th>
<th>Deny (%)</th>
<th>Matriculated (% of Admitted)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>90</td>
<td>70 (80%)</td>
<td>17 (19%)</td>
<td>3 (3%)</td>
<td>64 (74%)</td>
</tr>
<tr>
<td>2012</td>
<td>92</td>
<td>61 (68%)</td>
<td>29 (32%)</td>
<td>2 (2%)</td>
<td>72 (80%)</td>
</tr>
<tr>
<td>2013 (to date)</td>
<td>39</td>
<td>33 (89%)</td>
<td>4 (11%)</td>
<td>2 (5%)</td>
<td>21 (57%)</td>
</tr>
</tbody>
</table>