

4.3. STUDENT RECRUITMENT AND ADMISSIONS. THE SCHOOL SHALL HAVE STUDENT RECRUITMENT AND ADMISSIONS POLICIES AND PROCEDURES TO LOCATE AND SELECT QUALIFIED INDIVIDUALS CAPABLE OF TAKING ADVANTAGE OF THE SCHOOL'S VARIOUS LEARNING ACTIVITIES, WHICH WILL ENABLE EACH OF THEM TO DEVELOP COMPETENCE FOR A CAREER IN PUBLIC HEALTH.

4.3.a. Description of the school's recruitment policies and procedures. If these differ by degree (e.g., bachelor's vs. graduate degrees), a description should be provided for each.

Recruitment efforts by the SPH Office of Admissions and Recruitment address the breadth of GW program offerings including undergraduate and graduate programs, residential, online, and hybrid programs.

The SPH seeks academically qualified students with a demonstrated passion for public health. The Office of Admissions employs a full-cycle recruitment strategy to attract talented public health students and raise awareness of the SPH's program offerings, providing multiple points of access for the prospective students to familiarize themselves with the SPH. These initiatives include, but are not limited to:

- **Internal Open House Events**
- **Informational Webinars**
- **Admissions Counselor Appointments:**
<http://publichealth.GW.edu/admissions/admissions-one-one-sessions>
- **Student Ambassador Sessions & School Tours:**
<http://publichealth.GW.edu/content/admissions-group-info-sessions>
- **Department Outreach**
- **External Outreach Events**
(See *ERF 4.3.a: Admissions Recruitment Travel Schedule*)
- **SOPHAS Virtual Events**
- **Diversity Recruitment:** The Office of Admissions annually participates in a variety of events targeting under represented student populations. These include the Tri-State Health Fair, a graduate fair hosted by the pre-medical, dental and public health summer programs of Yale, Columbia and Rutgers Universities and attended by minority students at various stages of the undergraduate level, the UC Davis Pre-Medical & Pre-Health Professions Conference which focuses student attendance to those typically underrepresented in healthcare (with regard to gender, economic, social, educational, linguistic, cultural, racial, and ethnic background), and the Annual Biomedical Research Conference for Minority Students (ABRCMS). In addition, the Office of Admissions has hosted ad-hoc campus visits for minority-based visiting student groups, such as McNair Fellows. Additional outreach is conducted to diverse newly admitted students, including inviting them to the GW Black Public Health Student Network Annual Minority Health Conference, without requiring them to commit to GW.
- **Student-to-Applicant Partner Outreach**
- **Admitted Student Events:** Details of recruitment events can be found in *ERF 4.3.a.: Recruitment Events*.

The Office of Admissions works with the Office of Communications in the creation of print material, primarily the student prospectus (**ERF 4.3.a: School Academic Prospectus**). The student prospectus is a robust guide to the SPH, its departments, research activities and university culture. Along with print material, we use a parallel digital communication plan to prospective and admitted students. The prospective student email campaign primarily centers on monthly admissions newsletters, covering upcoming deadlines and application information; links to campus visits; events; and recruitment travel calendar, as well as pertinent SPH news stories. Additional email campaigns to students include department-specific newsletters, event invitations, and application reminders.

Once students have been admitted to the program, they receive a series of welcome emails from key offices and personnel. These communications include reminders about commitment processes, as well as additional information which complement the yield cycle (e.g. invitations to admitted student events, opportunities to speak with student ambassadors, fellowship and internship announcements, housing suggestions, orientation information, etc.). These outreach messages are reiterated via posts to the admitted student Facebook group (a private, invite-only social media page) which provides an open forum for admitted students to engage with the Office of Admissions, student ambassadors, and their fellow admitted students.

4.3.b. Statement of admissions policies and procedures. If these differ by degree (e.g., bachelor's vs, graduate degrees), a description should be provided for each.

The SPH Office of Admissions and Recruitment builds the pipeline for enrollment into the residential graduate and undergraduate public health programs for the SPH. In addition, this office works with the university undergraduate admissions team responsible for the admissions process for programs in the Exercise and Nutrition Sciences (EXNS) department for both first year and transfer applications. 2U, Inc., the online partner for the MPH@GW and MHA@GW programs, performs the recruiting activities for these two programs.

The Office of Admissions is governed by policies established by the SPH Admissions Committee, a faculty committee made up of one voting representative from each department and the online program (see Criteria 1.5.a.), for graduate level programs, and the Undergraduate Curriculum Committee for the BS in PH.

Undergraduate Admissions

The SPH offers two Bachelor of Science (BS) degrees: Exercise Science and Public Health. Each program has a different admissions process. The recruitment and application processing for the BS Exercise Science program is managed through the GW Undergraduate Admissions Office using the Common Application (<https://www.commonapp.org/>).

Entry into the BS Public Health program is managed through the SPH Office of Admissions and Recruitment. SPH has two admissions cycles for the BS Public Health; one in the fall; and one in the spring. Students who apply, but are not accepted during the fall admissions cycle, will be automatically

included in the spring semester applicant pool. Students who have at least 45 credits of coursework completed with a GPA above 3.0, may apply for admission into this competitive program. Applicants are required to provide their transcripts; two brief essays; a resume; and an internal application (http://publichealth.GW.edu/pdf/SPH_transfer_within_application.pdf). A faculty committee led by the Undergraduate BS Public Health Program Director reviews all applications and selects the cohort. In March, students admitted to the BS PH program may opt to be considered for the joint five-year BS/MPH program. This pool of candidates are interviewed by the Program Director and selected for admission.

Graduate Admissions

The graduate residential programs accept applications through the Schools of Public Health Application Service (SOPHAS) website (www.sophas.org). The standard application requirements include official transcripts from all universities; two letters of recommendation; official GRE, GMAT, MCAT or LSAT scores; a statement of purpose and a resume. Doctoral applicants must also include a third letter of recommendation. International students are required to submit an official transcript evaluation from a NACES member organization and official TOEFL or IELTS scores. Applicants for the both MHA programs are required to complete an interview as well.

Standardized exam waiver. Applicants to masters degree programs with a prior advanced degree may waive the GRE. International students who have completed their undergraduate degree at a US institution, are native English speakers, or who have studied in a country where the official language is English, may waive the English language exam.

The MPH@GW program admissions process mimics the residential process with two distinct differences: first, instead of using SOPHAS, online students apply through an online application system managed by 2U (<https://apply.publichealthonline.GW.edu>); second, 2U works with the applicants until applications are complete, at which point they are forwarded to the Office of Admissions for decisions.

Graduate admissions decisions for specific programs are made at the departmental level. Departments may elect for the Office of Admissions to automatically issue admit or deny decisions based on specific criteria that they have identified for their Department. The Office of Admissions reviews all applications for auto-admit criteria. Those applicants requiring full review are sent to relevant departmental faculty. Criteria for admissions into the masters and doctoral programs are presented in **ERF 4.3.b.: Graduate Admissions Requirements and Minimum Admissions Standards.**

Master of Health Administration – Executive Program

The Executive Master of Health Administration (MHA@GW) is similar to the MPH@GW application process in that the application is processed through an online application managed by 2U (<https://apply.mha.GW.edu/>). There is no auto-admission standard for this program; once an application is complete, it is reviewed by relevant faculty.

The application requirements for the executive MHA@GW program differ from the residential MHA program in that applicants are required to have at least three years of relevant work experience; the GRE is not required for admission.

Joint Programs

See the Instructional Matrix in Criteria 2.1.a for a list of the SPH joint programs. Applicants to the, JD-, MD- or MA-MPH must apply to both schools simultaneously. If a student is admitted into both schools, the student may pursue the joint program. Two exceptions include the Physician's Assistant (PA)-MPH and the Certificate in Healthcare Corporate Compliance (HCC)-MPH/MS/MHA . Applicants to the joint PA-MPH program only apply through the PA application system (<https://caspa.liasoncas.com/>). The administrators for the PA program share the applications with the SPH Office of Admissions, where applications are vetted for admission to the MPH program. Faculty members from the SPH participate in the interview process for these applicants and notify the Office of Admissions of admission decisions. Similarly, applicants to the HCC Certificate program only apply through GW's College of Professional Studies (<http://cps.gwu.edu/>).

Peace Corps Masters International

The SPH participates in the Peace Corps Master's International program (<http://www.peacecorps.gov/volunteer/graduate/mastersint/>). Students interested in the program apply to the MPH program first. After admission, students then apply for the Peace Corps programs at least one year before they wish to deploy. Any student accepted into both the Peace Corps and the MPH program may graduate with a MI/MPH degree.

Re-Admission

Students can fall out of status in three ways; 1) by not registering for courses; 2) by requesting a leave of absence during a continuous spring or fall semester; and 3) by being suspended. Until fall 2015, students petitioned for readmission through an online petition form: (<https://publichealth.GW.edu/pdf/Graduate%20Admissions%20Petition.pdf>). Beginning in fall 2015, students will use either a web form or SOPHAS Express to petition for readmission, depending on their last term of enrollment. See the SPH Graduate Student Handbook for details regarding the Readmission policies: <http://publichealth.GW.edu/pdf/Handbook.pdf>.

4.3.c. Examples of recruitment materials and other publications and advertising that describe, at a minimum, academic calendars, grading and the academic offerings by the school. If a school does not have a printed bulletin/catalog, it must provide a printed web page that indicates the degree requirements as the official representation of the school. In addition, references to website addresses may be included.

The Academic pages of the SPH website (<http://publichealth.GW.edu/academics>) provide complete program information about each program offered by the SPH. The information here includes contact

information for applicable program directors and practicum directors (where applicable), and program overview along with the curricular requirements. Archived program guides are available to students for each specific program as well.

An additional resource is the University Bulletin (<http://www.bulletin.GW.edu/>). University and school-specific policies, courses, and program-specific information are all available in the Bulletin. The University Bulletin is published online once per Academic Year (AY). Students can find the AY academic calendar in the Bulletin, or go to: <http://www.GW.edu/academic-calendar>. The academic calendar for MPH@GW can be found at: <https://publichealthonline.gwu.edu/academics/academic-calendar/>, and the calendar for MHA@GW at <https://mha.gwu.edu/academics/academic-calendar/>.

The GW website has numerous resources for students, alumni, recruits, and the general community. Policies, procedures, links to forms, contact information and general information can be found for areas including Disability Support, Emergency Preparedness and Response, and Counseling.

ERF 4.3.a: School Academic Prospectus is the guide used for recruitment. Information about the SPH and our programs are summarized and presented in a different format.

- Online Appointment Booking Calendar for One-on-One or Group Information Sessions: <http://publichealth.GW.edu/admissions/visits>
- Graduate Student Ambassadors: <http://publichealth.GW.edu/content/meet-milken-institute-sphs-fall-2014-student-ambassadors>
- Recruitment Events University-wide, including SPH: <http://graduate.admissions.GW.edu/gw-your-area>
- Online Event Registration Site: <http://gwpublichealth.eventbrite.com/>
- Web advertising: see **ERF 4.3.c.: Advertising Examples**

4.3.d. Quantitative information on the number of applicants, acceptances and enrollment, by concentration, for each degree, for each of the last three years. Data must be presented in table format. See CEPH Data Template 4.3.1.

CEPH Data Template 4.3.1 below presents admission data for the past three academic years. The PhD and MS in Epidemiology were transferred to the School from the Columbian College of Arts and Science in 2013. We admit new students to the DrPH program every other year (even numbered years). The MPH@GW was launched in June 2013 and the MHA@GW launched in April 2014.

CEPH Data Template 4.3.1.: Admissions Data

		2013	2014	2015
Template 4.3.1.: Admissions Data- Bachelor of Science Degrees				
Exercise Science	Applied	780	627	549
	Accepted	75	45	60
	Enrolled	28	25	30
Public Health ¹	Applied	49	49	39
	Accepted	32	36	37
	Enrolled ²	32	33	35
BS Total	Applied	829	676	588
	Accepted	107	81	97
	Enrolled	60	58	65

Enrollment based on calendar year enrollment: e.g. Spring 2013, Summer 2013, Fall 2013

¹Public Health program data obtained through Admissions database, since students apply directly to the School and do not go through SOPHAS.

²In 2013, two of the enrolled students were accepted into the five-year BS/MPH program; in 2014 it was four students; and in 2015, three students.

		2013	2014	2015
Template 4.3.1.: Admissions Data- MPH Programs				
Biostatistics ¹	Applied	N/A	46	59
	Accepted	N/A	29	40
	Enrolled	N/A	0	5
Community-Oriented Primary Care	Applied	73	71	81
	Accepted	57	66	74
	Enrolled	17	13	14
Environmental Health Science & Policy	Applied	60	31	38
	Accepted	38	24	22
	Enrolled	9	10	5
Epidemiology ¹	Applied	N/A	315	343
	Accepted	N/A	197	201
	Enrolled	N/A	30	32
Epidemiology - Biostatistics ¹	Applied	449	361	N/A
	Accepted	262	226	N/A
	Enrolled	32	30	N/A
Global Environmental Health	Applied	55	45	50
	Accepted	38	30	36
	Enrolled	9	7	6

Template 4.3.1.: Admissions Data- MPH Programs, (continued)				
		2013	2014	2015
Global Health ²	Applied	353	297	N/A
	Accepted	210	179	N/A
	Enrolled	51	32	N/A
Global Health Communication ²	Applied	N/A	N/A	87
	Accepted	N/A	N/A	51
	Enrolled	N/A	N/A	11
Global Health Policy ²	Applied	N/A	N/A	91
	Accepted	N/A	N/A	55
	Enrolled	N/A	N/A	7
Global Health Program Design, Monitoring & Evaluation ²	Applied	NA	NA	164
	Accepted	N/A	N/A	119
	Enrolled	N/A	N/A	25
Health Policy	Applied	228	200	211
	Accepted	172	158	153
	Enrolled	58	32	35
Health Promotion	Applied	214	149	148
	Accepted	144	117	109
	Enrolled	24	10	21
Maternal & Child Health	Applied	154	119	124
	Accepted	98	87	83
	Enrolled	20	16	21
Public Health (MPH@GW) ³	Applied	182	848	1209
	Accepted	142	497	763
	Enrolled	108	214	492
Physical Activity in Public Health	Applied	41	23	25
	Accepted	24	17	19
	Enrolled	15	6	10
Public Health Communications & Marketing	Applied	56	37	46
	Accepted	39	34	33
	Enrolled	13	12	20
Public Health Management ⁴	Applied	46	39	N/A
	Accepted	10	11	N/A
	Enrolled	1	0	N/A
Public Health Nutrition ⁵	Applied	N/A	45	62
	Accepted	N/A	29	31
	Enrolled	N/A	11	10
MPH Total	Applied	1911	2626	2738
	Accepted	1234	1701	1789
	Enrolled	357	423	714

Enrollment based on calendar year enrollment: e.g. Spring 2013, Summer 2013, Fall 2013.

¹Coding for the MPH, Epi and MPH, Biostat programs was corrected to track separately as of mid-2014. Therefore no data available in 2013 for these separate tracks; 2014 shows data for combined and separate tracks, representing the coding change mid-year.

²MPH, Global Health was one track with a variety of concentration options prior to Fall 2014. Three distinct GH majors were defined as of mid-2014. Admissions coding/tracking changed mid-year, therefore data is distributed among all four majors for 2014. 2015 represents admissions in three distinct tracks.

³ MPH@GW enrolls in January, March, June and September

⁴MPH, Public Health Management did not admit in 2015. Track deactivated.

⁵MPH, PH Nutrition is a new program that began in Fall 2014.

		2013	2014	2015
Template 4.3.1.: Admissions Data- MHA Programs				
MHA	Applied	163	148	155
	Accepted	96	97	91
	Enrolled	35	28	29
Executive MHA (MHA@GW) ¹	Applied	N/A	116	270
	Accepted	N/A	47	159
	Enrolled	N/A	25	113
MHA Total	Applied	163	264	425
	Accepted	96	144	250
	Enrolled	35	53	142

Enrollment based on calendar year enrollment: e.g. Spring 2013, Summer 2013, Fall 2013.

¹ Program did not exist prior to 2014, Executive MHA enrolls in January, April, July, & Oct.

		2013	2014	2015
Template 4.3.1.: Admissions Data- MS Degrees				
Epidemiology ¹	Applied	N/A	19	20
	Accepted	N/A	6	9
	Enrolled	N/A	1	2
Exercise Science	Applied	39	44	36
	Accepted	28	31	27
	Enrolled	19	13	8
Health Policy	Applied	17	11	12
	Accepted	12	6	7
	Enrolled	3	2	2
Public Health Microbiology & Emerging Infectious Diseases	Applied	80	66	70
	Accepted	63	55	42
	Enrolled	20	10	9
MS Total	Applied	136	140	138
	Accepted	103	98	85
	Enrolled	42	26	21

Enrollment based on calendar year enrollment: e.g. Spring 2013, Summer 2013, Fall 2013.

¹ MS, Epidemiology was offered through CCAS prior to 2014.

		2013	2014	2015
Template 4.3.1.: Admissions Data- Doctoral Degrees				
DrPH - Environmental & Occupational Health ¹	Applied	N/A	20	N/A
	Accepted	N/A	8	N/A
	Enrolled	N/A	5	N/A
DrPH - Global Health ¹	Applied	N/A	80	N/A
	Accepted	N/A	6	N/A
	Enrolled	N/A	3	N/A
DrPH - Health Behavior ¹	Applied	N/A	68	N/A
	Accepted	N/A	9	N/A
	Enrolled	N/A	7	N/A
DrPH - Health Policy ¹	Applied	N/A	34	N/A
	Accepted	N/A	8	N/A
	Enrolled	N/A	6	N/A
PhD - Epidemiology ²	Applied	N/A*	74	86
	Accepted	N/A*	15	13
	Enrolled	N/A*	5	7
Doctoral Total	Applied	N/A	276	86
	Accepted	N/A	46	13
	Enrolled	N/A	26	7

Enrollment based on calendar year enrollment: e.g. Spring 2013, Summer 2013, Fall 2013.

¹ DrPH Programs only admit in even years.

² PhD, Epidemiology was offered through CCAS prior to 2014.

Undergraduate admissions support for the BS, Exercise Science program is conducted centrally through the university. Once students are accepted, the SPH Exercise and Nutrition Sciences (EXNS) faculty and the Admissions departments work together to yield a strong class. Undergraduates wishing to complete a BS degree in public health apply directly to the SPH Admissions Department in the fall or spring of their sophomore year. This program is very competitive and yield is always close to 100%.

The yield rate for the MPH@GW program is significantly higher than the residential program. For the online students, our vendor (2U, Inc.) is responsible for recruitment and coaching applicants through the process.

Table 4.3.c.: Summary Statistics for Admissions

Degree		2013	2014	2015
UG- Exercise Science	Accept Rate	9.6%	7.2%	10.9%
	Yield*	37.3%	55.6%	50.0%
UG- Public Health	Accept Rate	65.3%	73.5%	92.3%
	Yield	100%	91.7%	94.6%
MPH-OVERALL	Accept Rate	64.6%	64.8%	65.3%
	Yield	28.9%	24.9%	39.9%
MPH Residential	Accept Rate	63.2%	69.0%	67.1%
	Yield	22.8%	18.3%	21.6%
MPH-Online	Accept Rate	78.0%	58.6%	63.1%
	Yield	76.1%	43.1%	64.5%
MHA-OVERALL	Accept Rate	58.9%	54.5%	58.8%
	Yield	36.5%	36.8%	56.8%
MHA- Residential	Accept Rate	58.9%	65.5%	58.7%
	Yield	36.5%	28.9%	31.9%
MHA- Online	Accept Rate	N/A	40.5%	58.9%
	Yield	N/A	53.2%	71.1%
MS	Accept Rate	75.7%	70.0%	61.6%
	Yield	40.8%	26.5%	24.7%
Doctoral	Accept Rate	N/A	16.7%	15.1%
	Yield	N/A	56.5%	53.8%

* Yield = the percent of students who choose to enroll after being offered admission.

4.3.e. Quantitative information on the number of students enrolled in each specialty area identified in the instructional matrix, including headcounts of full-and part-time students and a full-time-equivalent conversion, by concentration, for each degree, for each of the last three years. Non-degree students, such as those enrolled in continuing education or certificate programs, should not be

included. Explain any important trends or patterns, including a persistent absence of students in any degree or specialization. Data must be presented in table format. See CEPH Data Template 4.3.2.

Student enrollment data by program can be found below in CEPH Data Template 4.3.2 below. In **ERF 4.3.e.: CEPH Data Template 4.3.2 Enrollment Report and Supporting Documentation**, enrollment data for all certificates and deactivated programs are outlined as shown in the category “Other”.

Most of our program enrollments have remained steady over the reporting period. For some, such as the undergraduate BS in public health and the DrPH, we have intentionally held enrollment at a given level. The enrollment for the PhD in Epidemiology and both of our online programs has increased. Two areas where we have experienced declining enrollments are the MS in Public Health Microbiology and Emerging Infectious Diseases and in the on campus MPH numbers. The MS enrollment dropped concurrent with our separation from the School of Medicine and the on campus MPH enrollment decreased when we opened the MPH@GW program, which was expected. Overall, our total enrollment has increased over the past three years, adding to our financial stability.

CEPH Data Template 4.3.2.: Enrollment Data- Students Enrolled by Specialization

	AY 2013-14		AY 2014-15		AY 2015-16	
	HC Students	FTE Students	HC Students	FTE Students	HC Students	FTE Students
<u>EOH</u>	61	41.55	61	46.12	59	41.33
MPH, EHSP	35	24.11	29	19.78	26	19.00
MPH, GEH ¹	17	13.67	19	17.78	23	16.11
DrPH, EOH ²	8	3.44	13	8.56	10	6.22
Other ⁵	1	0.33	0	0.00	0	0.00
<u>Epi/Bio</u>	180	137.79	179	135.88	166	140.66
MPH, Biost	12	9.89	9	8.44	9	7.44
MPH, Epi	98	75.22	98	80.89	92	72.67
MPH, GH Epi ³	6	2.56	5	2.11	2	1.22
MS, Epi	5	4.11	4	3.22	4	3.00
MS, PH MEID	41	34.56	36	28.00	30	33.00
PhD, Epi	10	6.11	21	9.11	26	22.33
Other ⁵	8	5.34	6	4.11	3	1.00
<u>Ex & Nutr</u>	175	166.61	181	169.71	182	171.26
BS, ExSc	55	54.33	48	46.83	82	78.91
BS, EXSC- Pre-Athl Trng	5	5.00	4	4.00	3	3.00
BS, EXSC- Pre-Medical	31	31.00	40	39.92	24	23.25
BS, EXSC- Phys Therapy	15	15.00	16	16.00	13	13.00
MPH, PH Nutrition	N/A	N/A	11	10.00	18	16.22
MPH, Phys Act	26	21.56	25	21.00	18	15.44
MS, EXSC- Clin Ex Phys	14	12.67	15	13.44	7	7.00
MS, EXSC-St & Cond	19	18.44	19	16.44	15	12.44
Other ⁵	10	8.61	3	2.08	2	2.00
<u>Global Health</u>	150	107.43	117	83.11	113	70.34
MPH, GH Comm	20	14.44	20	13.22	23	12.78
MPH, GH DME	73	53.33	56	43.33	61	41.67
MPH, GH Pol	30	23.44	17	14.67	12	9.33
MPH, GH	15	10.55	9	5.55	4	1.67
DrPH, GH ²	11	5.00	14	5.67	12	4.22
Other ⁵	1	0.67	1	0.67	1	0.67
<u>H Policy & Mgt⁴</u>	230	173.55	258	196.65	331	237.50
<u>Health Policy</u>	145	106.11	138	102.10	117	82.56
MPH, Health Policy	122	94.22	112	90.44	93	70.67
MS, Health Policy	4	2.89	4	3.22	6	4.89
DrPH, Health Policy ²	16	7.00	19	7.55	16	6.11
Other ⁵	3	2.00	3	0.89	2	0.89
<u>HSML</u>	85	67.44	120	94.55	214	154.94
MHA/MHSA	79	63.11	87	73.39	87	68.11
EMHA (hybrid)	N/A	N/A	32	20.94	127	86.83
Specialist, H Svcs Adm	1	0.33	1	0.22	0	0.00
Other ⁵	5	4.00	0	0.00	0	0.00

CEPH Data Template 4.3.2.: Enrollment Data- Students Enrolled by Specialization, (continued)

	AY 2013-14		AY 2014-15		AY 2015-16	
	HC Students	FTE Students	HC Students	FTE Students	HC Students	FTE Students
PCH	193	157.78	165	130.89	169	135.33
MPH, COPC	32	28.89	33	30.11	33	28.00
MPH, Comm&Mktg	32	23.89	31	24.22	43	33.33
MPH, H Promo	51	43.89	37	30.11	35	29.67
MPH, MCH	56	48.89	40	33.67	43	36.44
DrPH, HB ²	16	9.00	19	10.00	14	7.56
Other ⁵	6	3.22	5	2.78	1	0.33
MPH@GW	107	67.44	399	240.89	702	421.89
BS, PH	60	60.00	68	67.42	61	61.00
OTHER⁵	0	0.00	0	0.00	1	0.33
SPH TOTALS	1156	912.15	1428	1070.67	1784	1279.64

Note: Used final Fall semester census data provided by the Office of Institutional Research. 2015-16 data collected as of September 24, 2015.

LEGEND: HC = Headcount; FTE = Full time equivalent

¹ MPH, GEH- joint program between EOH and GH

² DrPH headcount does not equate to all students still in program because students who have completed all required dissertation credits and continue to be registered for Continuous Enrollment do not appear on HC or FTE reports.

³ MPH, GH Epi- joint program between Epi/Bio and GH. Currently not admitting new students as program is being reconfigured.

⁴ **2014-15:** Departments of Health Policy and Health Services Management & Leadership have merged to Health Policy & Management

⁵ The **OTHER** category includes students enrolled in certificate programs as well as a few masters students who are completing their degrees in programs that we have inactivated. See Separate sheet in ERF 4.3.e for details.

4.3.f. Identification of measurable objectives by which the school may evaluate its success in enrolling a qualified student body, along with data regarding the performance of the school against those measures for each of the last three years.

Table 4.3.f.1.: Assessment of Success Enrolling a Qualified Student Body

Outcome Measure	Target	2013	2014	2015
Average GPA of enrolled UG PH students	3.2 GPA	3.63	3.64	3.45
Average GRE percentile for enrolled master students ¹	Verbal 60%	Residential: 65% Online: 63%	Residential: 66% Online: 67%	Residential: 65% Online: 63%
	Quantitative 60%	Residential: 54% Online: 45%	Residential: 54% Online: 40%	Residential: 52% Online: 37%
Percent of enrolled MPH students with at least one year of work experience ²	50%	Residential: 63% Online: 82%	Residential: 62% Online: 87%	Residential: 61% Online: 82%
Percent of MPH students who graduate within 4 years	80%	82.0% (matriculated 2009-10)	90.4% (matriculated 2010-11)	80.2 (matriculated 2011-12)

Table 4.3.f.1.: Assessment of Success Enrolling a Qualified Student Body, (continued)

Outcome Measure	Target	2013	2014	2015
Percent of DrPH enrolled students with ≥ 3 years relevant work experience	80%	N/A	86%	N/A
Average GRE percentile for matriculated DrPH students	Verbal 70% Quantitative 60%	N/A	76% 60%	N/A
Average graduate school GPA for enrolled DrPH students	≥ 3.5	N/A	3.77	N/A

Data for GPA's, GRE's, and work experience above are based on calendar year enrollment; e.g. Spring 2013, Summer 2013, Fall 2013.

¹Online includes MPH@GW only. Roughly half of the MPH@GW students have an advanced degree and are not required to take the GRE's. MHA@GW program does not require GRE for admission.

²MHA@GW is not included because three years of work experience is required for admission.

4.3.g. Assessment of the extent to which this criterion is met and an analysis of the school's strengths, weaknesses and plans relating to this criterion.

This criterion is met.

Strengths:

- SPH has many modalities for communication with potential applicants.
- Inclusion of the online programs has helped us to attract more students with greater work experience.
- Quality indicators of enrolled students is improving and/or remaining constant.
- We now have the authority to confer a PhD.

Challenges:

- The high cost of tuition may deter qualified applicants.
- Low yield rates for many of our residential programs.

Future Plans:

- Establish a digital marketing strategy to continue to attract highly qualified students.
- Work with external consultant to determine most effective way to distribute scholarship money to increase yield.