




Georgia Institute of Technology®

Office of the Provost and Executive Vice President for Academic Affairs

Date: December 13, 2017

To: Academic Deans

From: Rafael L. Bras, Provost and Executive Vice President for Academic Affairs 

Copy: S. Cross, S. Swant, B. Ferri, R. Foy, L. Godfrey, J. Herazy, E. Howell, J. Kirk,
College Business Officers

Subject: Master's Programs Enrollment Incentive Funding

Increasing enrollment in master's degree programs can both enhance the reach of our programs and scholarly reputation of the Institute, while creating additional revenue. Through a master's program incentive plan, the Institute will partner with the academic units to increase enrollment in our master's programs in the coming academic years.

Effective Fall 2018, the academic colleges will receive annual one-time incentive allocations attributed to increases in graduate student enrollment in master's degree programs over Fall 2017 levels. Fiscal year 2019 will serve as a pilot year. The program will be reviewed annually. We expect changes and fine-tuning during the first three years after which a comprehensive evaluation will be performed. However, it is our intention to maintain the one-time funding allocated to the colleges at a level of at least 20% of the increased tuition revenue generated. Each dean can distribute incentive funding within their respective colleges as they see fit.

We are working with the Budget Office to develop the details of implementation which will be provided to you early in the spring semester. At that time, baseline Fall 2017 data will be provided by college, with sample data so each college/program can gauge expected levels of incentive funding as it relates to potential enrollment increases.

In the meantime, please plan accordingly for the current master's student recruitment season. Any questions can be directed to Jennifer Herazy or Jim Kirk, who will be discussing this with your chief finance/budget directors before the holidays.

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