RECRUITMENT TIPS FOR GRADUATE PROGRAM DIRECTORS

PROVIDED BY:

SCHOOL OF INTERDISCIPLINARY AND GRADUATE STUDIES
FALL 2010
THE BASICS!

- Up-to-date And Professional Website
  - LOAD QUICKLY
  - EASY TO NAVIGATE
  - INTERACTIVE
  - SHOWCASE RESEARCH
  - INCLUSIVE PHOTOS (DIVERSITY)

- Develop A Slick One Page Recruitment Brochure

- Branding: Be Consistent On All Publications!
CULTIVATE PIPELINES

- Faculty And Colleagues At Other Universities
- Identify And Cultivate Undergraduate Feeder Schools
- Summer Research Programs
- Current UofL Undergraduates
- Professional Conferences
ENROLLMENT AND GRADUATION GOALS

• Set Yearly Enrollment and Graduation Goals:
  • Masters / Ph.D.
  • Certificate
  • Non-Degree
  • Full-time vs. Part-time
  • Minority
  • Out of State
  • International
  • Distance Education

• Enrollment and Graduation Goals for 2020:
  • Masters / Ph.D.
  • Certificate
  • Non-Degree
  • Full-time vs. Part-Time
  • Minority
  • Out of State
  • International
  • Distance Education
ADMISSIONS YIELD RATIO

Use this number to determine how many students you should admit to reach a desired cohort
RECRUIT FACULTY AND CURRENT STUDENTS TO ASSIST WITH RECRUITMENT EFFORTS

- Create An Advisory Committee To Develop A Collaborative Strategy To Address Yearly Recruitment Strategies And Activities
- Assign Recruitment Tasks/Events/Programs To Interested And Capable Faculty And Current Graduate Students
- Develop A Powerpoint Presentation About Your Program For Your Recruiters To Show When Visiting Other Universities
SPREAD THE WORD!

• Purchase lists from ETS/GRE and conduct electronic mailings

• Promote faculty and student achievements on webpage including ongoing research

• Utilize free advertising such as uofl today
YOUR PERSONAL CONTACT WITH POTENTIAL GRADUATE STUDENTS IS ESSENTIAL

- Call and email highly qualified candidates on a set schedule
- Include admitted students on department newsletter mailings
- Host an “admitted student day”
- Assign faculty to make contact with highly qualified admitted students
- Conduct an evening or weekend faculty telethon to call prospective students…make it fun!
- Include admitted students and prospects on your facebook page
- Respond to prospective students within 24 hours of a call or e-mail
MORE TIPS….

• Spread the word about your program by hosting receptions for prospective students at national conferences

• Attend graduate fairs at feeder schools (SIGS staff will attend some regional fairs with schedule posted to webpage)

• Follow-up, follow-up and more follow-up… with highly qualified candidates!
Consider International Recruitment Initiatives

• Develop a plan that includes targeted areas, budget and staffing
• Target countries with compatible educational systems
INTERNATIONAL continued…..

• Establish a working group of faculty interested in international recruitment
• Consult with colleagues at other universities such as SUNY and PURDUE
• Gather feedback from enrolled international students
MORE INTERNATIONAL....

• Involve deans in international efforts
• Commit to activities for at least three years
• Maintain a user-friendly webpage with specific information for international students
• Assure timely responses with inquiries and admission decisions
FOLLOW-UP ........

- Conduct exit interviews with graduating students to solicit feedback on their graduate experience
- Interview current graduate students to establish strengths and weaknesses in terms of customer service and student satisfaction
HIGHLIGHT STUDENT SERVICES

...ALWAYS OF INTEREST TO PROSPECTIVE STUDENTS

- Financial Aid/Scholarships
- Registration
- Parking
- Student Accounts
- Library
- Orientation

- Child Care
- Housing
- Career Services
- Mentoring
- Technology
EMERGING ENROLLMENT MANAGEMENT PLAN

• Identify as many relevant issues, concerns, obstacles, and opportunities as possible
• Build on the strategic action plans of other groups that have a stake in the process (such as SIGS)
• Involve faculty and staff
• Clearly identify goals, performance indicators, and areas of responsibility
A PLAN SHOULD INCLUDE:

- Marketing
- Recruitment
- Enrollment/Admissions
- Retention/Graduation
MARKETING

- Establish guidelines for visual identity, main messages, etc.
- Inventory current activity (including $’s) and decide what you can do for the next three years
- Assess opportunities not utilized, but desired
- Increased communication with your dean in terms of support and direction
RECRUITMENT

- Establish written recruitment plans/goals for each year
- Review enrollment targets, capacity and competition analysis
- Update and/or create recruitment materials (SIGS’s template available)
- Make yearly assessments of what works and what does not
ENROLLMENT

• Budget review of projected enrollment
• Estimate current /returning student numbers
• Encourage use of the “PLAN”
• Train faculty mentors and devise a way for mentors to connect early with admitted students
• Reward outstanding faculty mentors
RETENTION/GRADUATION

• *Design structure* … for exit interviews, tracking of graduates, alumni success, etc.
• *Collect data* … from IR, departments and colleges on attrition and graduation
• *Coordinate data* … with Institutional Research, assure reporting consistency
ENROLLMENT MANAGEMENT
FROM START TO FINISH

Marketing
- Publications
- Web Sites
- Main Messages
- Budget/Org

Recruitment
- Formal Plans
  - Undergrad
  - Graduate

Enrollment
- Enrollment Targets
  - Connect to Budget and Budget Process
  - Coordination w/Student Services

Retention
- Persistence
  - Alumni satisfaction surveys
  - Career Center
FROM RECRUITMENT PLANS TO EM

• Begin with a year of manageable goals
• Build a more comprehensive plan as you go
• Enter the venture with the idea that it will take time to achieve true, strategic enrollment management success
• Review and address challenges
• Celebrate and reward successful endeavors!
UNIVERSITY OF LOUISVILLE

For support or questions contact:
Libby Leggett
Executive Director of Graduate Admissions and Recruitment
502-852-3108
Libby.Leggett@louisville.edu