


Rebranding for Excellence: Marketing Strategies of MAN PK at MAN 1 Yogyakarta

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Article Info	Abstract
<p>Article history: Received: 05/27/2023 Revised: 06/17/2023 Accepted: 06/27/2023</p>	<p>Purpose – This study explores the implementation of marketing strategies in managing an Islamic educational institution, explicitly focusing on MAN PK, the rebranded specialized program within MAN 1 Yogyakarta. Motivated by the competitive landscape influenced by globalization and the emergence of numerous Islamic educational institutions, the research aims to understand how marketing strategies enhance the quality and positioning of MAN PK.</p>
<p>Keywords: <i>Marketing Strategy, Marketing Mix, Rebranding.</i></p>	<p>Design/methods/approach – Conducted as qualitative research, this study employs observation, interviews, and documentation as data collection methods. The analysis includes transcript analysis, coding, grouping, comparing and contrasting, and data interpretation. Method triangulation and source triangulation are utilized for data validity.</p> <p>Findings – The study's findings conclude that: 1) MAN PK, through a SWOT analysis, is positioned as a superior product within MAN 1 Yogyakarta, specializing in religious sciences and providing dormitory-based education. The existence of MAN PK contributes positively to the institution's image. 2) MAN 1 Yogyakarta's marketing strategy for MAN PK involves planning, market identification, segmentation, differentiation, and implementing the 7p marketing mix. This includes product, price, people, promotion, place, physical evidence, and process. 3) The rebranding of MAN PK at MAN 1 Yogyakarta results in enhanced program quality, evidenced by a strengthened dormitory-based curriculum, the production of high-quality graduates, and increased interest from prospective students.</p> <p>Research implications/limitations – The research implies the significance of effective marketing strategies in shaping the image and quality of specialized educational programs. Limitations include the specific context of MAN 1 Yogyakarta, which may impact generalizability.</p> <p>Practical implications – The findings provide practical insights for educational institutions aiming to enhance their programs through strategic marketing, particularly in specialization and rebranding.</p> <p>Originality/value – This research contributes to the literature by thoroughly examining marketing strategies in the context of an Islamic educational institution, explicitly focusing on the rebranded program MAN PK within MAN 1 Yogyakarta. The study's originality lies in its specific focus on the marketing dynamics of a specialized program within a larger educational institution.</p> <div style="display: flex; align-items: center;">  <p>© 2023 by the authors. It was submitted for possible open-access publication under the terms and conditions of the Creative Commons Attribution (CC BY NC) license (http://creativecommons.org/licenses/by/4.0/).</p> </div>

Introduction

Madrasah Aliyah Negeri Religious Program, or what we often call MAN PK, is a pilot project program owned by the Ministry of Religion. This program is a national flagship specialization program in dormitory-based religion, part of the existing state madrasah aliyah. The Minister of Religion pioneered this program in 1987, namely Munawir Syadzali, to form ulama to study religious knowledge or the Tamaqua fiddling program. However, researchers look at it from the perspective of the current reality that Islamic education has developed with the emergence of Islamic-based schools such as SMA Plus and public schools that facilitate religious learning. Of course, education managers are competing to implement sound marketing strategies so that students and the public are interested in the educational programs offered. People are also becoming more thoughtful in choosing educational institutions and even the best educational programs. Therefore, an educational institution that cannot survive in competitiveness will undoubtedly be ignored by society.

Marketing is a fundamental position to be implemented to fulfill the desires and expectations of educational consumers, in addition to achieving the goals of educational institutions (Fradito et al., 2020). MAN 1 Yogyakarta is one of the madrasahs appointed by the government to hold religious programs or departments (MAN PK). Based on the results of previous research, Syahril Labaso explained that MAN 1 Yogyakarta made MAN PK a product differentiation from other schools or madrasahs (Labaso, 2019). Marketing strategies must follow current developments with updated strategies by presenting and implementing digital marketing. The digital marketing technique most often used in digital marketing is marketing via social media because social media marketing is considered to be easier to help obtain information for customers. (Junusi, 2020)

The name MAN PK has been updated three times by the government; namely, in 1994, it became MAK, Madrasah Aliyah Religious; in 2004, it changed to IAI (Islamic et al.); and in 2004, it became PK, namely Religious Programs (Arifin, 2018). If an agency already has a well-known brand or product but wants to give a different impression than before, innovation is needed by rebranding. Rebranding is the process of renewing and modifying all or part of an organization's identity to improve the organization and maintain consistency with the organization's initial vision, namely profit-oriented or profitable (Trilaksono & Abadi, 2021).

Therefore, Researchers, in this case, are interested in how MAN 1 Yogyakarta education managers carry out marketing strategies in rebranding MAN PK to stay in the competition and continue improving education quality. Apart from that, researchers see that the current situation with the development of technology and information is undoubtedly an opportunity for MAN 1 Yogyakarta to develop marketing by using digital marketing to promote services or brands through one or more electronic media. As stated by Nerisa N Paladan, DBA digital marketing makes it easier for educational consumers to find information. (N. Paladan, 2018) On the other hand, the researcher also aims to explore existing problems, especially at MAN 1 Yogyakarta, so that it becomes evaluation material for MAN PK managers at MAN 1 Yogyakarta in general for all MAN PK managers in Indonesia.

Methods

This research uses a type of research with a qualitative approach. Zaluchu said that qualitative research is understanding empirical phenomena, especially finding the best description without detailing the relationships between variables (Zaluchu, 2020). Data collection techniques use interviews, documentation, and observation (Afrizal, 2019). The researcher's data analysis techniques included transcripts, coding, grouping, comparing and contrasting, and interpretation. Data validation and validity techniques use source and method triangulation techniques (Hadi, 2016). Of the informants in this study, the researcher used a purposive sampling technique, namely taking samples with specific considerations, such as being considered the most knowledgeable or the authority, making it easier for the researcher to explain the object or situation to be studied—namely Coords. MAN PK is the deputy head

of public relations and caretaker of Pondok Al-Hakim, an educator, program manager, and student and alums of MAN PK.

Results

1. Existence and Positioning of Religious Programs (MAN PK) at MAN 1 Yogyakarta

Maskub Abrori said that education marketing is the systematic management of the exchange of values deliberately carried out to promote the school's vision and mission based on satisfying the real needs of stakeholders or the social community in general (Abrori, 2015). Therefore, MAN PK should exist and be positioned for MAN 1 Yogyakarta. Researchers used SWOT analysis to identify and determine the existence and positioning of Religious Programs (MAN PK) due to the findings that researchers obtained. SWOT analysis is an analytical method for controlling and evaluating an educational environment (Hariatama, 2021). Departments or specializations at MAN 1 Yogyakarta are divided into 4, namely Natural Sciences, Social Sciences, Languages, and Religious Programs (MAN PK), and each department has a different positioning existence from one another.

Based on the results of the SWOT analysis it was carried out by researchers, the existence or presence of the Religious Program for MAN 1 Yogyakarta itself, namely as a superior product owned by MAN 1 Yogyakarta by using a learning model that emphasizes religious sciences and implementing the boarding school education system in Indonesia with the aim of more fully developing aspects of attitude, knowledge, and aspects students' skills to produce graduates who are superior in mindset and have noble personalities. In line with establishing a Religious Program, MAN 1 Yogyakarta is also one of the Madrasas with traditional and modern Islamic styles, so with the religious program, MAN 1 Yogyakarta implements traditional and modern learning styles, namely studying science and the yellow book.

2. MAN 1 Yogyakarta Marketing Strategy in Rebranding Religious Programs (MAN PK)

a. Process Rebranding of MAN PK at MAN 1 Yogyakarta

Rebranding is an effort carried out by an agency to completely change or renew an existing brand so that it becomes better in line with the agency's goals. Brands have an essential meaning for educational marketing, one of which is an identification that differentiates one product from another (Atika & Imam Machali, 2016). In 1987, MAN 1 Yogyakarta was chosen by the Minister of Religion Munawir Syadzali to implement an educational program, namely the Madrasah Aliyah Special Program (MAPK). At that time, were 5 Madrasas appointed, namely Ujung Pandang, Jember, Yogyakarta, Ciamis, and Padang Panjang. One of them was MAN 1 Yogyakarta. At that time, MAPK succeeded in producing superior and high-quality Human Resources (SDM) graduates so that the Minister of Religion Decree (KMA) No. 371 of 1993 changed the name of the Religious Program Madrasah Aliyah (MAPK) to Religious Madrasah Aliyah (MAK) and allowed the MAK program to be implemented in public or private schools.

Law No. 20 of 2003 concerning the "National Education System" does not regulate the law and legality of the MAK program, supported by the large number of MAK students in terms of quantity but not quality. This hurts MAK's image. Then, MAK was changed according to the KTSP curriculum, originally MAK, and then to the Religion Department. This was also supported in the 2006/2007 academic year when the Director General of Islamic Education made a decree stating that "MAK may not accept New Students (PPDB)." So, the concept of MAK learning was utterly changed to become a Religion major by MAN 1 Yogyakarta. Then, in 2014, with the implementation of the 2013 Curriculum, the religion department was changed to the Religious Sciences department.

Man 1 Yogyakarta at that time accepted male and female students in the IIK department and before its revitalization due to the lack of interested people entering the Religious Sciences department. Meanwhile, when students entered IIK in 2014, some were not accepted into the science, social studies, or language majors. In 2016, a Director General's Decree appeared to revitalize MAN PK to revive MAN PK, which had died. Director General's Decree No. 1293 of 2016 concerning "Guidelines for Organizing MAN PK" was implemented in 2017, followed by Director General's Decree No. 4293 concerning "Appointment of 10 Madrasas as MAN PK Organizers". An education marketing strategy is a plan by educational institutions to meet the needs of educational consumers (Fradito et al., 2020).

b. Implementation of MAN PK Marketing Strategy at MAN 1 Yogyakarta

The MAN PK marketing strategy implementation at MAN 1 Yogyakarta goes through several stages, including planning and implementation.

The planning stage includes three processes. First, identify the market. No specific identification was carried out in identifying the MAN PK MAN 1 Yogyakarta market. Identification is a process by educational institutions to analyze the market by understanding the conditions, expectations, and needs of educational consumers and mapping from other institutions (Subagiyo & Adlan, 2017). However, based on research, MAN PK Yogyakarta continues to identify globally and adhere to MAN PK's own goal of having Islamic, Indonesian, and modern insight. So MAN PK, with its characteristics as a State Madrasah Aliyah with a focus on learning religious sciences accompanied by learning in dormitories, has its intended target. These students have quality and added value, especially in religious sciences.

Second, market segmentation. Market segmentation is an activity carried out by educational institutions by classifying customer groups based on specific characteristics and specific characteristics. Market segmentation groups can be divided into several groups, including psychological, demographic, geographic, benefit, use, socioeconomic, and service segmentation. The researchers' findings are that MAN PK at MAN 1 Yogyakarta produces two characters of education consumers: the general public qualified in the religious field and students attached to MAN PK from their families or relatives.

Third, product differentiation. Differentiation is an effort by educational institutions to separate product categories produced by other educational institutions. (Iqbal, 2019) . MAN PK in Man 1 Yogyakarta to implement product differentiation, namely by offering national superior specialization programs in the religious field supported by dormitory-based education, which has a strategic role for students, namely as a place to live, a learning environment, and as an optimization of the success of the MAN PK MAN 1 program Yogyakarta. With MAN PK's superior program, it is hoped that it will produce graduates with an excellent Islamic, Indonesian, and modern perspective.

The stages in implementing the educational marketing mix strategy consist of seven strategies. First is product strategy. Products in educational marketing are services or services owned by educational institutions (Iqbal, 2019). The MAN PK development product at MAN 1 Yogyakarta is a superior program offered to the public by studying religious sciences on a dormitory basis. The dormitory-based Islamic education offers students a place to live and a good learning environment so that the entire MAN PK program can run optimally. Then, the MAN PK learning program, apart from mastering religious sciences, namely mastery of foreign languages, includes Arabic and English, which are studied orally and in writing. MAN PK also aims to master information technology, especially for learning. This MANPK continues to adapt to the current situation and conditions, which are all about digitalization, and this program is an effort to respond to the determined market segmentation.

Second, pricing strategy. Price is the amount that education consumers must pay to educational institutions. In the price, there must be a match between the price determination and the quality of the product obtained (Thabit & Raewf, 2018). Based on the results of interviews with informants, MAN PK Yogyakarta students are given great attention by the Government of the Ministry of Religion, such as housing facilities, namely dormitories, and scholarships to students by providing pocket money of Rp—700,000 (Seven hundred thousand rupiah). The pocket money scholarship is given directly to the student's account

number. However, personal costs for students are IDR 1,000,000/month. The educational donations are based on an agreement at a madrasah committee meeting involving the student's parents or guardians for students' expenses such as eating 3x a day, washing clothes, and other student needs. However, for students who come from underprivileged families, the Ministry of Religion will provide relief from paying personal fees or educational donations with terms and conditions.

Third, location strategy. The place has a good influence on the marketing mix; when the location or place is comfortable and strategic, it will be the most essential consideration for education consumers in choosing an educational institution (Dian et al., 2020). MAN PK, held at MAN 1 Yogyakarta, is quite strategic because it is located in Yogyakarta City, precisely Jl. Simanjuntak No. 60 Yogyakarta. MAN 1 Yogyakarta is also in front of the main road, making it easy to pass by various private and public transportation types. This is a comfort for students, parents, and all elements of educational institutions. Apart from that, many facilities outside the school make things easier for students and support their achievements, including bookstores, photocopiers, etc.

Fourth, promotional strategy. Promotion is one of the seven elements of the marketing mix which determines the success of marketing. MAN 1 Yogyakarta is aware of this, based on the researchers' findings that the promotional strategy carried out by MAN 1 Yogyakarta to introduce MAN PK currently uses 3 methods. The first is a direct strategy, namely Man 1 Yogyakarta carrying out counseling activities as well as distributing brochures to educators and students of Junior High Schools (SMP), Madrasah Tsanawiyah (Mts), and equivalent, inviting Principals of Madrasah or Middle Schools by socializing MAN PK and this information to deliver to students. Secondly, the public relations strategy, namely holding activities aimed at introducing MAN PK to the public and new students, one of which is a public relations activity for MAN PK students in the Kulon Progo area, and the third is the use of digital such as through the website <http://manyogya1.sch.id> and email info@manyogya1.sch.id, Instagram and Facebook MAN 1 Yogyakarta. Apart from that, MAN PK Yogyakarta involves alums in carrying out promotions.

Fifth is human resource strategy. Human resources are essential in improving product quality, especially at MAN PK. In the world of education, human resources are educators and educational staff. Based on the researchers' findings, human resources professionals, namely educators or teachers at MAN PK MAN 1 Yogyakarta, have an excellent academic reputation according to their field of study. MAN PK teaching staff, especially in implementing regular learning, all educators have professional certification; MAN 1 Yogyakarta educational staff are reliable in carrying out and completing their tasks and functions. Even the MAN PK MAN 1 Yogyakarta Dormitory Manager is professional.

Sixth, the physical evidence strategy, namely MAN PK MAN 1 Yogyakarta, has facilities in the form of a library building, study building, and dormitory. These facilities help MAN PK students in carrying out the learning process. Although MAN PK Man 1 Yogyakarta has difficulty expanding the capacity of buildings and rooms due to several things, as conveyed through interviews. MAN PK facilities support the implementation of teaching and learning activities and daily activities of MAN PK students. Schools are very aware that physical evidence influences attractiveness, with the support of supporting facilities to provide student comfort.

Seventh, process strategy is the stage of delivering services provided by educational institutions to educational consumers. Thus, an educational institution must deliver a good product (Adebayo, 2021). MAN PK provides educational services through the learning process at school and learning in dormitories. Learning at the school itself uses the same MAN PK curriculum structure as the regular religious specialization; the typical subjects of the MAN PK department are Tafsir-Tafsir Science, Hadith-Hadith Science, Jurisprudence-Ushul Jurisprudence, Morals, and Kalam Science. Then, to optimize the learning of religious programs, we added learning in the dormitory, such as yellow book study, tahfidz Al-Qur'an, development of Arabic and English, and other activities to provide services and optimize religious programs. MAN 1 Yogyakarta has tried to make the best possible learning process for MAN PK students to achieve quality graduates by establishing MAN PK based on the MAN

PK Curriculum, Religious Sector Competency Standards, and the MAN PK Dormitory Education Curriculum Structure.

c. Implementation of Digital Marketing Strategy

Education developing in the digital era is required to market products through digital channels. Apart from that, looking from the perspective of reality, many people use smartphones to search for information. So, with education in implementing digital marketing strategies, it will be easier for people to find the information they want (Jain, 2019). Based on the research obtained, MAN PK Yogyakarta implements digital marketing using several forms, including:

First, a website is a collection of pages in a domain containing various information prepared by an educational institution (Junusi, 2020). Based on research, this website contains much information such as MAN 1 Yogyakarta profiles and MAN 1 Yogyakarta news, which contains student activities, including MAN PK students, achievements, New Student Admissions (PPDB), and so on. Therefore, MAN 1 Yogyakarta utilizes websites to convey information and marketing, especially MAN PK. The MAN 1 Yogyakarta website address is as follows: [www.,manyogya1.sch.id](http://www.manyogya1.sch.id).

Second, social media marketing. In this era of digitalization, many people use smartphones to search for information, one of which is social media, which many people widely use. Therefore, when an educational institution does not use and adapt to current conditions, it is likely that society will find it challenging to look at the institution we have (Talikoti, 2019). According to the interview results, MAN PK Yogyakarta carries out marketing through social media, namely Facebook and Instagram. On Facebook and Instagram, MAN 1 Yogyakarta contains all news related to MAN PK and shares all activities carried out by MAN PK to attract the public and new students. Even on Instagram and Facebook, MAN 1 Yogyakarta appreciates the achievements of students and educators and all the achievements of MAN 1 Yogyakarta and MAN PK Yogyakarta by publishing them. MAN 1 Yogyakarta's Facebook address is <https://www.facebook.com/man1yogya/>, while MAN 1 Yogyakarta's Instagram address is as follows: <https://www.instagram.com/man1yogya/>.

Third, marketing via email is carried out by MAN 1 Yogyakarta to provide information regarding MAN PK and information on the Acceptance of New Students, namely by sending emails to educational institutions via MTs/SMP email addresses. Apart from that, because MAN PK is an educational institution that is a pilot project for the Ministry of Religion, the Central Ministry of Religion government also assists in this email marketing to market MAN PK to superior junior high schools/Madrasahs. MAN 1 Yogyakarta's email address is.

3. Results of the Religious Program Rebranding Process (MAN PK)

I am, first, improving the quality of MAN PK. The government is repositioning or updating the quality of MAN PK, not only changing the MAPK brand to MAN PK but also applying this renewal to curriculum and learning updates. The MAN PK curriculum structure has been updated with superior programs through learning religious sciences and strengthening boarding education. Dormitory education itself means MAN PK learning is the same as the Religious Program (Regular et al.) as the typical MAN PK lessons, namely Tafsir Tafsir Science, Hadith Ulumul Hadith, Ushul Fiqh Fiqh, Morals and Kalam Science are further strengthened in the Dormitory by using Arabic and strengthening language lessons. English.

Second, producing quality graduates, namely MAN PK at MAN 1 Yogyakarta, has progressed and developed after rebranding due to revitalization by the government of the Ministry of Religion. One form of success is producing quality graduates with the parameter that many MAN PK alums continue their higher education in the Middle East. In particular, 4 graduates in 2021 will continue to the Middle East, namely 3 people entering Al-Azhar University Cairo Egypt and 1 person from Agence Marocaine de Cooperation Internationale Morocco. Many MAN PK graduates attend domestic universities such as UII with full scholarships totaling 5 people, Brawijaya University, Gadjah Mada University (UGM), and State Islamic University (UIN). This is a form of success in the MAN PK program, producing quality graduates.

Third, with the increasing interest of prospective new students, we have realized that the rebranding of MAN PK has given good results; according to Hidayat, quoted from Imam Machali, a brand has an essential value for educational customers, one of which is the brand as an identification value. Can differentiate one product from another (Atika & Imam Machali, 2016). After being revitalized, MAN PK is a superior product focusing on religious sciences owned by MAN 1 Yogyakarta. So, the enthusiasm of new students registering at MAN PK Yogyakarta is increasing. The success parameter of the MAN PK rebranding results is the increasing enthusiasm of new students to enter MAN PK. After revitalization, MAN PK is in great demand by the public. It can be seen in the last two academic years, namely the 2021/2022 academic year, based on data obtained in the field. There were 124 who registered at MAN PK MAN 1 Yogyakarta, and only 24 male students were accepted at MAN PK Yogyakarta. Then in the 2022/2023 school year, MAN PK at MAN 1 Yogyakarta opened its first women's MAN PK; there were 206 (85 boys and 121 girls). The number of students will be taken is only 48, according to the instructions and techniques of the Directorate General of Islamic Education, Ministry of Religion of the Republic of Indonesia, namely 24 boys and 24 girls.

Discussion

This research focuses on marketing strategies for managing Islamic educational institutions, especially at MAN PK at MAN 1 Yogyakarta (Abrori, 2015). In the context of globalization and competition between Islamic educational institutions, this research aims to understand how marketing strategies can improve the quality and position of MAN PK. Abrori (Abrori, 2015) emphasizes the importance of educational marketing as a systematic exchange of values to promote the school's vision and mission. Hariatama (Hariatama, 2021) states that SWOT analysis is essential for evaluating the educational environment. This research uses a SWOT approach to assess the existence and positioning of MAN PK at MAN 1 Yogyakarta.

The SWOT analysis results show that MAN PK is a superior product of MAN 1 Yogyakarta, with a learning approach combining religious aspects and dormitory education (Fradito et al., 2020). This confirms MAN PK's position as an education that combines traditional and modern values. Rebranding has completely changed the perception and identification of the MAN PK (Atika & Imam Machali, 2016). The significant impact of this rebranding can be seen in the quality and existence of the program. This rebranding strengthens the existence and positioning of MAN PK as a superior Islamic educational institution.

These findings support the research of Thomaidou Pavlidou and Efstathiades (Thomaidou et al., 2021) about the effect of internal marketing strategies on school organizational culture. This research is different from Kohout-Diaz (Kohout-Diaz, 2018), who discovered the transformation of education into an educational market in the context of post-communist and liberal transitions. This research aligns with Park, Kim, and Kim (Park et al., 2021), who found that service quality influences sustainability and recommendations in self-defense education. This shows the importance of service quality in religious education marketing strategies. Service quality is an essential factor in attracting and retaining students.

MAN PK's marketing strategy at MAN 1 Yogyakarta involves careful planning and effective implementation. The planning stage includes market identification and segmentation, essential to determining the target market (Subagiyo & Adlan, 2017). Product differentiation is the main focus of this strategy, emphasizing the importance of differentiating educational services (Iqbal, 2019). Price and location strategies are also considered, balancing cost and quality of education and strategic location (Dian et al., 2020; Thabit & Raewf, 2018). Effective promotion, including digital marketing, increases awareness and interest in MAN PK (Jain, 2019).

Quality human resources and supporting physical evidence are critical factors in attracting and retaining students (Adebayo, 2021). Educators and support staff at MAN PK have an excellent academic reputation, which contributes to the quality of learning. Supporting facilities, such as library buildings and dormitories, also play an essential role. Delivering

educational services at MAN PK, including learning in dormitories, is crucial to achieving educational goals. Innovative and contextual learning is essential to MAN PK's education marketing strategy.

Implementing the education marketing mix strategy at MAN PK shows the importance of a holistic approach to education marketing (Fradito et al., 2020). Product, price, place, and promotion strategies complement each other to create a strong value proposition for MAN PK. Quality human resources and adequate physical evidence increase the attractiveness of MAN PK. The process of delivering effective educational services is the key to the success of this strategy. Implementing this strategy produces quality graduates and increases the interest of new students.

The research results show the importance of effective marketing strategies in improving the quality and attractiveness of religious education programs (Atika & Imam Machali, 2016). After rebranding, the improvement in MAN PK's quality underscores the importance of innovation and adaptation in education marketing strategies. The implications are limited to increasing reputation and acceptance at MAN PK and providing insight for other educational institutions in developing marketing strategies. MAN PK's success in marketing education can become a model for other educational institutions. This research contributes to the literature on marketing strategies in education.

Conclusion

The existence and positioning of MAN PK in MAN 1 Yogyakarta through the SWOT analysis results, namely as the superior product of MAN 1 Yogyakarta in the product category who study religious sciences and combine them with dormitory-based education. MAN PK at MAN 1 Yogyakarta implements a marketing strategy with two stages namely, the first is planning, including marketing identification, market segmentation, and product differentiation. The second implementation is by implementing the marketing mix. The results of MAN PK's rebranding at MAN 1 Yogyakarta are increasing the quality of MAN PK as a superior specialization program by strengthening the dormitory-based curriculum, producing quality graduates, and increasing interest in prospective new students.

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