

USC School of Social Work

The Office of Admissions & Scholarship Programs

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Admissions:

Recruitment & Marketing

- In collaboration with the Office of Advancement and the social work marketing team, we design and structure campaigns to attract prospective students to the on campus MSW program.
- Collaborate with our partners at 2U on marketing initiatives for the web based MSW, MSN and DSW programs.
- Review all marketing content produced by 2U in relation to the USC MSW, MSN and DSW programs.
- Strategize, plan and execute a variety of recruitment activities including graduate fairs, open houses, receptions, information sessions and academic preview events.

Application Processing:

- Oversee the electronic application process for prospective on campus and web based applicants.
- Receive, and process all supporting application documents for the applications for admission to the on campus MSW program.
- Collaborate with university graduate admissions to ensure that transcripts for on campus applicants are securely received and evaluated (department notified).
- Internally evaluate (department notify) all transcripts for the web based MSW, DSW and MSN programs.
- Work with our partners at 2U to oversee application processing for the web based MSW, MSN and DSW programs.

Application Review:

- Develop admissions review standards and benchmarks designed to recognize and admit those applicants who demonstrate the highest levels of aptitude for the social work profession along with strong academic promise.

- Train faculty member reviewers on the process of reviewing applications and assign applications to these faculty members for review.
- Monitor and supervise the CRM based electronic application review process.

Application Conversion & Yielding:

- Work to meet enrollment goals set forth each fiscal year through the implementation of a variety of student yield activities including mixer events, personal phone calls and digital email campaigns.

Scholarship Programs:

- Oversee the student aid process for all students across all programs (MSW, PhD, MSN & DSW).
- Address concerns and questions related to student aid for all continuing and incoming students.
- Design, implement and allocate scholarship awards for all eligible students in the MSW, DSW and MSN programs.
- Host outreach events for students designed to increase financial literacy and educate student body about the federal student aid process and the scholarship application process.
- Support the office of veteran affairs in the allocation of military entitlement benefits to all eligible military affiliated students (including Chapters 31, 33 and 35 and along with the Yellow Ribbon program).
- Assign and manage Federal Work Study awards for selected incoming and continuing students.
- Work with faculty and other administrative departments to address financial difficulties experienced by students across all programs.