

Questions from Graduate Council for
President Postel

April 18, 2023

1. When will the university's new branding/marketing campaigns begin? When should we expect to see any enrollment increases based on those campaigns? Should we expect the branding/marketing campaigns to impact graduate enrollment?
2. As UT Online develops into a larger enterprise (UT Everywhere?), will online graduate programs be marketed along with online undergraduate programs? If yes, who will choose which programs to market (college deans, UT Online, the Provost's office, marketing specialists)?
3. With the recent budget reductions facing the academic colleges and associated TA reduction, are there concerns around the implications for graduate education, programs, faculty instructional support, and graduate enrollment at the University, given the central importance graduate education plays in the mission of UT?