FACULTY GRADUATE RECRUITMENT TOOLKIT

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Preface
Utilize this toolkit to become a *Warrior* for your admission and enrollment goals.

This Faculty Graduate Recruitment Toolkit was designed a working document that will continually updated with updated data, best practices, new Winona State University Graduate Programs, admissions, and enrollment. This toolkit was designed as a resource to help guide each department in their own recruitment.   Any updates to the toolkit, please contact the Graduate Recruitment and Admissions Advisor.

Chapter 1: Communication

Communication is the goal when recruiting prospective students to the university. It needs to be by various methods and at multiple times. There are many students who choose the first university that communicates with them and has the best customer service. According to the Best Practices in Graduate Enrollment, graduate admissions and graduate departments need to be utilizing technology and data to communicate with students, *Hanover Research 2017* (see appendix).

Every person in your department that speaks to a potential student is a recruiter.
Communication can significantly impact whether or not a student applies and enrolls. Students need an average of 5-7 contacts through email or phone before making an enrollment decision.

Campus Nexus Engage - CRM (Customer Relationship Management)
In December 2018, School of Graduate Students launched CRM. This is a software that is currently used at Winona State University and will now include graduate students. CRM is an electronic system that allows the School of Graduate Studies to maintain communication with potential students during the admission process. This software will be used for every department.

Data Sources for CRM
Anytime a prospective student makes an inquiry about your department, their information will need to be captured and entered into this software. Please go to
https://w3.winona.edu/rochester-journey/choose/

Prospective students can enter contact information about their program of interest we can communicate with them. You can also have the student fill out an inquiry form and mail it to the graduate office.

What will this provide the student? Your department?
The prospective student will automatically receive a series of custom emails from the School of Graduate Studies and WSU. We encourage departments to have their own emails in the CRM system. These emails are sent to students who have expressed interest and include department, faculty, and alumnae information. The student is more likely to complete the enrollment process, find answers to their questions, and remember deadlines. There is a better relationship with the

student, efficiency in serving them, and greater satisfaction. Department Chairs/Directors can receive Excel spreadsheets containing potential students and their contact information. Departments are encouraged to follow-up with the potential students. Students will be tracked from prospect through enrollment, identifying why and how they converted to enrollment.

Social Media
Number 2 according to the Best Practices in Graduate Enrollment, *Hanover Research 2017* (see appendix).

Social media platforms, like Facebook, Instagram, and Linkedin, are cost effective strategies for departments to reach prospective students and market programs. Create a social media marketing strategy. Post something every day (even if it is shared from another WSU page). Get graduate students involved for experience for their resume or ask the WSU students want an internship. Make sure to develop social media guidelines for anyone to has access to the accounts (I can provide an example). Pay for an ad ($15, $30, etc). Track your results.

Website
Number 3 according to the Best Practices in Graduate Enrollment, *Hanover Research 2017* (see appendix).

A department's website is usually the first (and sometimes only) point of contact for potential students. Effective websites should be up to date and communicate detailed information about admissions, how to apply, program offerings, tuition information, as well as faculty, alumni, and student achievements. There should also be a link on each webpage to the Department Chair, graduate Director or Graduate Recruiter's contact information. If you are willing to provide a link to a "Request More Information" that would guide students to fill out the CRM form, that would generate more prospective leads for your department.

- Ask current students and their friends to test your website! Have them do key word searches on search engines. Is the website easy to navigate? Does it load quickly? Give them a list of questions that they should be able to answer in one click or less.

Chapter 2: Marketing

It is important to have up-to-date marketing materials and strategy to promote your graduate program(s). There are two options to help you:

Winona State University, Rochester
Contact Joe Hammes in Winona State University-Rochester office for the departmental marketing needs.

Joe Hammes
Recruitment and Marketing Coordinator
Winona State University-Rochester
507.280.5049 | 800.366.5418
SS131 859 30th Ave SE | Rochester, MN 55904

University Marketing and Communications
www.winona.edu/communicate/
Use the MarComm OneStop request form to promote an event, print documents, update your website, tell your story through campus media channels and more. If you have questions, visit the FAQs page.

University Marketing and Communications
Somsen 205
507.457.5025

Branding and Identity
University Marketing and Communications integrates marketing, communications, web communications, creative services and printing services to tell the stories of Winona State University. The brand is based on the university's mission, vision, values, and strategic priorities. In order to enhance the image of WSU, clear and consistent messages need to be communicated with the university's audiences. The university's messages can be found at www.winona.edu/communicate/default.asp . The graphic representation of the WSU brand is the logo. Guidelines for WSU usage, word usage, and standards guide are found at https://www.winona.edu/communicate/Media/WSU-Creative-and-Print-Style-Guide.pdf

Other media
If you are going to promote an event, make sure that you are promoting it internally and externally through campus emails, event calendars, newspapers, etc. Remember to utilize your network to market. You are the expert in your area. If you need to write a press release, you can also talk to Sam and MarComm. Please also check this website for all other ways of marketing within WSU. www.winona.edu/communicate/communications.asp

Other Resources:
IPAR
Department specific admissions and enrollment data is available for your department. Anyone who would like to access this data would need to go through a training with IPAR. Please email the Office of Institutional Planning and Research to schedule a training ipar@winona.edu

For a specific data request please see www.winona.edu/ipar/data-request.asp

Official WSU/WSU-R Logos
Download a copy of the logos and how to use them here
https://marcomm.winona.edu/support/solutions/folders/17000120684

Official Colors and PowerPoint
Download the official WSU PowerPoint for presentations here
https://marcomm.winona.edu/support/solutions/articles/17000063701-wsu-powerpoint-presentation-template

Social Media Guidelines
It is important to create a social media guideline that follows the mission of the university and of your department. Sample guidelines can be found online https://www.brown.edu/university-communications/social/guidelines

Chapter 3: Recruitment

This chapter is designed to introduce you to the Admissions department in the School of Graduate Studies and the recruitment efforts. We outline recruitment strategies that are utilized to recruit prospective graduate students and can be implemented within your own graduate departments.

Graduate Admissions Recruitment and Admissions Advisor
Samantha Eckerson is the Graduate Admissions Recruiter and Advisor. She recruits prospective graduate students to all programs, assist students with admissions paperwork, and establishes outreach programs. Recruitment events include off-campus college visits, graduate recruitment fairs and community events. At some events, she teams up with WSU Alumni Relations, faculty, and current students so that prospective students can learn more about their experiences and the benefits WSU graduates have seen with their degrees. Please contact her for all prospective student inquiries or future recruitment events that you would like her to attend.

Samantha Eckerson, MS
859 30th Ave SE. Welcome Center AT 104
C - 507.703.1894 O - 507.535.3980
sdeckerson@winona.edu

The School of Graduate Studies/Graduate Admissions office participates in various events that support graduate recruitment efforts at WSU. This includes but is not limited to:

Graduate School Fairs
- St Cloud Graduate Fair
- May Clinic Open House
- Gustavus Adolphus College
- Warrior Jobs Expo
- Minnesota Education Fair
- St. Mary's University of Minnesota
- Power of Diversity in St Cloud
- Viterbo University
- Luther College Career Fair

Community Events
- Dogs Downtown
- Yoga on the Peace Plaza
- Thursday's on 1st and 3rd
- Pride Fest
- IMAA Walk Around the World
- Fall Fest

*For a full list, please contact Samantha Eckerson, sdeckerson@winona.edu

Recruitment Practices
According to *Hanover Research 2014 and 2017*, the decline of undergraduate enrollment has affected graduate growth. To continue to increase enrollment, strategic initiatives need to be

developed to ensure an overall cohesive plan. The research states that the top strategies for graduate recruitment are:

1. Showcasing Programs/Visibility
2. Developing Formal Strategies
3. Providing Greatest Access Possible
4. Utilizing Resources

I invite you to utilize the Graduate Recruitment Checklist located in the appendix as a guide.

Current WSU Students

Recruiting current WSU students is a proven successful strategy. Departments can contact junior and senior undergraduates and provide information about graduate studies, host an open house, or visit a feeder class and give a presentation. One example is each Fall, the School of Graduate Studies provides an invitation only event to all the high achieving students where they can meet faculty and current graduate students as well as learn about graduate school, admission requirements, graduate assistantships, and financial aid.

Graduate Assistantships

Institutions are reporting that assistantships are the #1 recruiting technique. Make sure that if your department is offering assistantships, promote this in marketing materials, online, in conversations, etc. If you are helping graduate students with experience and a stipend it is a major selling point.

Empower Everyone

Network! Network! Network! Empower your faculty, staff, students, and alumni to take advantage of every opportunity to be a recruiter for your department. Develop a strategy to involve them on a recruitment board, utilize their talents, send out a call to action for anyone who would like to get involved. We also have "Pass the Fame" cards for you to pass out to your network to help.

Keep records accurate

Utilizing CRM will help create a tracking database where successful students are from, how they found out about your department, and where their undergraduate universities are. This will help us develop a regional recruitment strategy and identify feeder institutions.

Virtual Open House

The Graduate Admissions office provides a Virtual Open House (online presentation) to prospective graduate students with a platform to learn and chat with faculty about a particular program. The open house is a good way for students to ask about specific graduate program questions, application procedures, and so much more. We would like to partner with each of the graduate departments to provide this opportunity. The Education and Nursing departments have utilized this tool and it has been extremely successful.

If you are interested in hosting a Virtual Open House for your graduate program(s), please contact Sammie Eckerson sdeckerson@winona.edu 507.535.3980

Potential Recruitment Opportunities:

- Display your program posters at WSU
- Present at leadership associations and conferences
- Develop a FAQ sheet about your Department

- Personal contact at target market sites
- Offer Campus Visits/Information Sessions
- Offer a mix of social and academic activities that allow prospective students to mingle with faculty, staff, and current students, getting a feel for departmental environment and culture
- Arrange to have a graduate student with similar areas of interest take the recruit to lunch Provide them with money for lunch at a restaurant of their choice on or near campus
- Involve faculty, alumni, and graduate students in the recruitment visit
- Collaborate with Marketing in creating and/or revising marketing tools (online, brochures, fliers) for your program
- Identify 'feeder' schools/programs for your graduate program
- Send mailings that target employers
- Attend events/fairs that are specific to your industry/profession
- Maintain the graduate program website, brochures, etc. and keep information current
- Respond promptly by phone or email to student inquiries about program admissions and degree requirements
- GradFest is an event held before each university commencement and is designed to celebrate students success. At GradFest students pick up their caps and gowns and commencement tickets. Campus departments, including The Graduate School and various vendors, participate to provide graduates with information about their programs and services.
- Website should be the hub of marketing efforts – emails, social posts, paid online advertising, text messages, and offline forms of marketing should all route prospective to landing pages
  - Mix of paid and organic searches to guide prospective students to find information about costs and program information
  - Link from emails, texts, etc – All roads lead to your department website

Recruitment Plan Template

Purpose Statement: Develop a purpose statement about a recruitment plan which supplements current efforts provided by the university.

Example I.

Goals: Graduate		Strategies/Implementation				Cost	Assessment	Targets
Activities: *What are we doing*	Responsible Parties	2019-20	2020-21	2021-22	2022-23			

Example II.

Priority	Year	Item	Action	Accountability	Evidence of Progress

Chapter 4: Office of Graduate Studies

Admissions Requirements
To be admitted to WSU, prospective students need to
1. Fill out an application to the School of Graduate Studies
2. Provide all official transcripts
3. Submit the $20 application fee.

Prospective students can check the admissions website to find information for admission to the School of Graduate Studies program, admission to a specific department, degree requirements, test requirements. https://www.winona.edu/gradstudies/admissionpolicies.asp

Application for Admission Forms for Graduate Study are located at:
http://www.winona.edu/gradstudies/how-to-apply.asp

Application Deadlines
Departmental Application for Admission Forms are located on the department websites. If your program is not lists below, please see Sammie/Brenda to list on the Graduate Studies website.
https://www.winona.edu/gradstudies/deadlines.asp

Athletic Training

Athletic Training at WSU requires an online MS Application for Admission Form and Official Transcripts.

Explore additional requirements online.

Summer Admission Only

- **June 1** – Online MSAT and Program applications open for submission
- **November 1** – Online MSAT and Program applications must be received for primary admission
- **May 15** – Rolling admission if spaces are still available

Counselor Education

Counselor Education at WSU requires an online MS Application for Admission Form and Official Transcripts.

Explore additional requirements online.

Summer Admission Only
November 15 & March 15 – Online MS Application
Third Friday January - In Person Interview (Screening)

English

Graduate English at WSU requires an online MA or MS Application Form and Official Transcripts.

Explore additional requirements online.

Fall Admission Only
March 1 – MA or MS Application

Nursing

[Graduate Nursing](#) at WSU requires that online MS/DNP/Graduate Certificate and Graduate Program applicants submit a Paper Application and Official Transcripts.

Explore [additional requirements online](#).

Fall Admission for the Following Spring, Summer or Fall
October 1 - RN to MS. Contact Dr. Susan Sullivan
October 1 - MS, DNP, and Post-Master/Graduate Certificates

Education

[Master of Science in Education](#) at WSU requires and online MS and Paper Program Application Forms and Official Transcripts.

January 15 - Online MS Application
February 15 - Paper Program Application
Rolling Admissions if Space is Still Available

The [Graduate Induction Program](#) at WSU requires an online MS and GIP Application Forms.

March 15 - Online MS and GIP Applications
Summer Admissions Only

Leadership Education

[Leadership Education](#) at WSU requires an online MS or EdS Application and Official Transcripts.

Admission Each Term
Learn more about additional [Leadership Education Application Requirements](#)

All application materials due in before first class date (At least three weeks before the first class date is recommended).

Professional Masters

[Professional Science Masters](#) at WSU require online MS and Paper PSM Applications and Official Transcripts.

Admission each term
Learn more about additional [Professional Science Masters Application Requirements](#)

All application materials due in before first class date (At least three weeks before the first class date is recommended).

Special Education

[Special Education](#) requires an online MS and Paper Special Education Application Forms along with Official Transcripts.

Admission each term
Learn more about additional [Special Education Application Requirements](#)

All application materials due in before first class date (At least three weeks before the first class date is recommended).

Wisconsin Reciprocity – Apply online for [MN-WI tuition Reciprocity](#).

Policies

Academic Policies for Graduate Students
Undergraduate Students in Graduate Courses

- Undergraduate students who need 12 or fewer semester credits to complete baccalaureate degree requirements may request permission from the Dean of the School of Graduate Studies to take 500-level courses for graduate credit to complete a regular course load during the semester of graduation.
- Undergraduate students may not enroll in courses at the 600-level or 700-level. These 500-level course credits will not apply toward undergraduate degree requirements, but will apply to graduate program requirements if within time limit regulations. Exceptions may be granted for special departmental programs.

Graduate Special Students (Non-Degree Seeking)

- Students who completed a baccalaureate degree from an accredited university and who wish to enroll in graduate courses, but does not intend to pursue a graduate degree at Winona State, may register as a Graduate Special student.
- Prospective graduate special students must complete a Graduate Special application form to be admitted to the university.
- Admission as a Graduate Special student does not constitute admission to a graduate degree program.
- A Graduate Special student who later wishes to enter a graduate degree program at Winona State must meet all requirements for admission to graduate study and complete an Application for Admission to Graduate Study and an application for the particular program in which they wish to major.
- A maximum of 12 semester graduate credits earned as a Graduate Special student may be accepted into a degree program upon recommendation of the major department.

Time Limitation
All degree requirements including credits to be earned, transfer credits, final examinations, thesis, required research papers, and all other program requirements must be completed within the seven (7) years prior to the awarding of the degree, except for the Specialist degree in Educational Leadership, wherein the limitation is eight (8) years and the Doctor of Nursing Practice is seven (7) years.
Under exceptional extenuating circumstances, a student may submit a petition through their advisor and to the Director of School of Graduate Studies requesting an extension of the time limitation. Such a request is to contain all pertinent facts, justifying rationale, and a plan for degree completion. The Extension Request to Complete Degree form is located on the School of Graduate Studies website under Current Student Forms.

Credit Limitations and Overloads

- Six (6) credits of enrollment per semester are required for full-time status for students receiving financial aid.
- Graduate students are not permitted to enroll for more than 12 credits per academic semester or six (6) credits during the summer session without approval from the appropriate area dean or Dean of the School of Graduate Studies. This regulation applies to any combination of courses, workshops, weekend seminars, institutes, and other special offerings.

Transfer of Graduate Credits

The Graduate Council sets the general standard for the transfer of credit. A limited number of graduate course credits acquired at another accredited college or university may be included as part of a student's program of study, with approval of the student's advisor, the department chairperson/program director, and the Dean of School of Graduate Studies. If credit is transferred, only the credit is transferred, not the grade. Transfer credits will be accepted only after they have been approved as part of the student's degree program on the Application for Admission to Candidacy Form or Program Plan.

Approval of credit is granted by the graduate program based on the specific program requirements described in the Graduate Catalog, as well as:

1. Number of credits requested
2. Appropriateness of credit for inclusion in the degree program
3. Currency of the credit

Appropriateness of credit: Transfer credit must be approved by the program faculty as appropriate for inclusion as part of the student's degree requirements. Credit cannot be awarded for:

1. Courses taken prior to completion of an undergraduate degree program
2. Courses that would not receive graduate credit if taken at WSU
3. Courses with a grade lower than B (3.00)
4. Thesis or dissertation research credits received at another institution
5. Life experience
6. Credit by examination,
7. Non-credit extension courses, workshops, and in-service training credits
8. Correspondence courses
9. Thesis supervision

Transfer credit from an accredited online university may be included as part of the student's program with approval of the student's advisor, the department chairperson/ program director, and the Dean of the School of Graduate Studies through the Application for Admission to Candidacy.

Currency of credit: Transfer credit must be taken within seven (7) years of completion of the master's degree and within ten (10) years of completion of the doctoral degree. Students wishing to apply course content after exceeding the time limit must demonstrate currency of knowledge in the field of study to which they are applying. Currency of knowledge must be formally evaluated by the student's advisor.

Appeal Process -- Students who feel that their requests for transfer credit have been inappropriately denied may appeal as follows:

1. Denial by the student's advisor can be appealed to the department chairperson
2. Denial by the department chairperson or program director can be appealed to the college dean
3. Denial by the college dean can be appealed to the Dean of the School of Graduate Studies who will submit it to the Graduate Council for a final decision

Supplement to Candidacy for Transfer of Graduate Credits

- After the Application for Admission to Candidacy has been completed, enrollment at another college or university with the expectation of credit transfer must be approved by the advisor, chairperson/program director of the student's major department, and the Dean of the School of Graduate Studies on a Supplement to Candidacy.
- Only grades of A, B, or Pass will be accepted in transfer and will not be used for computation of the required WSU grade point average.

- Pass grades may be accepted in transfer and applied to a graduate program, but in no case may the credits exceed the limits set forth in the section entitled "Pass/No Credit" courses.

Grade Point Average (GPA)

- Each semester hour of credit attempted receives honor points according to the following:
- each A credit = 4 honor points; each B credit = 3 honor points; each C credit = 2 honor points; each D credit = 1 honor point; each E credit = 0 honor points.
- The GPA is computed by dividing the total number of honor points by the total number of credits attempted. Only those courses and credits taken at WSU will count for the computation of grade point averages.
- Although courses taken on a pass/no credit basis grant credit applying toward graduation, the credit does not affect the cumulative grade point average.
- An A = Excellent, B = Good, C = Average, D = Poor, E = Failure, P = Passing, NC = No Credit, W = Official Withdrawal, V = Audit (registration without credit or grade). In addition, temporary grades may be issued as follows: I = Incomplete, IP = In Progress, Z = No Grade Reported, see Instructor.
- Graduate students must have a minimum GPA of 3.0 in courses taken at Winona State. No course will be counted if the grade is below C. These are minimum standards and the departments offering graduate programs may require higher standards.

Chapter 4: Recruitment Topics of Interest

Winona State University Mission

The mission of Winona State University is to enhance the intellectual, social, cultural and economic vitality of the people and communities we serve.

We offer undergraduate programs based on the traditions and values of the arts and sciences and an array of graduate and professional programs that are especially responsive to the needs of the Upper Midwest.

We prepare our graduates to serve generously, lead responsibly and respond imaginatively and creatively to the challenges of their work, their lives and their communities.

A community of learners improving our world.

National Rankings

- Winona State University is ranked as the second-best public institution in Minnesota by U.S. News & World Report's "Best Colleges,"
- "Best in the Midwest" by The Princeton Review for 13 years in a row
- Featured as one of America's 100 Best College Buys for quality and value for 21 consecutive years.

Winona Accreditations and Memberships

www.winona.edu/accreditations.asp

Winona State and its programs are accredited by the following organizations:

- Accreditation Board for Engineering and Technology (ABET)
- Association to Advance Collegiate Schools of Business International (AACSB)
- Commission for Accreditation of Athletic Training Education (CAATE)
- Commission on Collegiate Nursing Education (CCNE)

- Council for Accreditation of Counseling and Related Educational Programs (CACREP)
- Council for the Accreditation of Educator Preparation (CAEP)
- Council on Social Work Education (CSWE)
- Higher Learning Commission (HLC)
- National Association of Schools of Music (NASM)
- National Association of Schools of Theatre (NAST)
- National Accrediting Agency for Clinical Laboratory Sciences (NAACLS)

Winona State programs are approved by:
- American Bar Association (Paralegal Program)
- American Chemical Society (ACS)
- Minnesota Board of Nursing (Entry Level Undergraduate Nursing and APRN Programs)
- Minnesota Board of School Administrators
- Minnesota Board of Teaching

Winona State is recognized by the following:
- Association for Childhood Education International (ACEI)
- Council for Exceptional Children (CEC)
- National Association for the Education of Young Children (NAEYC)
- National Council for the Social Studies (NCSS)
- National Council of Teachers of English (NCTE)
- National Council of Teachers of Mathematics (NCTM)

*If your department has any additional acknowledgments to add to these sections, please notify me. Sammie at sdeckerson@winona.edu

Graduate Student Profile
WSU Ipar 9/2018

WSU Graduate Students Profile

	Fall 2015 (30th Day)	Fall 2016 (30th Day)	Fall 2017 (30th Day)	Fall 2018 (Preliminary as of the 10th Day)
Total Graduate Students	**475**	**471**	**522**	**557**
Winona Campus	208	237	294	339
Degree Seeking	174	212	258	303
Non-Degree Seeking	34	25	36	36
Rochester Campus	267	234	228	218
Degree Seeking	234	200	192	192
Non-Degree Seeking	33	34	36	26
Average Credit Hours Registered				6.2
Post-Tranditional (age 25+)	84.2%	84.3%	82.8%	84.4%
Average Age				33.4
Students of Color	10.1%	10.2%	10.5%	12.4%
International Students	2.7%	3.0%	2.9%	2.5%
Pell Grant Eligible	15.6%	14.4%	13.2%	14.7%
First Generation	38.3%	35.9%	37.2%	35.5%
Receiving Veterans Benefit				1.4%
% from Southeast Minnesota (i.e., Zip Code 559 and 560)				54.2%
% from Other Regions in Minnesota				26.9%
% from Wisconsin				12.7%
% from Other States				5.4%
Winona Campus Top 5 majors (excluding undeclared)	1. Education Leadership (MS) 2. Counselor Education (MS) 3. Leadership Education (MS) 3. English (MA) 5. Applied Research and Management (MS)	1. Leadership Education (MS) 2. Addiction Counseling (GC) 3. Counselor Education (MS) 4. Education Leadership (MS) 5. Clinical Mental Health Counseling (MS)	1. Leadership Education (MS) 2. Addiction Counseling (GC) 3. Counselor Education (MS) 3. Clinical Mental Health Counseling (MS) 5. Education Leadership (MS)	1. Leadership Education (MS) 2. Addiction Counseling (GC) 3. Counselor Education (MS) 3. Clinical Mental Health Counseling (MS) 5. Education Leadership (MS) 5. Family Nurse Practitioner (DNP)
Rochester Campus Top 5 majors (excluding undeclared)	1. Addiction Counseling (GC) 2. Counselor Education (MS) 3. Family Nurse Practioner (DNP) 4. Adult/Genrontology Clinical Nursing Specialist (MS) 5. Nursing Leadership (DNP) 5. Education (MS)	1. Addiction Counseling (GC) 1. Family Nurse Practioner (DNP) 3. Adult/Genrontology Clinical Nursing Specialist (MS) 4. Counselor Education (MS) 4. Nursing Leadership (DNP)	1. Family Nurse Practioner (DNP) 2. Adult/Genrontology Clinical Nursing Specialist (MS) 3. Nursing Leadership (DNP) 4. Education (MS) 5. Adult/Genrontology Clinical Nursing Specialist (MS)	1. Family Nurse Practioner (DNP) 2. Adult/Genrontology Clinical Nursing Specialist (MS) 3. Addiction Counseling (GC) 4. Nursing Leadership (DNP) 5. STEM Graduate Certificate (GC)

Compiled by IPAR
9/28/2018

Graduate Student Profile

To find the most recent version, go to https://www.winona.edu/ipar/
For more enrollment data and fast facts go to the Winona State University Overview at
www.winona.edu/aboutwsu.asp

Winona State University Fast Facts 2018 - 2019

Winona State University (WSU) is a mid-size regional public comprehensive university. Founded in 1858 as the first teacher training institution west of the Mississippi River, WSU today offers high quality undergraduate and graduate programs in Winona, Rochester, and other locations in the State of Minnesota. WSU is categorized as a "Master's M" institution (Carnegie) and is accredited by the Higher Learning Commission of the North Central Association. Winona State is a member of Minnesota State.

5 COLLEGES:
Business, Education, Liberal Arts, Nursing & Health Sciences, and Science & Engineering

DEGREE PROGRAMS:
1 associate, 73 baccalaureate, 14 master's, 7 doctoral, 2 education specialist, 15 graduate certificate

309 full-time and **187** part-time **Instructional Faculty**

STUDENT-to-FACULTY RATIO: 19 to 1

14 NCAA Division II athletic teams

Average class size: 27

ENROLLMENT (FALL 30TH DAY) 7,788 (FTE 6,966)
Undergraduates 7,228 (FTE 6,616)   Graduate Students 560 (FTE 350)
New Student Profile
New Entering First-Year Students   1,546 (FTE 1,548)
  Average ACT (composite mean)   22.2
  Average High School GPA   3.33
  Minnesota residents   66%
  Wisconsin residents   27%
New Entering Transfer Students   539 (FTE 435)
New Graduate Students (Degree Seeking) 100 (FTE 77)
Winona Campus   6,933 (FTE 6,393)
Rochester Campus   855 (FTE 572)

STUDENT CHARACTERISTICS

Sex Female 64.5% Male 35.4%

Race/Ethnicity American Indians & Pacific/Hawaii Islanders <1%, African American 3.0%, Asian American 2.3%, Hispanic/Latino 3.7%, More than one race 3.0%, White 83.6%, Int'l 3.3%, Other and unknown 0.8%

First Generation Students 39.6%

Post-Traditional Students (age 25+) 15.5%

International 261 from 45 countries, including: China (50), Taiwan (37), Republic of Korea (24), Saudi Arabia (20), Nepal (17), Japan (13)

Popular Undergraduate Majors: Nursing, Elementary Education/ K-6, Business Administration, Biology, Exercise & Rehabilitative Science, Psychology, Social Work, Marketing

Popular Graduate Majors: Nursing, Counselor Education, Leadership Education

STUDENT SUCCESS OUTCOMES

Retention and Graduation
2nd year retention rate (for Fall 2016 new freshman cohort) 77.2%
6th year graduation rate (for Fall 2011 new freshmen cohort) 60.8%
Degrees Awarded (distinct headcount, Fall 2017 - Summer 2018)
  Associate degrees   51
  Bachelor's degrees   1,689
  Master's degrees   98
  Doctoral degrees   16
  Graduate Certificates   44
  Education Specialist degreees   4

Post-Graduation Success (for the Class of 2016-2017)

Continuing education 10.2%
Employed among those available for employment (full- or part-time) 93.3%
Employed in fields related to degrees earned among those employed 95.0%

FINANCIAL AID (among students enrolled in Fall 2017–Spring 2018)

Received some form of financial aid
(including need-based, non-need-based scholarships and grants, student loans)

94% of first-time first-year undergraduate students
84% of all undergraduate students
68% of all graduate students

Three-year student loan default rate (for the class of 2014-15) 3.4%

COST OF ATTENDANCE (estimate for 2018-2019 full-time attendance. For more infromation, visit http://www.winona.edu/billing/default.asp)

Tuition Undergraduate: In State $7,377 / Out of State $13,300   Graduate: In State $7,260 / Out of State $10,540
Fees Undergraduate $1,078 / Graduate $738
Digital Life & Learning Program $970 — laptop + tablet rentals, required to all full-time undergraduates, optional for part-time undergrads and graduate students
Expenses Housing and Meals: $9,010 Books = $900 Transportation = $640 Personal = $2,000

For more information, visit www.winona.edu/ipar/ or contact WSU Institutional Planning, Assessment & Research (phone: 507-457-5059; email: IPAR@winona.edu)

Cost of Attendance & Financial Aid

Tuition and fees may vary by graduate program. www.winona.edu/financialaid/cost.asp

2019 - 2020 Graduate Winona Tuition & Fees			
Residency & Differential	**Tuition**	**eWarrior Digital Life and Learning (Laptop Program)** Optional for Graduate.	**Fees**
Minnesota Graduate	$415.80	$485.00	$41.50 per credit
Wisconsin Reciprocity Graduate PENDING UPDATE	$443.76	$485.00	$41.50 per credit
North Dakota Reciprocity Graduate PENDING UPDATE	$403.69	$485.00	$41.50 per credit
South Dakota Reciprocity Graduate PENDING UPDATE	$403.69	$485.00	$41.50 per credit
Non-Resident Graduate	$627.35	$485.00	$41.50 per credit
All residencies Graduate Online additional Differential Tuition	$4.50		
All residencies Graduate Nursing & DNP Differential	$774.02	$485.00	$41.50 per credit
All residencies Advanced Pract. Nursing Differential	$1,039.73	$485.00	$41.50 per credit
All residencies Master of Social Work Differential	$635.52	$485.00	$41.50 per credit
All residencies Graduate Teacher Prep. Collaborative	$448.64	$485.00	$41.50 per credit
All residencies Education Doctorate Differential	$650.00	$485.00	$41.50 per credit
All residencies Graduate Athletic Training	$467.30	$485.00	$41.50 per credit

2019 - 2020 Graduate Rochester & Off-Site Tuition & Fees			
Residency & Differential	**Tuition**		**Fees**
Minnesota Graduate	$415.80		$20.44
Wisconsin Reciprocity Graduate PENDING UPDATE	$443.76		$20.44

North Dakota Reciprocity Graduate PENDING UPDATE	$403.69		$20.44
South Dakota Reciprocity Graduate PENDING UPDATE	$403.69		$20.44
Non-Resident Graduate	$627.35		$20.44
All residencies Graduate Online Differential	$4.50 per credit		
All residencies Graduate Nursing & DNP Differential	$774.02		$20.44
All residencies Advanced Practice Nursing Differential	$1,039.73		$20.44
All residencies Teacher Prep.	$448.64		$20.44
All residencies Athletic Training	$467.30		$20.44
All residencies Masters of Social Work Differential	$635.52		$20.44

Specific department information can be accessed at Reciprocity
Apply online at: www.heab.state.wi.us
                  Click on: Apply for MN-WI tuition Reciprocity

Financial Aid
Financial Aid can be applied for through FAFSA. This application will need to be completed for every school for which the student plans to use financial aid. The Financial Aid website www.winona.edu/financial-aid/ and the Financial Aid office are extremely helpful.
Financial Aid Services
Maxwell 222
financialaid@winona.edu
507.457.5090
Student Accounts
507.457.5076

There are two categories of response. If the student receives a Tracking Letter it is because further information or a change in status is needed. If the student receives an Award Letter, it means that the eligibility for student loans and provides the instructions to follow and accept the loan. The Financial Aid Office will send an email to your WSU account, so the student can view the award letter and accept the Federal Direct Loan on the Student e-Services area of the website A guideline for the application of the FAFSA form can be found at https://www.winona.edu/financialaid/futurestudents.asp

Financial Aid Disbursement
As part of the Budget Control Act, starting with the 2012-2013 school year, graduate students will no longer be eligible to borrow a subsidized Federal Direct Loan. Graduate students can still

borrow the unsubsidized Federal Direct Loan and the Federal Graduate PLUS loan. These loans still require that the student complete the FAFSA application.

1. Admission status must be as a regular graduate student seeking a degree. Graduate Special students are not eligible for federal loans and will be referred to alternative private loans.
2. Enrollment is required at the level of 3 graduate credits for disbursement at a half time status and 6 graduate credits for full time status
3. Completion of the loan processing steps
4. Entrance counseling requirements have been met
5. Direct deposit authorization was successful
6. Meets satisfactory academic progress standards

Graduate Assistantships

Several departments of WSU offer three different types of graduate assistantship:

1. Graduate Teaching Assistants (GTA): serve an instructional role in a class or laboratory within a specific department, preparing teaching functions such as preparing lectures, conducting classes, student assignment evaluations, grading tests, holding student conferences, and assigning course grades.
2. Graduate Research Assistants: research-oriented responsibilities such as library research, computer programing and analysis, fieldwork, laboratory experiments, writing and editing materials, scientific investigations, and averaging grades.
3. Graduate Staff Assistants: assistance to administrative staff or specific department within the university by collecting, ordering, and interpreting various kinds of administrative data.

Eligibility:

- Must be admitted to a graduate program
- Must maintain a 3.0 grade point average
- Must, at minimum, be registered for at least one (1) graduate course and a minimum of three (3) credits per semester of their graduate assistantship

More information about graduate assistantship can be found at
https://www.winona.edu/gradstudies/assistants.asp

Employment

Students who do not receive assistantship may contact the Warriors Success Center for assistance in finding work on campus in Winona or Rochester. The office also assists students in finding full-time employment. Additional information can be found at https://www.winona.edu/wsc/

Chapter 6: University Life

Directory Information

WSU Faculty/Staff directory information is located on our website at the following location:
https://mywsu.winona.edu/search/Pages/people.aspx
RCTC Faculty/Staff/Student directory information is located at the following location:
http://www.rctc.edu/directory/

Winona State University, Rochester Campus

Address: 859 30th Avenue Southeast, Rochester, MN 55904

Directions to WSU Winona and Rochester Campus
Visit the following website for information on directions to both WSU campuses:
http://www.winona.edu/directionstowsu.asp.

Winona State University-Rochester is co-located with the Rochester Community and Technical College in Southeast Rochester, Minnesota. The WSU-Rochester campus is approximately 45 miles west of the main Winona State University campus in Winona, Minnesota. Call the Student and Campus Services office at 507.285.7100 if you need additional assistance with directions.

Broadway Campus
Address: 400 S Broadway – Suite 300, Rochester, MN, 55904
Winona State University-Rochester also has a campus at S Broadway, located in downtown Rochester. The campus is open for students and includes free wi-fi, three conference rooms, two study areas, and a large classroom. Students that are enrolled in courses that host classes through Acano are welcome to attend the class at the Broadway campus. This yields the possibility of distance students having a closer experience to professor and the opportunity to network with peers.

Contact Winona State University
www.winona.edu/contactwsu.asp

Call **507.457.5000** to reach the WSU Switchboard, Monday through Friday between the hours of 8am-4:30pm. Hours may vary during holidays and university breaks. After hours, call WSU Security at **507.457.5555**.
For website questions or to report technical issues, please contact Tech Support at: techsupport@winona.edu or 507.457.5240.

Frequently Used Contacts
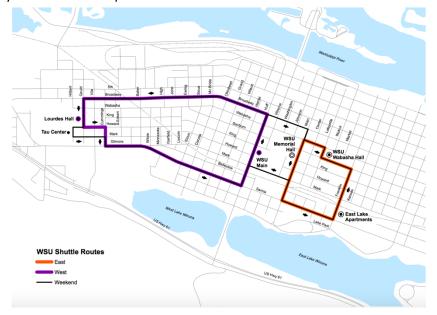Below is a selection of contacts commonly used by WSU visitors:

School of Graduate Studies   507.285.7100
GradOffice@winona.edu
Somsen 210C   *Admissions*
P.O. Box 5838   507.457.5100 | admissions@winona.edu
175 W Mark St
Winona MN 55987   *Alumni Relations*
507.457.5038   507.457.5027 | alumni@winona.edu
507.457.5571 (fax)

                                                          Facilities Services
Winona State University, Rochester   507.457.5045 | facilities@winona.edu
Student and Campus Services office (SS 128).
wsurochester@winona.edu

University Marketing & Communications
507.457.5024   Postal Address
                                                                                                         Winona State University
Student Union   P.O. Box 5838
507.457.5310 | studentunion@winona.edu   175 West Mark Street
                                                                                                         Winona, MN 55987
Warrior Hub (Integrated Academic Services)
507.457.2800

Transportation - WSU Shuttle Service

The WSU Shuttle Service is a free, efficient and safe way to get to and from the WSU campuses in Winona. Shuttle routes run between Main Campus, West Campus and East Lake Apartments at regular intervals during the academic year. The WSU Shuttle is open to all students, faculty and staff at no charge. Just be courteous and respectful to the drivers and other passengers.

Winona State Bike Rental Program

Bike Rental
- Students in good standing and employees of Winona State University in Winona are eligible to become members of the Bike Rental program.
- Members of the Bike Rental Program will be permitted to rent bicycles and related equipment (helmet, cable and lock key) for up to five hours at a time at no cost.
- Bikes are rented between 8:00 am and sunset, 7 days a week, between March and November (weather permitting).
- Bikes are available by inquiring with one of the friendly student staff at the Student Resource Center (lower level Kryzsko Commons).
- Be sure to bring your ID and get ready to enjoy Winona the "Greener" way.

Bike Station
Students and employees of Winona State University have access to utilize this wonderful bike self-service station located between Kryzsko Commons and Huff St. in the basement of Lucas Hall. Student staffing in this location assures that new students and employees will be well informed as they learn to tune up their own bike. Chat with student staffers the next time a chain is ailing or there is a need of a straightening of a front wheel. Hours are Mon - Fri, 10am – 5pm during the regular school year.

Parking Permits

Winona State University offers permits for members of the campus community who choose to park on campus. Permits vary in price and location depending on the type of permit purchased. More information about application and cost of parking permits can be found at https://www.winona.edu/parking/permits.asp

Parking at WSU-R

Student parking is allowed in designated parking lots or at parking meters only. As a parking fee is part of the semester tuition statement, students do not need to get a permit to park in these areas. This fee provides funds for the upkeep and safety of parking lots. Visitors may park in any student lot and at parking meters. Student parking at Broadway is available at the building parking lot or parking meters. Parking is free at the Broadway campus.

Registration
All students register online via e-services after meeting with a faculty advisor. Assistance can be requested via email at wsurochester@winona.edu, by phone at 507-285-7100 or in person at the WSU-R Student and Campus Services office, Student Services (SS) 128.

Health & Wellness Services at Winona State University in Winona
Our health services include:
• Primary care
• Specialty care
• Ancillary and diagnostic services
• Mental health support
• Health promotion and Wellness programs

Medical services at Health & Wellness Services are provided by a physician, nurse practitioners, a registered nurse (RN), and licensed practical nurses (LPN). Laboratory tests can be performed within Health & Wellness Service by our medical technologist.

Health & Wellness Services at Winona State University, Rochester
Students may contact the WSU-Rochester Student & Campus Services Office at 507-285-7100 or email wsurochester@winona.edu to make an appointment for a confidential phone conversation. During the initial phone call, the counselor and student will discuss the issues and determine the next steps. If appropriate, the counselor will then schedule an in-person appointment with the student in Rochester that fits the student's schedule. The counselor may also refer the student to external mental health care providers in the Rochester community. https://www.rctc.edu/services/health/provided-health-services/

More information about services provided can be accessed at https://www.winona.edu/healthservices/clinicservices.asp

Integrated Wellness Complex at WSU in Winona
The integrated Wellness Complex provide several services to WSU students, such as Strength and Fitness Center, Intramural and Recreational Sports, Sports Clubs, Counseling Services, and Health Services. Detailed information about each program can be found at https://www.winona.edu/wellness/

Fitness & Sport Center at WSU-R
WSU-Rochester students have access to treadmills, ellipticals, free weights, lifting machines and other exercise equipment in the on-campus Fitness Center. There is no additional membership cost, though you will need to get a Fitness Center pass.
To receive a Fitness Center pass, show a current semester schedule to the staff in the Cashier's office in SS124. Before entering the Fitness Center, a student ID is required to be shown at the front desk.

Open Gym
The Sports Center Fieldhouse has a gym available for walking, running or gym activities like basketball, volleyball and soccer. Current WSU-Rochester students are able to access the open gym at no additional cost. Present student IDs at the door.
The gym is open to the public from 6-8am and 5-9pm, but WSU-Rochester and RCTC students have exclusive access from 9am-1:30pm.

Graduate Student Commons Area

A commons/study area for Graduate Student use is located in Gildemeister 134 in Winona and in East Hall (EH) 108 in Rochester. Winona students will use their ID cards to access the building evenings and weekends but must notify the Office of Graduate Studies that they wish to have this access. The Common's room will be locked. Contact the Office of Graduate Studies to obtain the code to enter the room. Rochester students must pick up an entry card from their department main office to access their Common's room. They are able to use the area when the campus is open, and the building is unlocked.

WSU-Rochester provides graduate students with a computer lab and study space, located in East Hall 108. This lab is for the exclusive use of WSU graduate students and it is equipped with three computers loaded with the latest WSU software and a network printer. Graduate students are also able to use a study lounge located in East Hall 108. This lounge provides a comfortable, quiet area to study and collaborate with other graduate students regarding projects, papers and other coursework.

Graduate Student Experience Committee

Serve as advocate for an exceptional graduate student experience.

Student Senate

Student Senate is the governing body of the Winona State University Student Association. In its capacity, Student Senate acts as the recognized voice and bargaining unit for all students at Winona State University. This is done through the process of consultation and student government. Student Senate is also responsible for appropriating budgets to student clubs and organizations. Student Senate is also responsible, through the Student Activity Fee Committee (SAFC), for appropriating budgets to student clubs and organizations and granting special requests.

Clubs and Organizations

There are several other organizations ranging from academic clubs to athletic clubs, to honor societies for you to be a part of as well.
For more information, please visit the Student Clubs & Organizations Page.

Housing

WSU does not offer housing accommodations for couples. Graduate students are encouraged to seek off-campus housing, but are welcome to live on campus, per availability. The Housing Office will make every effort to place graduate students with upper-level undergraduate students or other graduate students, where possible. Housing assignments are issued by the date the Application for Housing is received. Please refer to the following website for the Off-Campus Housing Referral Service: https://www.winona.edu/housing/off-campus-housing.asp.

International Students

International Students must work with the International Services Office for additional processing.
Please email:
Oresta Felts

International Admission Coordinator
1.507.457.5304
OFelts@winona.edu

https://www.winona.edu/international-services/apply.asp

Insurance Information
All Students (Except International Students)
The Affordable Care Act requires everyone to have health insurance or be subject to penalties. There are several options available to students for health insurance coverage:
Coverage under their parent's health insurance policy until age 26
OR
Purchasing coverage through a health insurance exchange, an online marketplace to shop for, compare and purchase health insurance coverage. The specific exchange an individual can obtain insurance through is based on the individual's state of residency.
- Minnesota Residents: MNSure
  - mnsure.org or (855)-3MNSURE or (1.855.366.7873)
- Illinois Residents: Get Covered Illinois
  - getcoveredillinois.gov or 1.(866).311.1119
- Wisconsin, Iowa, North & South Dakota and All Other States:
  - healthcare.gov or 1.(800).318.2596

Warriors Success Center
The Warrior Success Center (WSC) provides free and accessible services and resources for student success. Services include:

- Tutoring program for students of all ability levels. It helps you meet your academic goals by providing outstanding free academic assistance, including tutoring and a Supplement to Instruction Program (S2I).
- Access services and accommodations tailored to the needs of students with diagnosed physical or mental health disabilities
- Individualized advising to students and help deciding students identify majors and careers that are best suited to their unique interests, strengths and goals.
- We actively collaborate with a variety of programs and departments at WSU as well as community partners.

Tutoring & Learning Center
The Learning Center provides the support Graduate Students need to succeed in a variety of subjects for entry level to doctorate level courses. Learning Center staff are trained to help students to improve critical thinking skills through active and collaborative learning methods. Diverse learning styles and cultural backgrounds are welcomed and encouraged as students provide the direction for services and activities they require for success inside the classroom and out.

The Learning Center also works in collaboration with the WSU Tutoring Center located in Winona. There are also online tutoring options available: Click here http://www.winona.edu/tutoring/onlineresources.asp for online tutoring services.

If you need specific tutoring or are interested in becoming a tutor, contact the Student and Campus Services Office at 507.285.7100 or email wsurochester@winona.edu.

Career Services
WSU-R Career Counselor is available on a daily basis for appointments and walk-in service in the WSU-R SCS office in (SS) 128. You can learn more about career services and resources via the Career Services website http://www.winona.edu/career/ as well as the login page for Warrior Jobs (Career Services' online job search tool). Appointments can be made by emailing rochestercareer@winona.edu or wsurochester@winona.edu, by phone at 507-285-7100, or in person at the WSU-R Student and Campus Services office, Student Services (SS) 128.

Chapter 7: Graduate Programs

The School of Graduate Study offers more than 30 graduate programs in four colleges that lead to the master's, specialist, and Doctor of Nursing Practice degrees, as well as licensure and certificate programs. The Graduate School maintains an online list of graduate programs, graduate certificates, and contact information www.winona.edu/gradstudies/gradprograms.asp

WSU Graduate Studies Programs				
Program	**Degree**	**GPA for Admission**	**Delivery Method**	**Location**
Academic and Behavior Strategist Graduate Certificate	Certificate	3.0	Hybrid	Winona & Rochester
Addictions Counseling Certificate Program	Certificate	2.5	Online "Acynricous"	Online
Athletic Training	M.S.	3.0	Face-to-Face + Online + Hybrid	Winona
Clinical Mental Health Counseling	M.S.	2.5	Face-to-Face + Online + Hybrid + Evenings/Weekend	Winona & Rochester
Curriculum & Instruction	M.S.	2.75	Online + 4 F2F	Rochester
Doctor of Education	EdD	2.75	Online	Online
EdS K-12 Principal	M.S., Certificate, & Licensure	2.75	Hybrid + Online + Arranged	Winona & Rochester
EdS Superintendent	M.S., Certificate, & Licensure	2.75	Hybrid + Online + Arranged	Winona & Rochester

Education (MSED)	M.S.	2.75	Online + 4 F2F	Rochester
Education (GIP)		2.75	Face-to-Face + Hybrid	Rochester
Education Leadership	M.S.	2.75	Face-to-Face + Online + Hybrid	Winona & Rochester
English	M.S.	3.0	Face-to-Face + Nights	Winona
English - Literature & Language	M.S.	3.0	Face-to-Face + Nights	Winona
English - TESOL	M.S.	3.0	Face-to-Face + Nights	Winona
Graduate Certificate in Applied Writing	Certificate	3.0	Face-to-Face + Online + Hybrid	Winona
Human Service Professional Masters Program	M.S.	2.5	Face-to-Face + Online + Hybrid + Evenings/Weekend	Winona
Nursing	M.S., D.N.P., Certificate	3.0	Variety of options depending on program: Distance option + Face-to-Face + Online + Hybrid + 4 F2F per semester + 1 Day per week + Online "Synchronous"	Rochester
Organizational Leadership	M.S. & Certificate	2.75	Hybrid + Online + Arranged	Winona & Rochester
Post-Baccalaureate Secondary Teacher Preparation Collaborative Certificate	Certificate	2.75	Online + 4 F2F	Rochester
Professional Leadership Studies	M.S.	2.75	Face-to-Face + Online + Hybrid	Winona & Rochester
Professional Science Masters	M.S.	2.5	Face-to-Face + Online	Winona
School Counseling	M.S.	2.5	Face-to-Face + Online + Hybrid + Evenings/Weekend	Winona
Social Work	M.S.	3.0	Online + 2 F2F Saturdays per semester	Rochester

Special Education - Developmental Disabilities	M.S. & Licensure	3.0	Online + Night + Arranged	Winona & Rochester
Sport Management	M.S. & Certificate	2.75	Face-to-Face + Online + Hybrid	Winona & Rochester
STEM Graduate Certificate	Certificate	2.75	Online + 4 F2F	Rochester
Training and Development Certificate	Certificate	2.75	Online	Online

Athletic Training
www.winona.edu/athletic-training/

- Knowledge and skills required to become highly competent, multi-skilled healthcare professionals
- Rigorous academic program both in the classroom and in the clinical setting, using the most advanced technology and evidence-based research
- Freshmen students interested in this professional program can complete both a bachelor's degree in Movement Science and a master's degree in Athletic Training in only five years.
- Graduates have secured positions with professional, semi-professional and Olympic teams. Others have been hired as:
- University head athletic trainers
- Clinic directors
- Physician clinics
- Industrial/corporate athletic trainers
- High school athletic trainers

Counselor Education
https://www.winona.edu/counseloreducation/

MS Clinical Mental Health Counseling	• Accredited by the Council for Accreditation of Counseling and Related Education Programs (CACREP). • Community partnerships with Hawthorne Learning Center and Hiawatha Valley Mental Health Center prepare students with hands-on learning
MS Human Services Professional Masters	• Evening and weekend classes • Rochester and Winona campuses • Progressive online, hybrid and face-to-face learning environments
MS School Counseling	• Strong and flexible internship opportunities throughout Southeast Minnesota and across the nation as available

Addictions Counseling (Graduate Certificate)	

Education (Rochester)
www.winona.edu/rochester/education/

MS Graduate Induction Program	• Teachers just graduating from college • Working side by side with a licensed professional

Master of Science in Education	• Online and face-to-face
	• Earn your MS degree in 6 semesters (includes summer session).
	• Education Core is paired with graduate credits from an emphasis or certificate
	    o Curriculum and Instruction
	    o STEM
	    o Secondary Licensure Certificate/TPC

Special Education
www.winona.edu/specialed/

MS Developmental Disabilities	WSU prepares teachers to work with K-12 students with: • Academic and Behavioral Strategist • Developmental Disabilities • Learning Disabilities (This program is not currently accepting new applicants.) • Early Childhood Special Education (This program is not currently offered). • Located on campuses in Winona and Rochester, Minnesota.

Doctor of Education
https://www.winona.edu/doctor-education/

Doctor of Education Online and Summer Residency

Leadership Education
www.winona.edu/educationleadership/

MS Organizational Leadership	• Prepare collaborative leaders to sustain and renew America's democracy by transforming and managing schools and organizations • Rochester and Winona campuses • Progressive online, evenings, hybrid and face-to-face learning environments • Hands-on learning experiences • Strong internship opportunities throughout Southeast Minnesota
MS Professional Leadership Studies	
MS Sport Management	
MS Education Leadership	
EdS K-12 Principal	
EdS Superintendent	

English
www.winona.edu/english/graduate.asp

MA English Literature and Language	• Cultivates advanced-level critical thinking, reading, research and writing skills, and an in-depth knowledge of all major areas of literary studies • Face – to – Face + Evening classes
MS English	• Cultivates advanced-level critical thinking, reading, research and writing skills, and an in-depth knowledge of all major areas of literary studies • Face – to – Face + Evening classes
MA TESOL	• Cultivates an advanced-level understanding of the theories and practices of teaching English as a Second Language to a wide variety of audiences • Face – to – Face + Evening classes
Graduate Certificate in Applied & Professional Writing	• Cultivates already strong writing, editing, research and organizational skills for a variety of professional settings • Online

Nursing
www.winona.edu/graduatenursing/

- Offered in a variety of delivery methods, such as one day per week on campus, online, or online with hybrid meetings by web or on campus
- Nurse Educator and Nursing and Organizational Leadership programs can choose a Distance Option that is a three-year plan with all courses offered in hybrid format
- Students are extended the opportunity to work closely with the Clinical Placement Coordinator to arrange clinical settings.
- Clinical affiliations with numerous health care facilities, such as, Allina Health, Gundersen Lutheran Health System, Mayo Clinic Health System, and Mercy Medical Center to name a few

MS – Nurse Educator	• Prepare to teach in an academic or health care setting • Knowledge and skills related to the teaching/learning process in nursing, as well as curriculum and program design, instruction, assessment, and evaluation • Guidance of preceptors in academic and health care settings
MS – Nursing and Organizational Leadership	• Prepare for administrative and leadership positions in a health care setting Content focuses on: • Elements of a nursing care system • The responsibilities of the Nursing and Organizational Leader in research, education, and clinical practice • Human resource management • Fiscal accountability • Information and project management • Issues and trends in nursing organizational management • Clinical practicums emphasize management of clients, nurses, other health care personnel and resources • Guidance of a qualified preceptor

Three-Year Post-baccalaureate DNP
https://www.winona.edu/graduatenursing/doctor.asp

Adult-Gerontology Acute Care Nurse Practitioner	• Prepared to provide and manage health care of the acutely ill and the critically or chronically ill adult patient. • Includes decision-making, both independently and interdependently; and is directly accountable for clinical judgments • Content includes differential diagnosis and disease management; diagnostic and therapeutic interventions to manage acute and critical health problems; participation in and use of research; development and implementation of health policy, leadership, education, case management; and consultation with emphasis on interdisciplinary therapeutics. • Clinical practicums under the supervision of qualified acute care provider • Graduates with DNP awards are prepared for eligibility for the American Nurses Credentialing Center's (ANCC) Acute Care NP exam or the American Academy of Critical Care Nurses (AACN) exam.

Family Nurse Practitioner	• Students who elect the Family Nurse Practitioner (FNP) program are prepared to perform an expanded nursing role as primary health care providers. • In addition to the nursing science core courses and the direct care core courses, content includes comprehensive assessment of the health status of adults, children and families; diagnosis and management of common acute and chronic health problems; provision of counseling and teaching in areas of health promotion and disease prevention; and collaboration with other health professionals. • Clinical practicums are under the supervision of qualified nurse practitioners or other primary care provider preceptors will focus on primary health care in a variety of settings. • Graduates with DNP awards are prepared for eligibility for the American Nurses Credentialing Center's (ANCC) Acute Care NP exam or the American Academy of Critical Care Nurses (AACN) exam.
Adult-Gerontology Clinical Nurse Specialist	• Students will demonstrate direct care (including prescriptive authority), consultation, systems leadership, collaboration, coaching, and research competencies and influence direct patient/client care, the practice of other nurses and nursing personnel, and healthcare systems/organization outcomes • Graduates are prepared for eligibility for the American Nurses Credentialing Center's Adult Gerontology Clinical Nurse Specialist certification exam and American Association of Critical-Care Nurses (AACN) Adult-Gerontology Clinical Nurse Specialist Exam. The Graduate Certificate (GC) is for nurses who have completed a previous graduate degree in nursing from a nationally accredited graduate nursing program.
Nursing Leadership Program: Nursing and Organizational Leadership	• Prepared for administrative and leadership positions in a health care setting • The responsibilities of the Nursing and Organizational Leader in research, education, and clinical practice; human resource management; fiscal accountability; information and project management; the functions of the Nursing and Organizational Leader in the organization and system; and on issues and trends in nursing organizational management.

	• Offer students the opportunity to apply nursing leadership and administrative principles under the guidance of a qualified preceptor • Graduates of the program are prepared for eligibility for the following certification exams after meeting additional eligibility criteria related to work experience: the American Nurses Credentialing Center (ANCC) Nurse Executive Board Certification (NE-BC) or the American Organization of Nurse Executives (AONE) Certified Executive in Nursing Practice (CENP)
Nursing Leadership Program: Practice and Leadership Innovations	• Prepared to develop innovations in practice and leadership. In addition to core courses, content focuses on leadership in practice, organizational leadership, and the development, implementation, and evaluation of innovations • Students will be prepared to lead innovations, advance practice, and improve healthcare outcomes • Clinical practicums in advanced nursing for the Practice leadership Innovations emphasis enable students to develop and lead a practice and/or leadership innovation project with attention to the impact on the organization and human/financial implications • The Clinical Scholarship Project is completed with guidance of a clinical mentor by all DNP students and involves demonstration of knowledge and skills to enhance the quality and safety of health care in a variety of settings and for a variety of populations. • The Nursing Leadership Practicums offer the students the opportunity to apply nursing practice, leadership, and innovation principles under the guidance of a qualified preceptor.
Nursing: Psychiatric-Mental Health Nurse Practitioner	• Specialized knowledge, skills, and abilities to provide care across the lifespan to individuals, families, groups, and communities with behavioral and mental health problems/disorders or the potential for such problems • Clinical practicums under the supervision of qualified preceptors will focus on psychiatric-mental health care in a variety of specialty areas with a rural emphasis • Graduates with DNP and Graduate Certificates awards are prepared for eligibility for the American Nurses Credentialing Center's Psychiatric-Mental Health Nurse Practitioner examination

Professional Science Master's in Applied Research and Management
www.winona.edu/psm/

- **Technical** degree with emphases in composite materials engineering, geoscience, chemistry, computer science, environmental science, biology, and health, exercise and rehabilitation sciences
- **Scientific** degree integrating hands-on technical and management training
- E**ngaging** program that allows you to earn university credits for work with a partnered employer
- Allows the student to **work-learn-earn** the degree while remaining employed

Advanced Licensure
www.winona.edu/education/graduate.asp

Developmental Disabilities
Elementary Education
Principal / Assistant Principal K-12
Superintendent / Assistant Superintendent

Education Certificate Programs
www.winona.edu/education/graduate.asp

Academic and Behavioral Strategist
Addictions Counseling
Organizational Leadership
Principal / Assistant Principal K-12
Sport Management
Superintendent / Assistant Superintendent
Teacher Preparation Collaboration (Post-baccalaureate)
Training and Development

More information can be found at https://www.winona.edu/education/graduate.asp

EMAIL SCRIPT to PROSPECTIVE STUDENT from WSU GRADUATE FACULTY - EXAMPLE

Conference/Graduate Fair

Dear [student],
Greetings, this is Dr. [name] from the department of [department name] at Winona State University. We met at the recent [conference/graduate fair name], and I wanted to follow up with you on your interest in our program [department name], where we are committed to the highest quality educational experience possible for our students. We provide advanced training toward graduate degrees in a resource-rich, collaborative environment dedicated to discovery and innovation. You will find that our programs reflect a cross- disciplinary nature, where students are able to engage in active pursuit of their varied interests.

In the Department of [department name], we specialize in [list several department specialties]. One of the recent developments in our department is [state recent development]. Moreover, our faculty [highlight some faculty achievement, and how graduate students in your department succeed].
We know that you have a wide selection of great graduate programs across the state to choose from, and we hope that you find our department to be a good fit. Feel free to contact me either by phone at [phone number] or by email at [provide email address].

You may also contact the WSU Graduate Admissions Advisor Samantha Eckerson at 507.703.1894 or sdeckerson@winona.edu.
For more information on the department, visit our website at [provide website]. For information related to the School of Graduate Studies, how to apply, visiting campus, and next steps visit
www.winona.edu/gradstudies/

Thank you for your interest in the Department of [department name] at Winona State University. We look forward to speaking with you soon about the opportunities here in [Winona or Rochester].

Warm regards,
Name
Title Department
NOTE: when applicable, you might want to mention graduate assistantships
(www.winona.edu/gradstudies/assistants.asp) or other program highlights [online, clinicals, etc]

PHONE SCRIPT to PROSPECTIVE STUDENT from WSU GRADUATE FACULTY – EXAMPLE

Referral

Hello ‾ this is [provide your name] with the department of [department name] at Winona State University We are contacting you because of you were referred to us by [……].

I wanted to let you know that our department of [department name] may be a good choice for you and your academic needs. Some of the areas that we specialize in, include [list several department specialties]. One of the recent developments in our department is [state recent development]. We feel very fortunate to have such strong faculty members who have [highlight some faculty achievements]. You will find that we are also able to be a great resource to our graduate students by [state how graduate students in your department succeed].

WSU and [Winona or Rochester] have much to offer a graduate student. Are there any particular questions I can answer or help clarify? [Answer any questions, comments or concerns].

You may also contact the WSU Graduate Admissions Advisor Samantha Eckerson at 507.703.1894 or sdeckerson@winona.edu for information related to the School of Graduate Studies, how to apply, visiting campus, and next steps.

We look forward to talking with you more about what we offer. Thank you.

Graduate Studies Frequently Asked Questions

We recognize that you will have some questions regarding the School of Graduate Studies. These FAQs have been designed to address the most common questions we hear. If your question is not addressed, please don't hesitate to contact us.

- **Where do I get my WSU Student Identification Cards**
  Once you have registered for classes, you are eligible to obtain a WSU ID Card. WSU ID cards are available from the Winona Campus Card Office, Maxwell 227. WSU ID Card for WSU-Rochester, simply bring a copy of your schedule with your Warrior ID number, a current photo ID, and your best smile to GL 118 and the WSU-R IT staff will create your ID card.

- **How do I register?**
  Course listings and instructions for registering are available online through the student e-services site. There is no hard copy of the class schedule, so please check the department website for class schedules. Course descriptions and associated prerequisites can be viewed in the course catalog. You can find a listing of academic departments and phone numbers by searching the WSU directory.

- **How do I access my WSU email?**
  Winona State email is provided via Microsoft Office 365. In order to log in you will need to enter your StarID@go.minnstate.edu and your StarID password. If you can't login, try to reset your password at https://starid.minnstate.edu/. If you are still unable to log in please contact Tech Support.

- **How do I get Tech Support?**
  WSU & WSU-Rochester Center Technical Support welcomes you!
  Our qualified specialists are on-site to handle any technology-related questions. Our technicians are available for walk-in support in the first floor of the Goddard Library, GL118 (located in the Technology Support Center in main Atrium) or Somsen Hall Room 207.
  If you need assistance, call Tech Support at 507 457-5240 or stop by Tech Support. You may also email Tech Support at Techsupport@winona.edu or asktech@winona.edu.
  Academic Year
  Monday-Thursday 8am - 9pm
  Friday 8am - 4:30pm

  Winter, Spring & Summer Breaks
  Monday-Friday: 8am-4:30pm

  All Technical Services areas are closed on weekends and holidays
  More information about WSU technology resources available to Graduate students can be found at this website-
  http://learn.winona.edu/Grad_Student_Technology_Survival_Guide.

  Additional helpful IT links:

http://www.winona.edu/technology/tech-support.asp
http://learn.winona.edu/On_The_Hub (purchasing software for personal computers)
https://starid.minnstate.edu/
https://learn.winona.edu/StarID

- **What is a StarID?**
  Your MnSCU StarID is a unique username and password that you use to login to certain MnSCU network resources and all current WSU services such as your WSU e-mail, D2L Brightspace, OnTheHub, E-services, Web Printing, campus wireless network, etc. Once you activate your StarID, you will use the StarID and password to access all online resources
  All WSU students have a StarID and password that are used to:

  - Log into your WSU-provided laptop (if you participate in the e-Warrior Digital Life and Learning Program)
  - Sign into D2L Brightspace D2L Brightspace log in: https://winona.learn.minnstate.edu/
  - Log into the computers in the shared computer labs and classrooms (computer labs and classroom computers require starid@winona.edu followed by your password to log on)

  How to Change Your StarID Password

  Please visit the How to change a StarID password page.

- **Do I need to enroll in the Digital Life and Learning Program (Laptop program)?**
  You may enroll in the Digital Life and Learning Program and are eligible to lease a laptop computer. Visit the IT website for more information: http://www.winona.edu/IT/.

  The e-Warrior Digital Life and Learning Program provides WSU students with a pre-configured laptop and tablet, a wide array of software applications, and several other benefits that create a very reliable academic computing experience. Graduate and part-time students can choose to participate in the e-Warrior Digital Life and Learning Program or use personally-owned devices.

  - The e-Warrior Digital Life and Learning Program - What graduate and part-time students need to know
  - General information about the program

  Use the following guides to connect personally-owned devices to the WSU wireless network. If you need additional assistance

  - Connecting Personally-Owned Laptops to the WSU Campus Wireless Network
  - Connecting Wireless Media Devices to the Warrior Network

- **How do I pay my tuition?**
  After registering for your courses, please check your account/billing information online at https://www.winona.edu/billing/statements.asp. You will need your

STAR ID# and password. Charges will be posted beginning **August 1** for Fall registrations and **December 1** for Spring registrations. **Final bills will not be mailed to students.** You may pay using your credit or debit card or by e-check. Please go to https://www.winona.edu/billing/paymentprocedures.asp for additional instructions. When paying using e-check, you will need the bank routing and account number from your checkbook to complete the transaction. **Late fees will apply for late payments.** You can also make payments at the RCTC Cashier's Office is located on the first floor of the Student Services building (SS) 124 and the phone number is 507-285-7311. The Cashier's Office accepts payments for WSU students via check or cash ONLY. Students may also make payment through e-services via credit/debit card payments.

- **Can Graduate Students receive Financial Aid?**
  You must be admitted to a degree or certificate/licensure program in order to be eligible for financial aid. Only unsubsidized loans are available to graduate students. Please review the Financial Aid website at http://www.winona.edu/financialaid/ for general and contact information.

- **Can Graduate Students receive scholarships?**
  Scholarships - https://www.winona.edu/rochester/financial-aid/scholarships.asp WSU provides many scholarships for graduate students and there are many other places that you could look for scholarships

- **Where is the Graduate Student Commons Area?**
  A commons/study area for Graduate Student use is located in Gildemeister 134 in Winona and in East Hall (EA) 101 in Rochester. Winona students will use their ID cards to access the building evenings and weekends, but must notify the Office of Graduate Studies that they wish to have this access. The Common's room will be locked. Contact the Office of Graduate Studies to obtain the code to enter the room
  School of Graduate Studies Lab: East Hall (EA) 101 This lab is located in the Graduate Student Lounge and is exclusively for WSU-Rochester graduate students to use. There are two computers in this lab, all equipped with WSU software and applications. The lab is open anytime the campus is open

- **What does it mean when I am asked to provide Immunizations?**
  Students are also required to submit an **Immunization Form** to Health Services if they do not currently have one on file. This form is located at https://www.winona.edu/healthservices/immunizations.asp.

- **Do I have access to a workout facility?**
  The Integrated Wellness Complex is a unique facility, unlike any other in the country. It aligns counseling & wellness services, health & wellness services, academics, intramural sports & recreation, fitness, and athletics into a single state-of-the-art facility,

providing new opportunities for learning, research, hands-on experiences, activity, and outreach. https://www.winona.edu/wellness/.

On the WSU-R campus, students have access to the RCTC Sports Center Fieldhouse

You may use the Open Gym in the Sports Center Fieldhouse at no additional cost. You must be a current WSU-Rochester student with student ID to use the open gym. Please click here for hours and gym policies http://www.rctcyellowjackets.com/facilities/Student_Open_Gym
You may also use the Fitness Center at no additional cost. To receive a Fitness Center Pass, you must show a current semester schedule to the staff in the Cashier's office (SS) 124. You will also be required to present your student ID picture with your pass in the Fitness Center. You must also complete the *Assumption of Risk, Waiver of Liability and Indemnity Agreement* at this link http://www.rctcyellowjackets.com/facilities/Fitness_Center. Please print and bring with you at your first visit to the Fitness Center.

- **Directions to WSU Winona and Rochester Campus**
  Visit the following website for information on directions to both WSU campuses:
  Winona State University - https://www.winona.edu/maps.asp
  Winona State University – Rochester - https://www.winona.edu/rochester/maps/
- **How do I park on campus?**
  Parking permits for the Winona campus are available for purchase. Please visit Parking Services at http://www.winona.edu/parking/ for further information. Rochester students do not need to purchase a parking permit for their lots.
  At Winona State University – Rochester, students do not need to get a permit to park in these lots. Please park in the designated lots or parking meters. Please visit https://www.winona.edu/rochester/maps/parking.asp for more information.
  ****If you need help starting your car. Students can contact RCTC Campus Safety office at 507-285-7262 (7262 if calling from internal campus phone) regarding the need to have their vehicle jump started. You must provide a valid student ID. There is NO CHARGE for this service.*****
- **What is Wisconsin Tuition Reciprocity?**
  Wisconsin residents may apply for reciprocity online at http://www.heab.state.wi.us.

- **Where can I eat on campus?**
  Winona State University - https://www.winona.edu/housing/dining.asp
  The Kafe Kryzsko, located in the lower level of Kryzsko Commons, is open Monday – Friday from 7:00 am – 11:00 pm, Saturdays from Noon - 11:00 pm, and Sundays from 5:00 pm -11:00 pm. You may also dine in the Jack Kane Dining Center from 7:00 am until 6:30 pm. Please check posted times for specific meal times.
  At Winona State University-Rochester, Lancer Hospitality is contracted to operate campus dining and catering food services. The Fresh Stop Cafes are located on the third floor of the College Center, Commons area of Heintz Center; and the Espresso Plus is located in the Health Sciences Building. A meal plan for students is

available. Catering services are available during and after regular cafeteria hours. Please contact Joanne McCann for your specific needs at 507-285-7209 or email jmccann@lancercatering.com

<div align="center">

Fresh Stop Café – 3rd floor College Center
</div>

Monday-Friday   7:30a.m.-2:00p.m.

<div align="center">

Espresso Plus – Health Sciences Building
</div>

Monday-Thursday   7:30a.m.-6:00p.m.
Friday   7:30a.m.-1:00p.m.

<div align="center">

Fresh Stop Café – Heintz Center
</div>

Monday-Thursday   7:30a.m.-2:00p.m.
Friday   7:30a.m.-1:00p.m.

All food service are closed during holidays, weekends and RCTC non-class days.

- **Does WSU provide housing?**
  The Housing Office in Winona, will make every effort to place graduate students with upper-level undergraduate students or other graduate students, where possible. Housing assignments are issued by the date the Application for Housing is received. WSU does not offer housing accommodations for couples. Graduate students are encouraged to seek off-campus housing, but are welcome to live on campus, per availability. There is no housing available in Rochester.

  Please refer to the following website for the Off-Campus Housing Referral Service: https://www.winona.edu/housing/off-campus-housing.asp.

- **What if I am an International Students?**
  You must work with the International Services Office for additional processing. Please email Kit Klepinger at kklepinger@winona.edu.

Other Resources
Lynda gives WSU students access to lynda.com, a library of over 2000 online courses taught by industry experts covering a wide variety of software tools and skills, as well as topics related to leadership, business, photography and other areas. Lynda courses are available 24-7 from your laptop, tablet, or smartphone. Learn how to access Lynda online training

Appendix

Citations:

Best Practices in Graduate Student Recruitment, Hanover Research 2017
https://www.hanoverresearch.com/wp-content/uploads/2017/08/Best-Practices-in-Graduate-Student-Recruitment-Final.pdf

Best Practices in Graduate Student Recruitment, Hanover Research 2014
https://www.hanoverresearch.com/media/Best-Practices-in-Graduate-Student-Recruitment-1.pdf

Best Practices for Graduate Enrollment Management Professionals
https://nagap.org/documents/BestPracticesforGraduateEnrollmentManagementProfessionals10-28-09_2_.pdf

Arizona State University Best Practices for Successful Graduate Student Recruitment
https://graduate.asu.edu/sites/default/files/gradrecruitmentbestpractices-feb2017.pdf

University of Georgia Graduate Faculty Handbook
http://grad.uga.edu/wp-content/uploads/2013/05/FacultyHandbook.pdf

Grand Valley State Graduate Directors Handbook
https://www.gvsu.edu/cms4/asset/61214851-0A1B-00F2-E0737DD45987BEDA/grad_student_handbook_2017.pdf