

Email sent on Thursday, October 26, 2023 from [crmgradprogram@uta.edu](mailto:crmgradprogram@uta.edu)

## UTA GRADUATE ADMISSIONS APPLICATION IN SLATE CRM

In 2021, the University of Texas at Arlington implemented [Slate](#), a constituent relationship management (CRM) system, to improve the University's communication strategy to recruit and retain undergraduate students. Today, we are expanding our focus to improve UTA's graduate recruitment strategy. We are excited to announce that all graduate programs will soon have the opportunity to utilize Slate for student recruitment initiatives.

We are currently preparing the graduate portion of Slate by:

- Working with graduate programs to review admissions processes.
- Requesting graduate programs to nominate a Slate Champion that could serve as a resource for units as this adoption is implemented.
  - Programs will be contacted soon with the official role description of a Slate Champion, the request for a Champion nomination, and instructions on submitting information.
- Organizing listening sessions to clarify expectations of Slate for graduate programs, address instances of concern from the campus community, and note the benefits of this implementation.

The initial rollout for the graduate admissions application in Slate will include standardized features common to all graduate program applications. Implementing uniform introductory features allows the project team to ensure consistency in adopting and collecting graduate admission data in Slate. Ongoing development will introduce customized features that best suit each program's specific recruitment and admissions needs.

This initiative aims to significantly improve the graduate application experience for all prospective students (domestic and international), provide greater transparency to academic units regarding the status of applications, track applications, and personalize communication to prospective students. These also respond to UTA's strategic imperatives set by our new [Strategic Plan](#). More information to follow, and we encourage you to reach out to [crmgradprogram@uta.edu](mailto:crmgradprogram@uta.edu).

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