

Graduate Student Recruitment Workshop

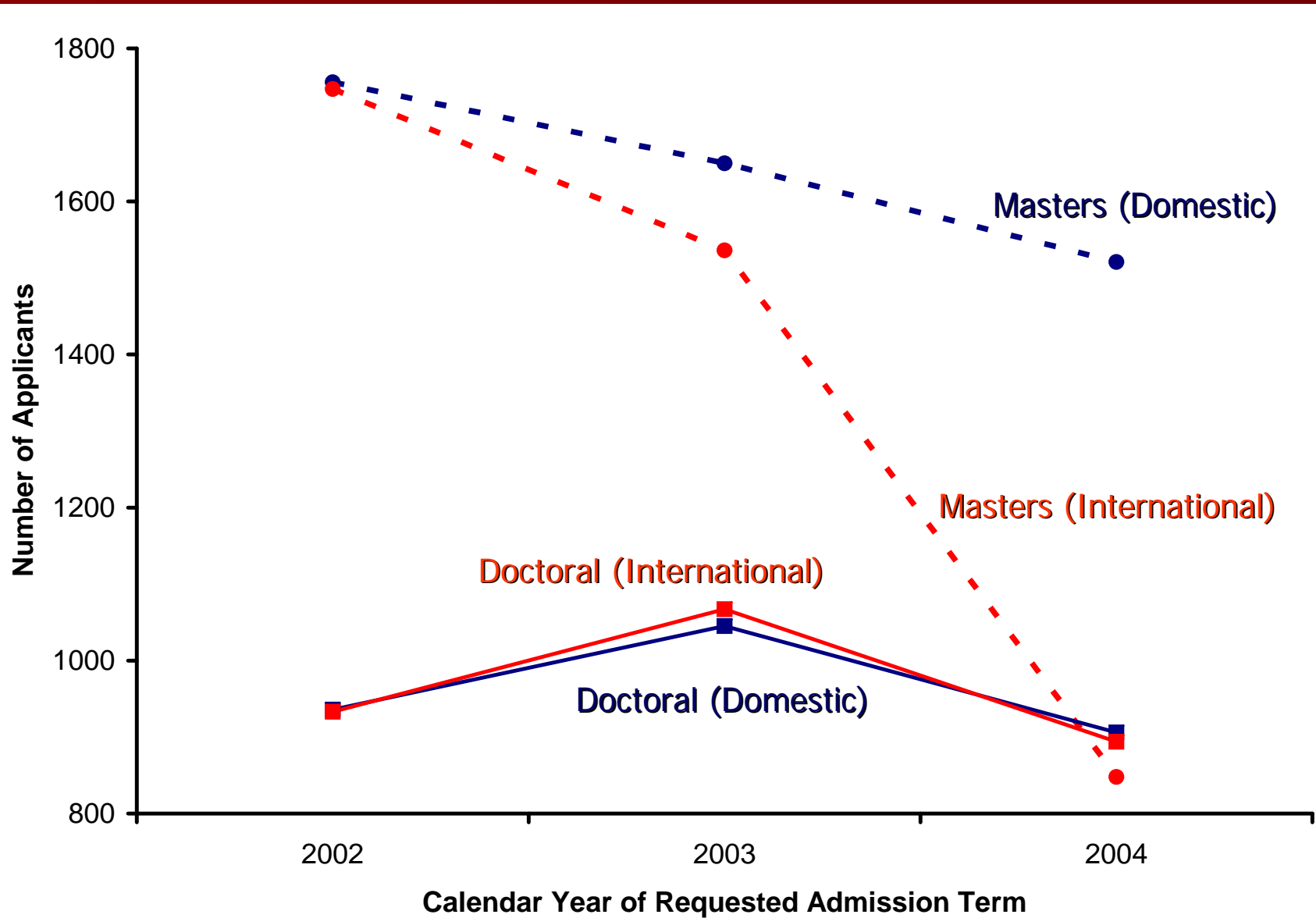
Office of Graduate Studies
8:00 – 9:30 a.m., September 10, 2004
Centennial Room, City Campus Union



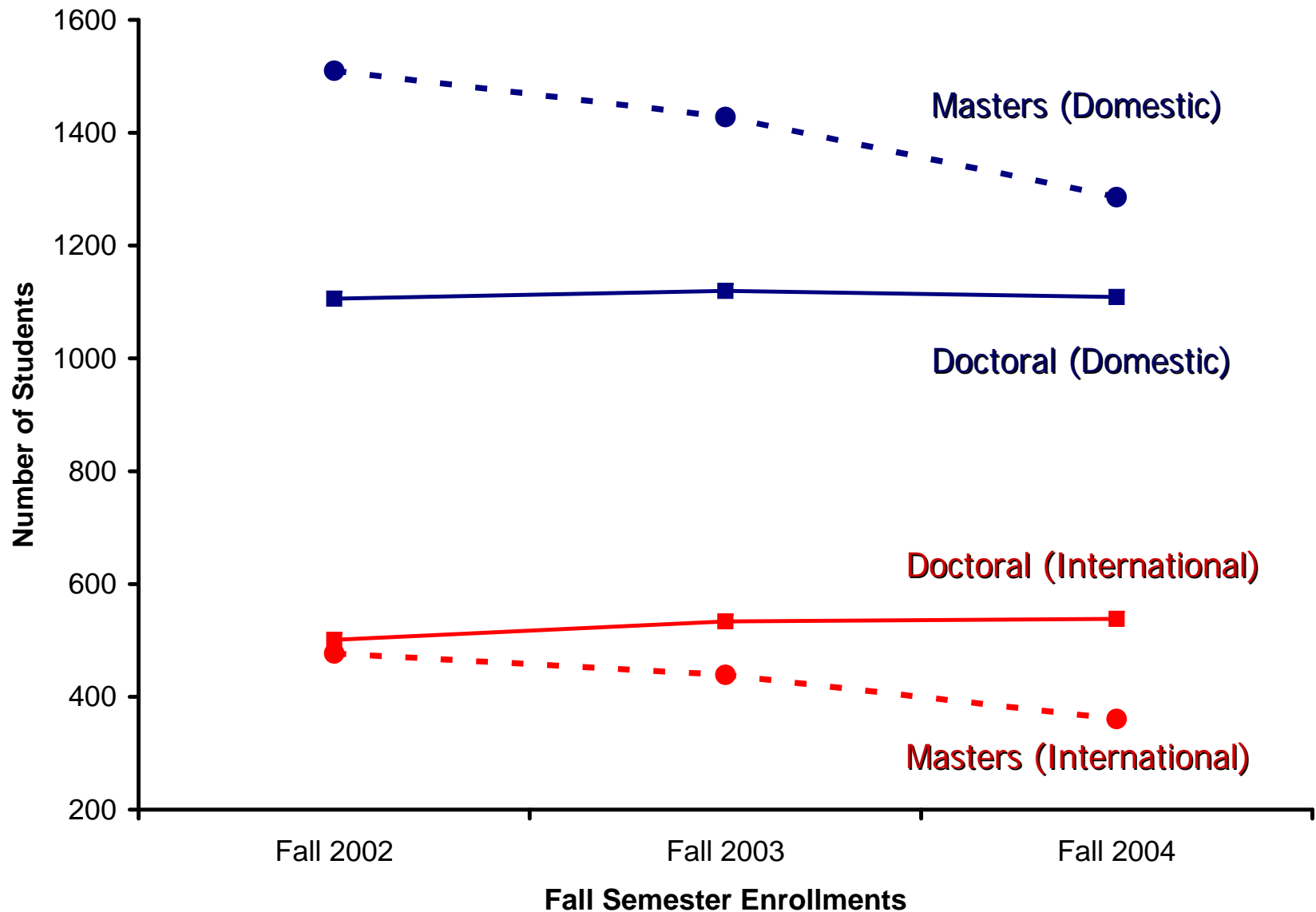
Workshop Goals

- I. Increase awareness of graduate student application and enrollment trends.
- II. “Best practices” for graduate student recruitment.
- III. New procedure for departments to pay the on-line application fee for recruiting outstanding prospects.
- IV. Recruitment grant and fellowship application process and timeline.

Application Trends



Enrollment Trends



Some “Best Practices” for Recruiting Graduate Students



Research
Prospect
Inquire
Apply
Offer
Accept
Enroll
Retain



Research

The goal of this stage is to lay the foundation for a successful recruitment plan.

Identify Target Student Characteristics

- Need to be able to quickly assess potential graduate students



Research

Talk to Current Students

- What brought them to your program?
- How could you make your graduate recruitment better?



Research

Talk to Admitted but Non-enrolled Graduate Students

- Why did they choose not to attend UNL?



Research

Review Competitors' Materials

- Compare the quality of your materials
- Look for ideas on how to improve your own materials



Research

Identify Strengths of Your Program

- What are your selling points?
- What makes you unique
- Showcase faculty and student awards, & significant accomplishments



Research

Monitor Your Web Presence

- How do potential students find you?
- How many hits do you have on your site?
- What pages do people view?
- What is the path people use to find information?
- How long do people stay on your site?

Look for ways to maximize efficient access to information.



Research



Prospect

The goal of this stage is
get someone to express
an interest in your program.

Build a Database of Faculty at Surrounding Colleges

- Send information about your graduate programs
- Offer to make research presentations (seminars/colloquia) at their campus, preferably at your expense (always include information on your graduate programs)
- Develop relationships so they will encourage their students to apply at UNL



Prospect

Build a Database of Your Alumni

- Send information on your graduate programs
- Keep alumni informed on new developments
- Encourage alumni to return for further study
- Invite alumni to assist with recruitment efforts



Prospect

Host a Research Symposium

- Invite area faculty, students, and practitioners
- Offer CEU's (if appropriate)
- Make the symposium free and pay the travel expenses (if possible)
- Offer "scholarships" to target students (if unable to pay full expenses)
- Include information about graduate programs



Prospect

Host a Summer Research Experience

- Invite targeted students to work in your department for the summer
- Give students the opportunity to experience graduate level work while also encouraging them to pursue a graduate degree at UNL



Prospect

Purchase Names of Prospective Students

- GRE
- Professional Association's membership lists
- Student organizations and honorary membership lists



Prospect

Specialty Area Conferences

(If appropriate or possible)

- Include information about your graduate programs during presentations
- Help sponsor the conference
- Host a recruitment table in the exhibit hall
- Host a reception for your alumni and prospective students



Prospect

Send Letter to Authors of Recommendation Letters

- Acknowledge receipt of their letter
- Thank them for their recommendation
- Invite them to recommend other students
- Include information on your graduate programs



Prospect

Purchase Advertisements

- Specialty journals
- Association magazines
- Local college newspapers



Prospect

Develop Materials for Mailing to Students, Alumni and Departments

- Posters - include postage-paid reply card to request more information
- Postcards – include images of people, department facts and website address
- Brochures – include degree programs, funding opportunities, faculty, and areas of research expertise



Prospect



Inquire

The goal of this stage is
to get the student
to apply to your program!

Each Person Who Expresses Interest is a Potential Student

- Begin the process of developing a relationship with them as soon as possible – ultimately students will choose their program based on the people with whom they will work



Inquire

Capture Basic Information

- Collect basic information as soon as possible to evaluate if the inquirer falls into your target profile – concentrate your most aggressive efforts on your top students



Inquire

Respond to Requests for Information

- Within 24 to 48 hours, follow-up via phone, email or mail (as appropriate)



Inquire

Follow-up on Your Follow-up

- Within 1 to 2 weeks, follow-up again via phone or email
- Verify that they received the information, found the web site, got their questions answered



Inquire

Have a Planned Communication Strategy

- Develop multiple ways to communicate
- Use post cards, letters, emails, newsletters, etc. – keep them short and relevant



Inquire

Other Strategies

- Follow-up on inquiries who have not applied and encourage them to apply or see if their plans have changed
- Offer to pay the application fee for your top recruits
- Offer to arrange/pay for a campus visit



Inquire



Apply

The goal of this stage is to assist the student in completing their application and setting a realistic expectation about the admissions process/decision timeline.

Acknowledge all Applications

- Within 24 to 48 hours, let the student know you have received their application
- Review any additional materials needed
- Explain admissions process (files reviewed when complete/after a particular date, when they can expect a decision)
- Make sure they have a contact for future questions



Apply

Track the Status of the Application

- Let the student know whenever application materials have been received, especially letters of recommendation
- Keep them informed on the status of their application



Apply



Offer

The goal of this stage is to instill a sense of honor in receiving the offer of admission and to encourage the student to accept the offer.

Make Offers in a Timely Manner

- Make offers verbally on the phone, then follow-up with official letters
- Time offers to arrive before, or at the same time as, your competitors make their offers



Offer

Make the Financial Offer as Soon as You Can

- Don't hold up the admission decisions if the financial offers are not finalized (if possible)
- When deferring the financial offers, provide information as to when or if the students can expect a financial offer



Offer

Other Strategies

- Follow-up to make sure the official letters have been received
- Offer to arrange or pay for a campus visit if the student is slow to accept an offer



Offer



Accept

The goal of this stage is to
maintain contact with the student.
Don't admit them and then forget about them.

Strategies

- Provide information and assistance in relocating to Lincoln
- Maintain contact throughout the interim period between admission and enrollment



Accept



Enroll

The goal of this stage is to make a smooth transition for the student.

Orientation

- Plan an orientation program to assist students in acclimating to the life of graduate student at UNL
- Explain departmental expectations and procedures



Enroll



Retain

The goal of this stage is
to retain the student through the
completion of their graduate degree.

Retain









- Remember it is much easier to retain a student than to recruit a new one
- Follow “Best Practices” when advising graduate students
- Be responsive to student concerns



Retain

New Procedure for Departments to Pay the On-Line Application Fee

Part II: Admission Objective

*Admissions Classification 	*When do you want to begin your studies?
<input checked="" type="radio"/> Degree Objective <input type="radio"/> Readmission to graduate degree program <input type="radio"/> Non-Degree, Visiting Graduate <input type="radio"/> Non-Degree, Post-baccalaureate <input type="radio"/> Non-Degree, Readmission	Fall Semester 2005 
Degree/Major Sought	Area of Specialization
Civil Engineering (MS) 	Environmental CVE57
Is this a distance education program? 	Are you applying for a dual degree? 
<input checked="" type="radio"/> No <input type="radio"/> Yes	<input checked="" type="radio"/> No <input type="radio"/> Yes
	[select degree] 
Will you be working toward a certificate? 	Will you be applying for an assistantship in the department?
<input checked="" type="radio"/> No <input type="radio"/> Yes	<input type="radio"/> No <input checked="" type="radio"/> Yes
If yes, which program? <input type="text"/>	If yes, which major? Civil Engineering 

Part V: \$45 Application Fee

Method of payment

Credit Card
(Visa and MasterCard accepted)
[Click to view our Privacy Statement](#)

Check or Money Order
(Payable to UNL Graduate Studies)

I don't have to pay the fee

You **will not have to pay the fee** if you meet **both** of the following two conditions:

1. You have paid the fee and registered for classes as a UNL graduate student within the last four years.
2. You are not switching to a degree program in a different department.

This application must be submitted electronically, using the Submit Application button above.
Printed copies of this online application form will not be accepted.

Recruitment Grant and Fellowship Application Process and Timeline

- New 3-page application form
- Form includes both the recruitment grant & fellowship requests and budget information
- Make two copies of the completed application form
- Submit the copies directly to the Office of Graduate Studies by September 24 (*this is a change*)
- We will seek Academic Dean rankings by October 8
- Units notified of their awards beginning October 15

Graduate Recruitment Grant and Fellowship Program Joint Application Form

Department / Interdepartmental Program Name	
Name of Person Preparing Application	
Phone Number of Person Preparing Application	

Staff Member Who Handles Budget Transfers	
Phone Number of Budget Staff Member	

Graduate Student Recruitment & Assistantship Support for Academic Year 2004-2005

Estimated Number of State-Funded Full Graduate Assistantships	
Estimated Number of Externally-Funded Full Graduate Assistantships	
Estimated Budget for Departmental Graduate Student Recruitment	

Recruitment Grant Request

Graduate Recruitment Grant (Total Dollar Amount)	\$
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Recruitment Fellowship Request

Number of Othmer Fellowships (2 Maximum)	
Number of Chancellor's Fellowships (3 Maximum)	
Number of Larson Fellowships (5 Maximum)	
Number of Regents Tuition Fellowships (2 Maximum)	
Number of Graduate Non-Resident Tuition Fellowships (10 Maximum)	
Number of Centennial Fellowships (5 Maximum)	

Approval Signatures

Graduate Committee Chair	
Department Chair/Head (or Dean if Interdepartmental Degree program)	

Submit two copies to the Office of Graduate Studies by September 24, 2004.

Recruitment Grant Information

Discuss your recruitment goals and any new initiatives or recruitment strategies that you would like to implement using the Graduate Recruitment Grant funds. Briefly describe the unique challenges for your department recruiting top-quality graduate students and how the Recruitment Grant funds will help meet those challenges.

Please indicate in the table below the recruitment activities *implemented* during the Academic Year 2003-2004 and the *planned* recruitment activities to be funded with the Graduate Recruitment Grant for the Academic Year 2004-2005.

Academic Year 2003-2004 <i>Implemented</i> Yes / No	Recruitment Activity	Academic Year 2004-2005 <i>Planned</i> Yes / No	Grant Request Budget
	Brochures		\$
	Posters		\$
	Give-away Items		\$
	Web-Site Development		\$
	Purchase Advertisements		\$
	Purchase Mailing Lists		\$
	Travel to Graduate School Recruitment Fairs		\$
	Travel to Targeted Colleges for Recruitment		\$
	Host Event or Reception at Conferences		\$
	Pay Travel Costs for Students to Visit UNL		\$
	Plan and Implement Major Recruitment Event		\$
	Other (Specify):		\$
	Total Dollar Amount		\$

Recruitment Fellowship Information

Please explain your rationale for requesting the particular number and types of Graduate Recruitment Fellowships requested on the cover page.

Describe the specific ways in which the Graduate Recruitment Fellowships will be utilized to enhance the important academic priorities of your department, or with the interdepartmental priorities of the university.

Please list any externally funded graduate training grants or graduate curriculum/instructional grants funded within the last two years. Provide the program name, award amount, project duration, and any other important information concerning the award.

For the last academic year, please list all external fellowships for which your department's graduate students applied and received. Provide the fellowship name (Javits, NIH, NSF, etc), the student's name, and indicate whether or not the fellowship was awarded.

<i>Fellowship</i>	<i>Student</i>	<i>Awarded</i>
		Yes / No
		Yes / No
		Yes / No

Recruitment Information on the Graduate Studies Website www.unl.edu/gradstudies

- Application form
- Recruitment Workshop slides
- Fellowship descriptions
- Graduate Student Professional Development Brochures
- Scheduled Appearances at Graduate & Professional School Fairs