



MONDAY MORNING MEMO

from Dean Avi Mukherjee

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Marshall University included in TFE Times 2020 Best MBA Programs

Marshall University's MBA program has been included in the 2020 Best MBA Program rankings by the TFE Times. TFE Times is an online platform that offers news on business, culture, and technology to its users. Furthermore, it provides rankings on colleges and programs in accounting, business analytics, computer engineering, economics, education, finance, law, management, marketing, and medicine.

The ranking components used by TFE Times were:

- 30% Mean GMAT Scores
- 25% Mean Starting Salary and Bonus
- 15% Mean Undergraduate GPA
- 15% Acceptance Rate
- 10% Full Time Graduates Employed at Graduation
- 5% Full Time Graduates Employed 3 Months after Graduation

Health Informatics program ranked #9

Marshall University has been ranked #9 in a recent ranking of the 20 Best Master's programs in Health Informatics from College Rank! The website is: www.collegerank.net/best-masters-health-informatics/

Health informatics deals with the optimization of patient care. Professionals in this field merge expertise in health care with information systems and technology skills that allow them to see how hospitals, administrators, and health care professions can better serve their patients and improve patient outcomes. Students further not only their core medical and health care knowledge, but also gain skills in data science, MIS, computer programming, and organizational dynamics.

Health Informatics is one of the fastest-growing job fields in the country, in no small part thanks to its location at the intersection between health care and technology. The health care market is growing significantly each year, and as more patients demand care, hospitals and health care providers need to make their care delivery as focused and efficient as possible. This is why health information professionals can expect their job market to expand by more than 10% in the coming decade, according to the Bureau of Labor Statistics (BLS), which is "much faster than average" growth in any sector, leading to nearly 25,000 new jobs. Students with graduate degrees in health Informatics can expect highly competitive salary prospects in the market, with many starting close to \$70,000 per year!



The ranking score developed by College Rank is based on the following three aspects:

- 40% Potential salary after graduation
- 30% Individual program accreditation
- 30% Overall affordability

Potential salary was defined as the average mid-career earnings of graduates and sourced from Payscale, the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook, and Glassdoor.

Further, the ranking showcases only accredited colleges and universities. The accreditation process is a way for educational specialists to evaluate the inner workings and basic academic standards of an institution. There are many different agencies responsible for accrediting schools, however, the information for this ranking was sourced directly from the National Center for Education Statistics, specifically from the Integrated Postsecondary Education Data System.

In order to gauge the overall affordability of a school, the average net price was used, by adding up costs such as tuition, fees, lodging, commuting, books, and other expenses, while also taking into consideration the availability of, and access to, financial aid and scholarships. This information was sourced from the National Center for Education Statistics.

Marshall's MS in Health Informatics program was developed collaboratively by the Lewis College of Business, College of Health Professions, and College of Information Tech & Engg, and is housed in the College of Business.

Marshall's ranking for MS in Health Informatics program comes behind, but in the same list as Stanford University, University of Kansas, UNC Chapel Hill, Harvard, University of Iowa, and Duke. Marshall is ranked higher than many prestigious universities such as University of Utah, Northeastern, University of North Texas, George Mason, Johns Hopkins and Northwestern for the MS in Health Informatics program.

Fall 2019 Enrollment Management Report from the Brad D. Smith Undergraduate School of Business

Under the leadership of Enrollment Management Director Prof. Margie Phillips and Co-Director Dr. Uday Tate, the Brad D. Smith Undergraduate School of Business has embarked on a sustained recruitment effort with presence in several events and organizing various activities. Here is a report card on the Fall 2019 efforts for student recruitment:

August

Welcome Back Students	8/23-24/19	CH Lobby
Campus Crawl	8/23/19	MSC Plaza
RecFest	8/24/19	Rec Center



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September

Meet & Greet with Brad D. Smith	9/5/19	St. Mary's Conference Room
Madison College Fair	9/23/19	Van-Scott-Sherman High Schools
		41 Contact cards
Green & White Day	9/28/19	Rec Center
		51 Contact cards
Huntington College Day	9/30/19	48 Contact cards
		8 Speaker series interests

October

Kanawha County College Fair	10/1/19	Charleston Convention Center
		43 Contact cards
		20 Speaker series interests
Majorama	10/3/19	CH Lobby
		20 Contact cards
WV Makes Festival	10/4/19	MSC Plaza
		15 Contact cards
WV Middle & High School Counselors Conference	10/11/19	MSC Don Morris Room
HHS Family Fun Night	10/22/19	HHS
		2 Contact cards
Oglebay College Fair	10/28/19	Wheeling, WV
		50 Contact cards
Healthcare Career Showcase	10/29/19	Charleston, WV
		14 Contact cards

November

International Festival	11/9/19	Don Morris Room MSC
Green & White Day	11/11/19	Rec Center
		50 Contact cards

December

Green & White Day	12/6/19	Rec Center
		25 Contact cards

Total Contact Cards: 359
Total Events Attended: 17