



# Behind the Scenes: The Role of the Office of the Dean of Graduate Studies (DGS) in Enhancing Graduate Enrollment Management (GEM)

Presented by: Shaimaa N. Hassanein



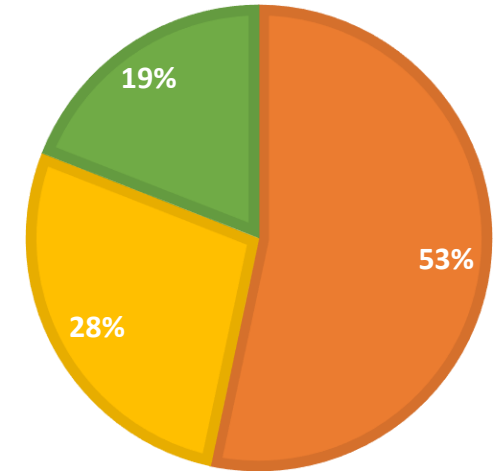
THE AMERICAN  
UNIVERSITY IN CAIRO  
الجامعة الأمريكية بالقاهرة

<https://www.youtube.com/watch?v=Sx2DSEEOxZ8&t=31s>

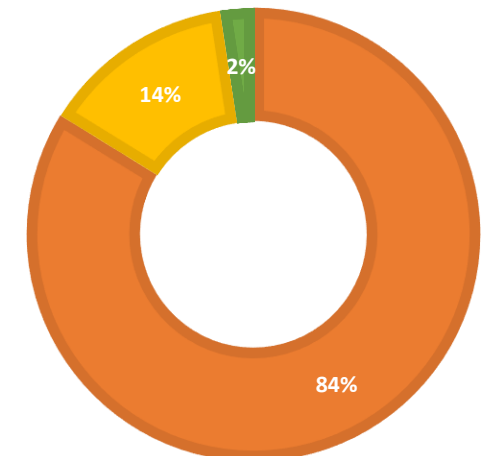
# The American University in Cairo (AUC)

FACULTY DISTRIBUTION

■ Egyptian ■ US ■ Other Nationalities



■ Undergraduate ■ Graduate ■ Non-Degree



Middle States Commission on Higher Education (MSCHE)

National Authority for Quality Assurance and Accreditation

Egyptian Supreme Council



1:10  
Faculty to Student



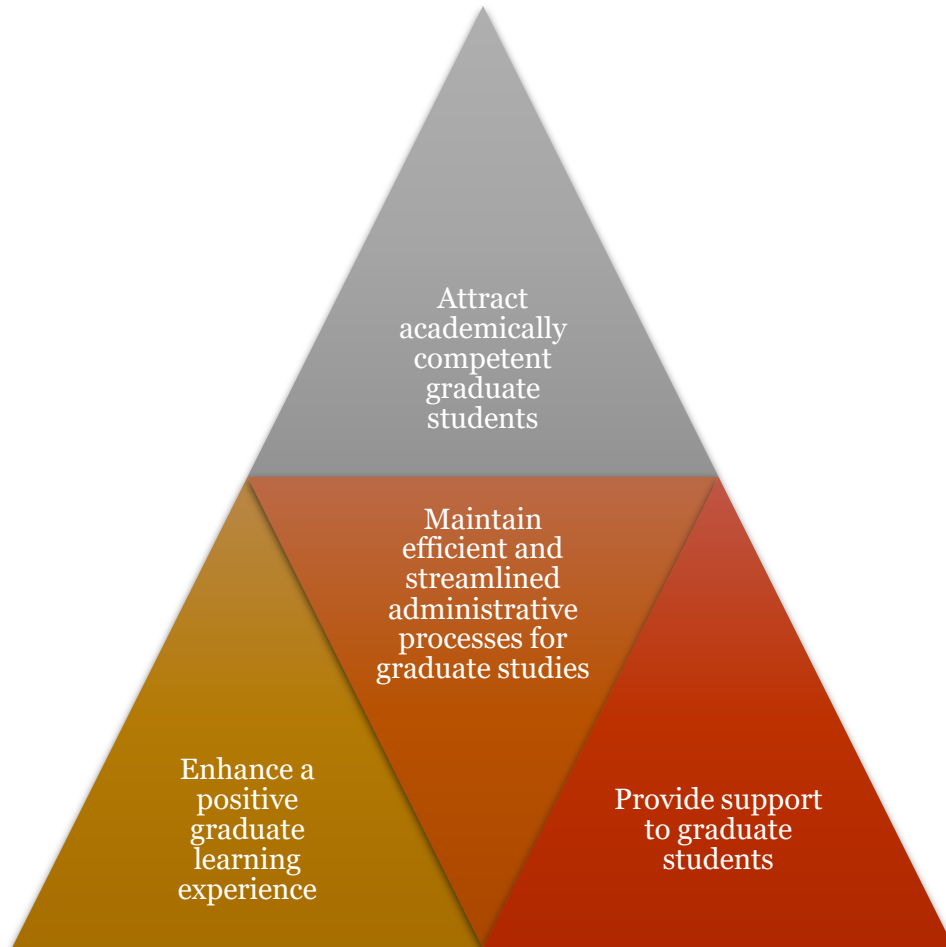
# AUC Strategic Pillars



## 5 STRATEGIC PILLARS

- 01 QUALITY OF EDUCATION
- 02 INTERNATIONALIZATION
- 03 AUC EXPERIENCE
- 04 INSTITUTIONAL EFFECTIVENESS
- 05 INNOVATION

# DGS Strategic Goals



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Goal Objectives

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Strategies

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KPI

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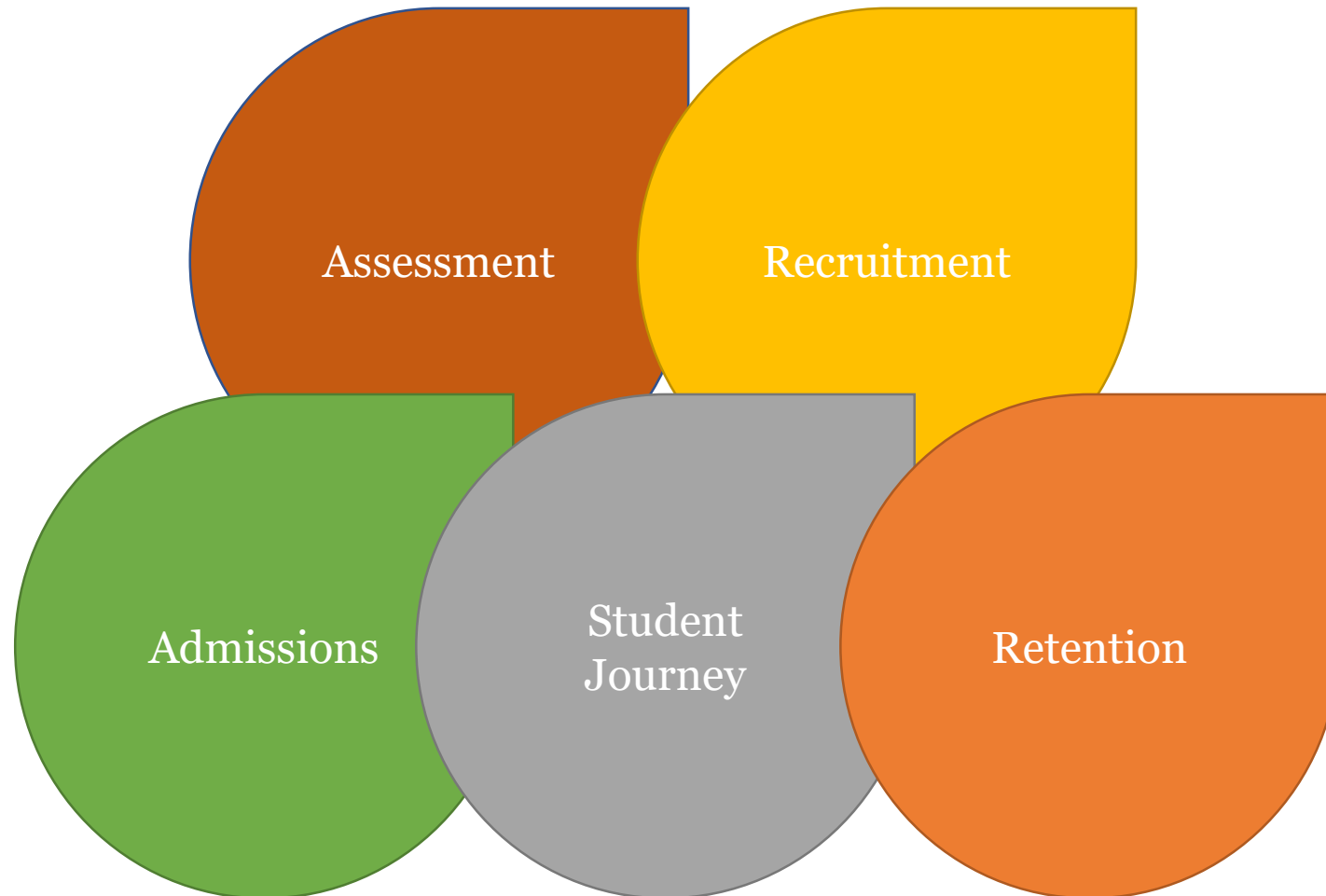
Targets

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Resources

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# Graduate Enrollment Management Pillars



# Assessment Measures

1

## Overall

- Prior college
- Admission
- Enrollment
- FTE % (Full-Time Equivalent)
- Male vs Female
- Egyptian vs International
- Graduation Indicator
- Completion Time

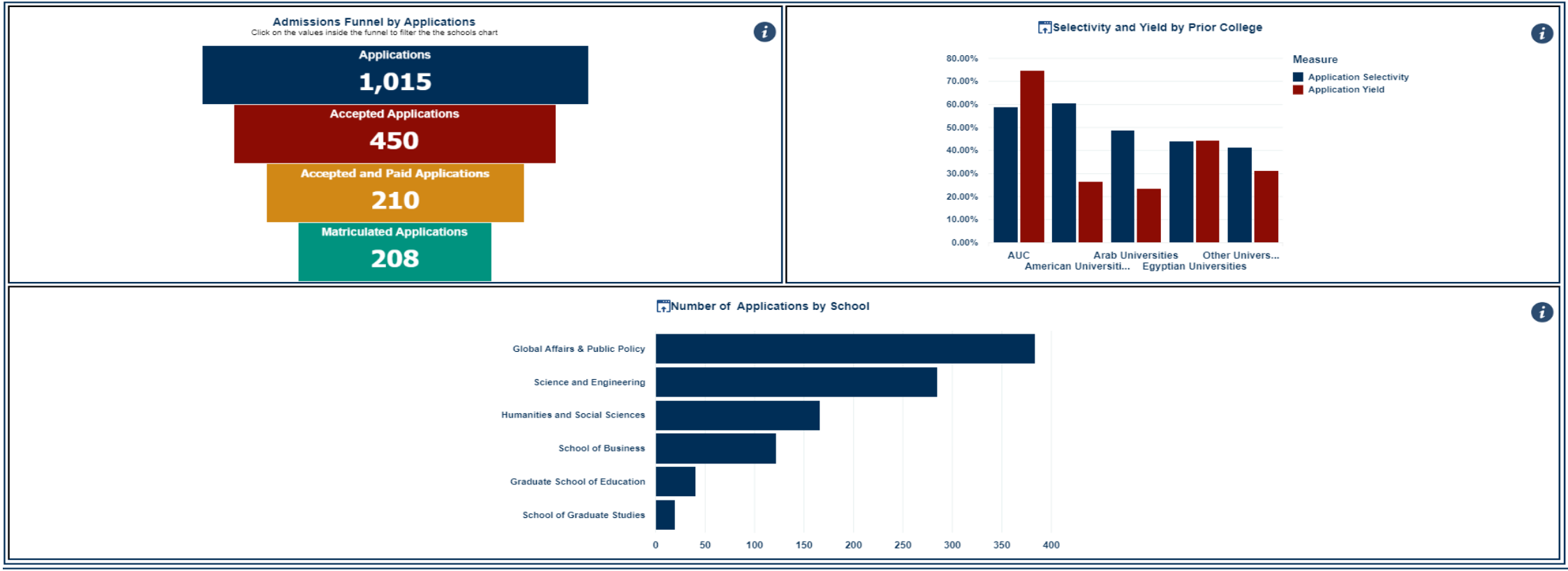
2

## Programs specific

- Class Enrollment
- Credit-Hours distribution
- Thesis supervision

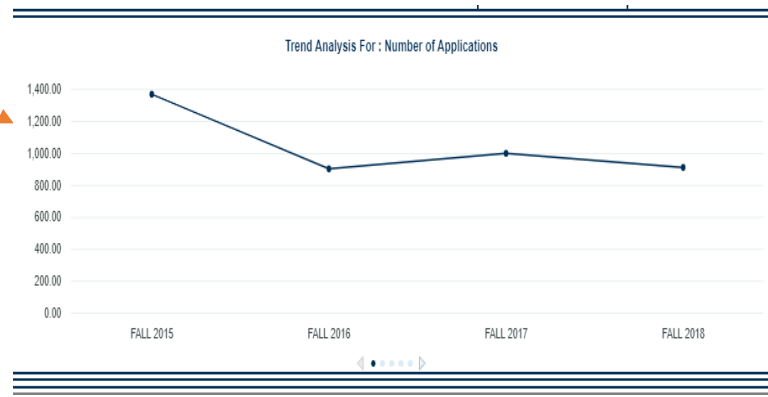


Clear All Filters



# Assessment Tools

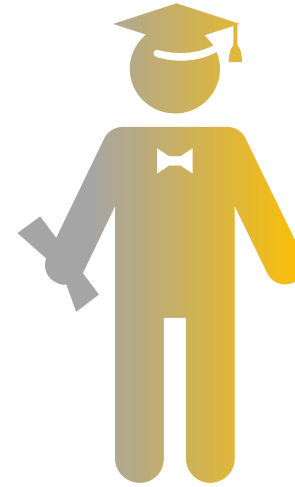
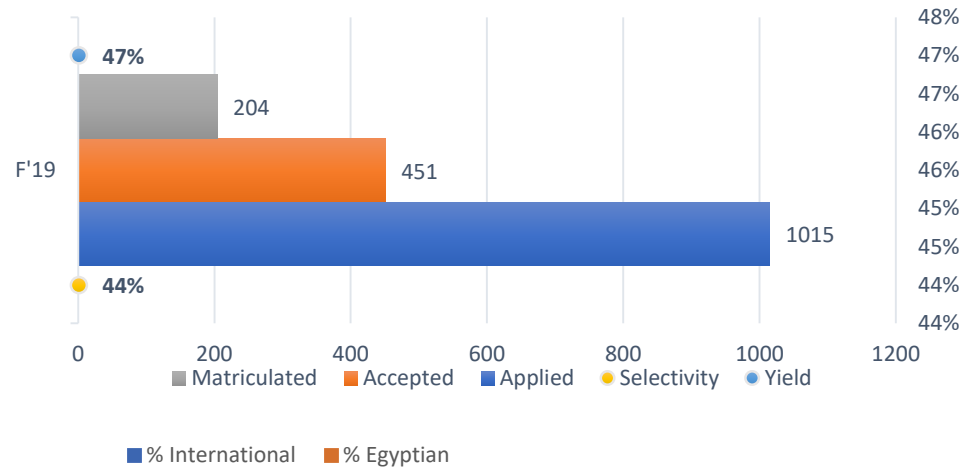
The Business Intelligence (BI) solution at AUC aims at providing insights and availing data to the business users through highly visual dashboards and advanced analytics features.



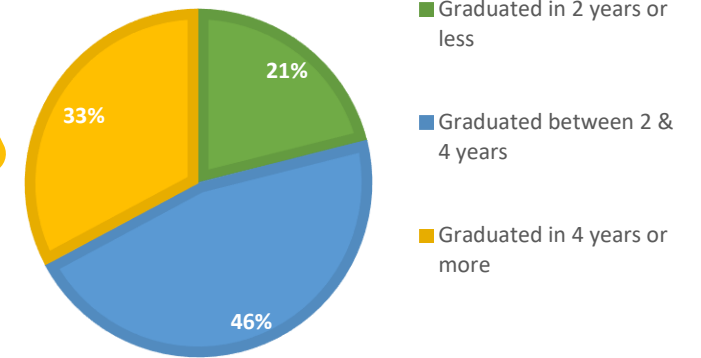


2019

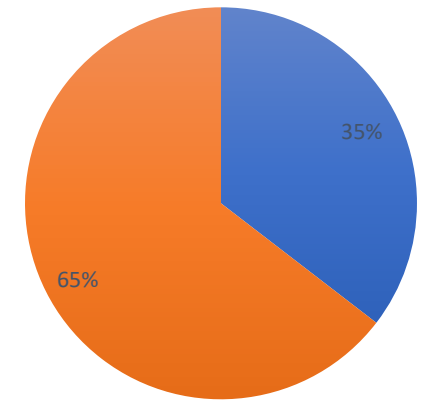
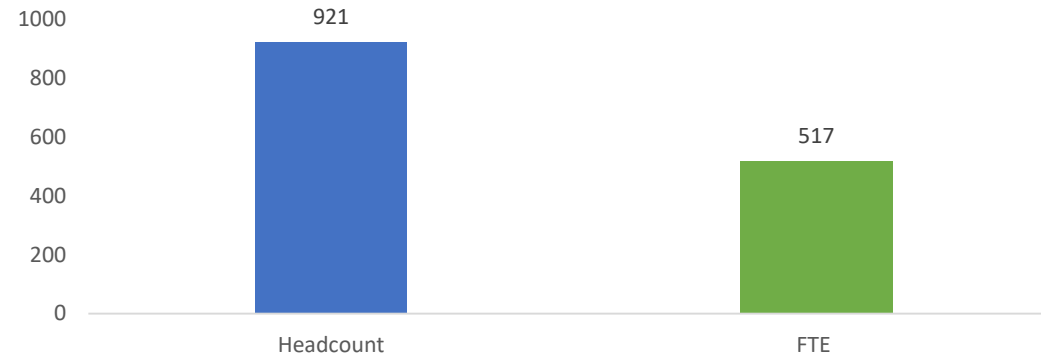
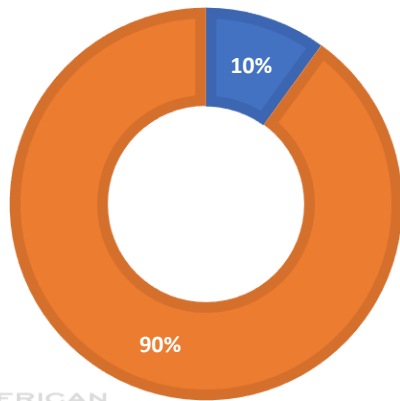
# Graduate Students Data



127



## Enrollment



# Recruitment

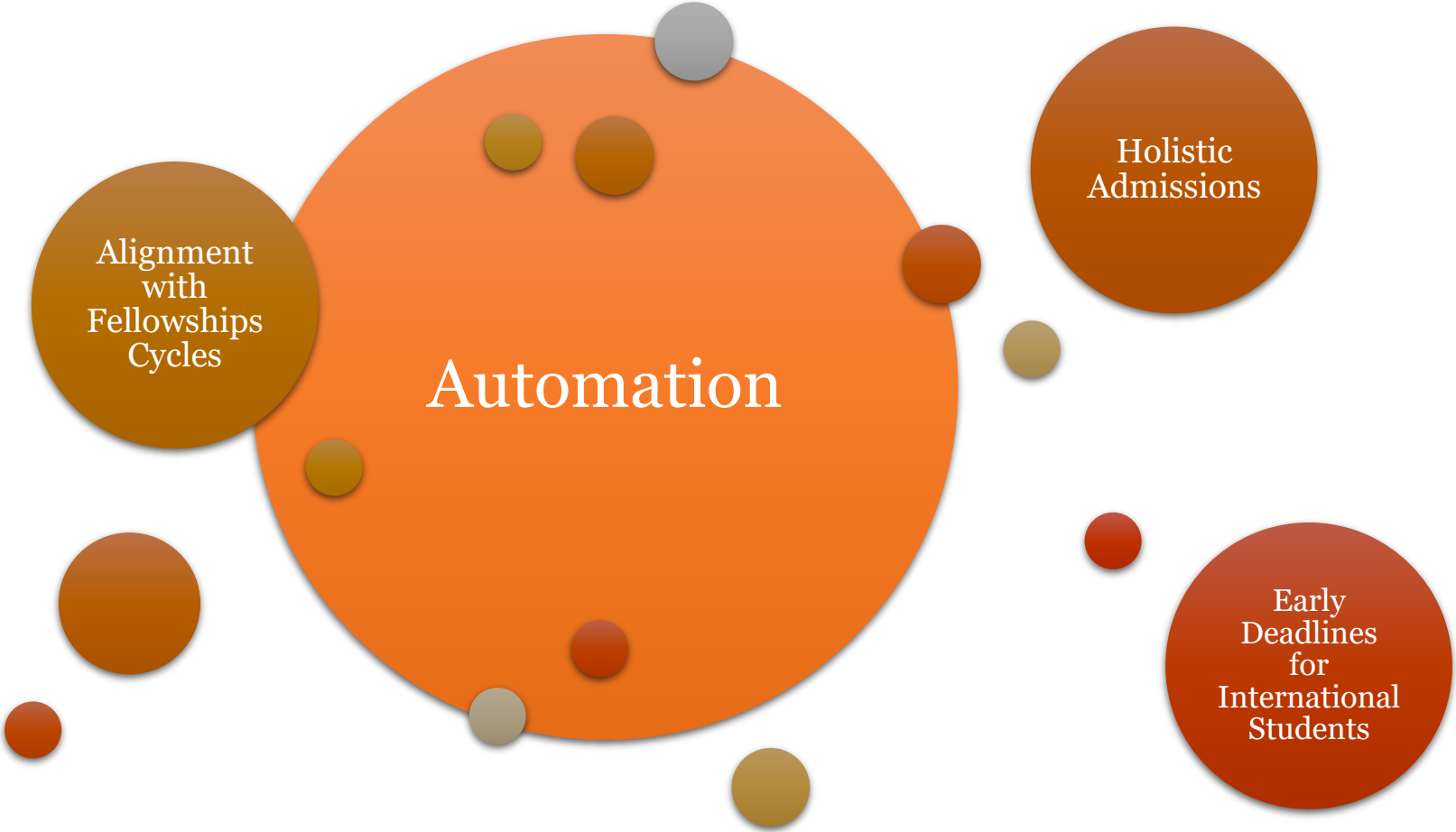
## Egyptian

- Open Houses
- Paid digital campaigns: Facebook and Google ad-words
- Organic digital campaigns: Facebook organic reach, email campaigns and search engine optimization
- Information sessions
- Targeted promotional materials

## International

- Graduate Fairs
- Email campaigns
- Universities information sessions
- Co-ordination with Refugees focused organizations such as: UNHCR
- Targeted promotional materials

# Admissions



## Student Orientation

- QR Code Registration
- Information Session
- University Official Welcome
- Campus Tour
- Admissions & Fellowships Letters
- Course and English Modules registration and payment
- Graduate Students dinner

## Workshops

- Academic and professional growth
- Leadership
- Communication Skills
- Research ethics
- Survey design
- Writing: Abstract, literature review to thesis
- Program Specific

## Support to Individual Graduate Programs

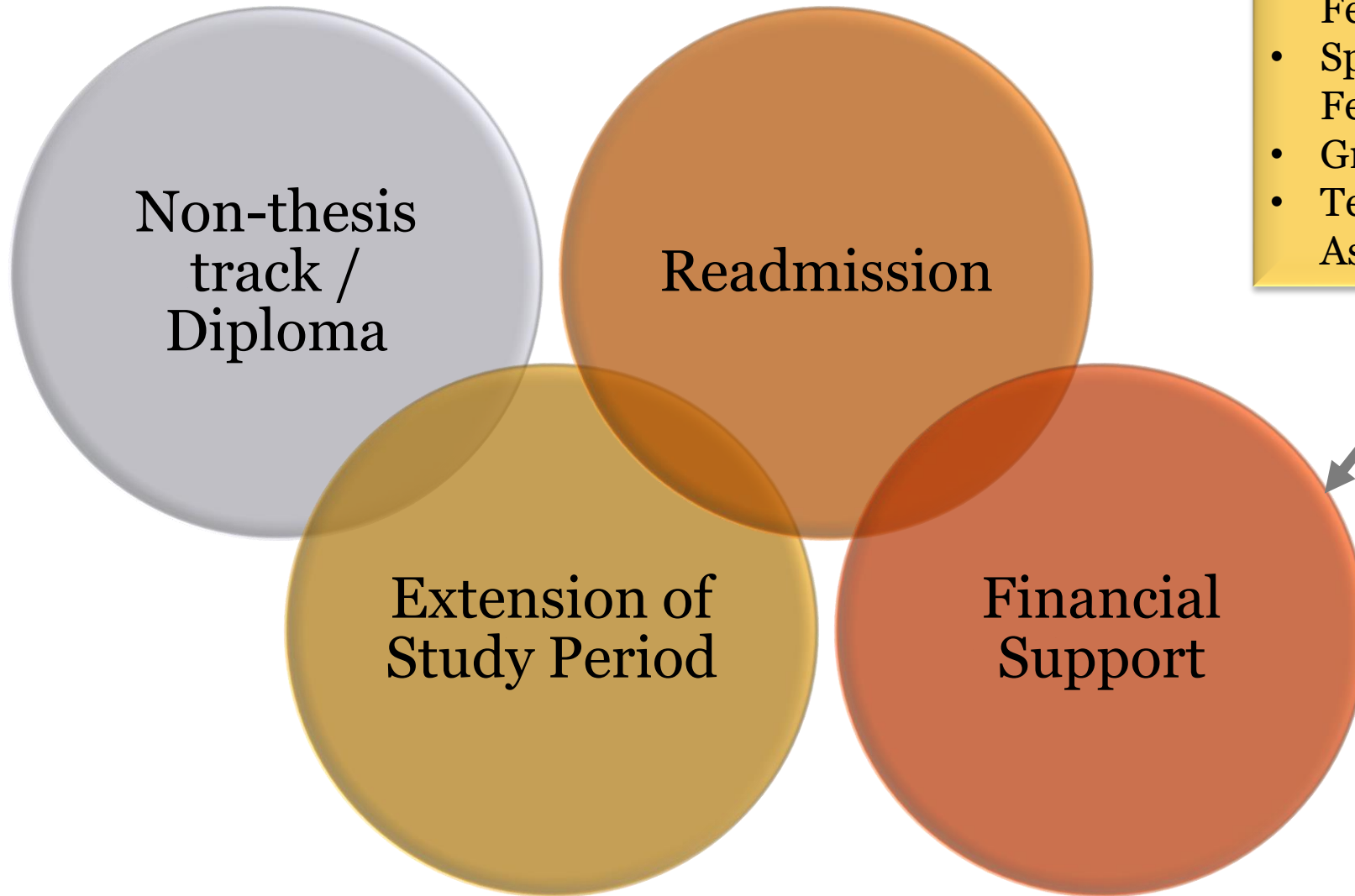
- Workshops and training sessions
- Graduate Advisory Council / Monthly and Bi-weekly Meetings
- Graduate Studies Manual for Students and Graduate Faculty

## Support to Students for Completion

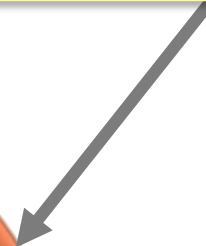
- Office of the Dean of Graduate Studies
- Programs
- Registrar
- Graduate Students Association
- Awards
- Exit survey
- Commencement
- Alumni Services

# Student Journey

# Retention



- Federal Loans
- Financial Aid
- Institutional Fellowships
- Sponsored Fellowships
- Grants
- Teaching Assistantship



# Fellowships

## Fellowships Allocation Model



Program  
Popularity

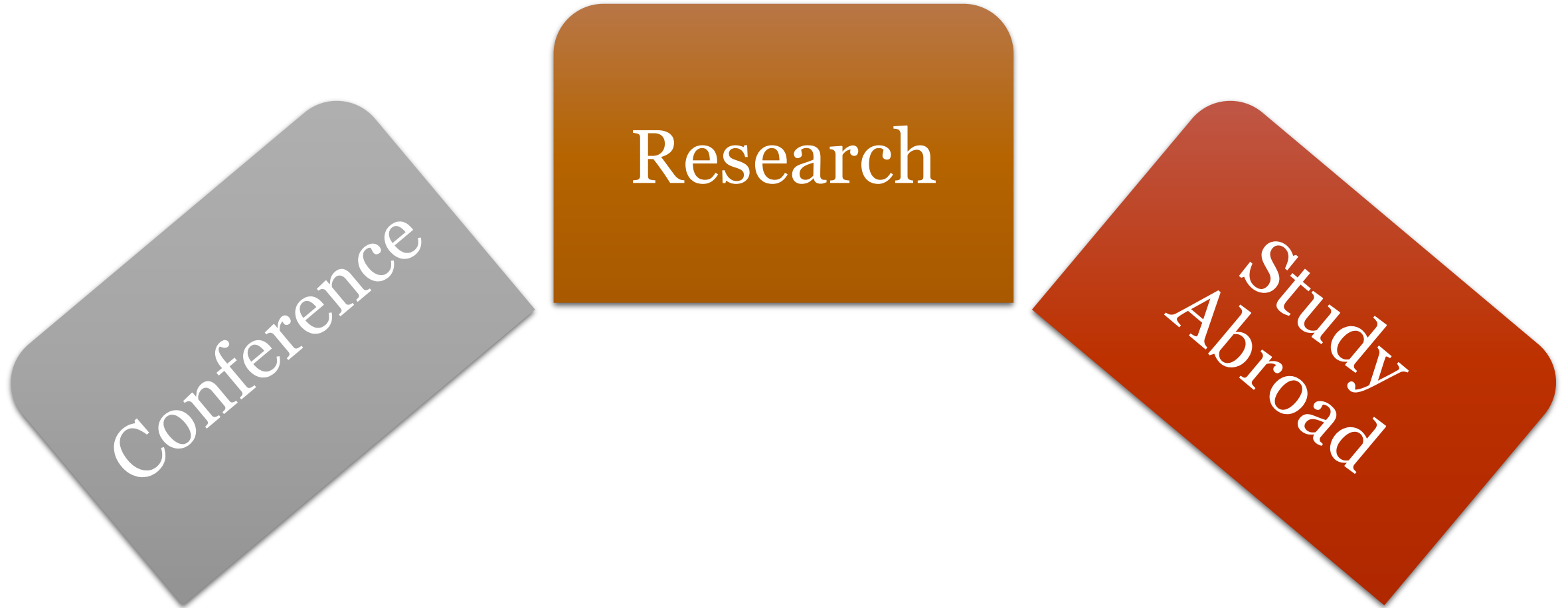
Program Size

Program  
Specific  
Fellowships

Program  
Performance

External  
Fellowships

# Grants



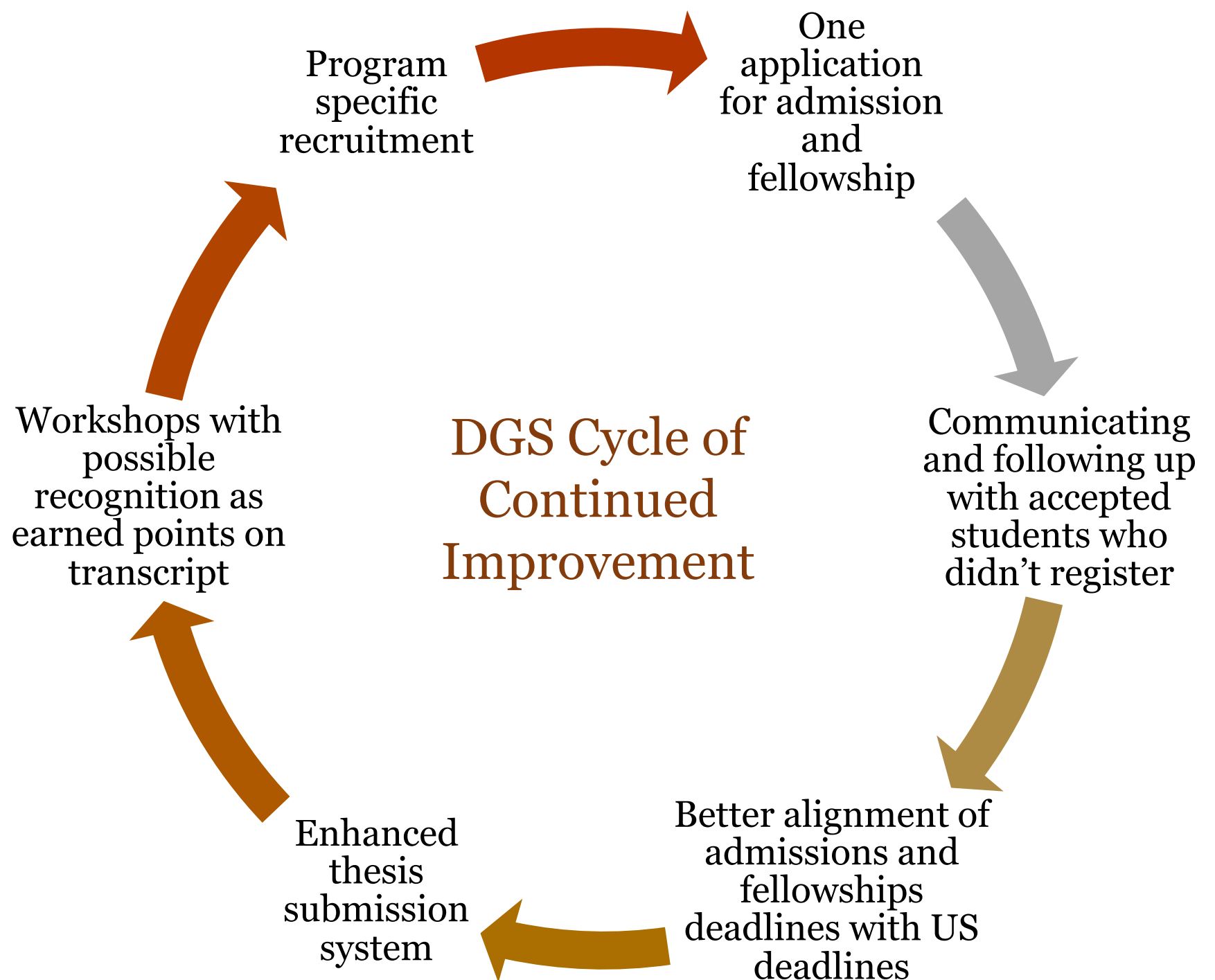
# Teaching Assistantship

- Stipend
- Teaching Load
- Professional Training
- Evaluation
- Manual

Develop the capacities of  
graduate teaching  
assistants



# Current Focus and Initiatives



# Thank you

Shaimaa Nabil Hassanein  
[sh.nabil@aucegypt.edu](mailto:sh.nabil@aucegypt.edu)