

## Brandeis University, Graduate School of Arts and Sciences (GSAS)

### Brandeis University



The GRE® Search Service gives us the confidence that we need for positive results.

**It helps keep our application numbers up, it is easy to use, and it provides us with the quality of students consistent with where Brandeis has been and where we're headed.**

— David Cotter,  
Assistant Dean, Graduate School of  
Arts and Sciences

### Challenge

With its faculty members already handling doctoral-level recruitment, Brandeis University decided to start increasing their enrollment of master's candidates. Admissions representatives set out to create more centralized marketing and communication plans for the Graduate School of Arts and Sciences, while simultaneously training faculty to better recruit students. The goal was to achieve targeted results while building and maintaining relationships with graduate students.

### Solution

The GRE® Search Service was the clear choice for Brandeis since almost all of the school's programs require a GRE® score. David Cotter, assistant dean at GSAS, had previous experience with the GRE Search Service and knew it was both easy to use and cost effective. "It is one of the few tools that provide you with a direct connection to the student," said Cotter. "There are a lot of opportunities you can use to get in contact with the student to have a direct chain through the GRE Search Service." And since clients are able to set search parameters, Brandeis has been able to send e-mails to preselected applicants based on their score band and academic performance. As Search Service registrants have actively opted-in to receive communications from participating programs, they are often compelled to explore a prospective school further.

### Results

Upon implementing the GRE Search Service, Brandeis enjoyed an immediate increase in applications—75 additional applications in the first year of use—that could be directly attributed (using the school's e-mail tracking system) to the Search Service. Additionally, the university was able to create marketing and communication plans in many of their programs and establish the GRE test as a common thread between Brandeis's 18 doctoral programs and more than 40 master's and certificate programs.

Establishing a more centralized system made Brandeis's admissions representatives feel confident when promoting the school's various departments and programs.

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