

Hot Topic: Effective Recruitment Strategies
MAGS 2011 Conference
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Purpose of the Session:

To share ideas and to learn how different graduate schools identify recruitment strategies.
Please join a discussion group at a table identified with one of these topics and set of questions.

Enrollment Goals and Objectives

1. Do you encourage your departments to set specific application and enrollment goals?
2. Are those goals shared with others outside the department?
3. Are departments held accountable for their enrollment goals and objectives?
4. Are those goals part of their program review or assessment plans?
5. Do those enrollment goals include specific sub-goals for under-represented minorities, women and international students?

Recruiting and Marketing Research

1. Do departments understand their graduate student market? How do they document this market?
2. What is the brand of your graduate program(s) in the eyes of prospective students?
3. Do you use information technology to recruit prospective students?
4. Do your programs know the top three reasons why students attend their graduate program?
5. Does the Graduate School provide departments market research about their graduate programs?
6. How do your departments use their web site in the recruitment of graduate students?

Recruiting Responsibilities

1. What responsibility does your graduate school/graduate office have in the recruitment process?
2. Do you have a recruitment plan to meet that responsibility?
3. Do departments have someone within the graduate program to oversee the recruitment of graduate students?
4. What is the role of the departmental admission committee in the student recruitment process? Do you departments have a recruitment committee?
5. Are there training opportunities available to faculty and staff in your graduate programs who recruit students?
6. What kind of recruiting reports does the Graduate School provide its departments?

Admissions Policies and Practices

1. Do your departments have written criteria for the admission review?
2. What is the role of the graduate school in the admission process?
3. How do you use technology in the admission process? Are there ways the Graduate School could improve the admission process with better technology?
4. In general, are your departments satisfied with the admissions policies? What policy would they like to change or alter?
5. Do your graduate programs or departments grade their applicants so as to prioritize their recruitment efforts?
6. Do your admission policies and practices enhance your ability to recruit under-represented minority, women or international students?
7. Do you departments have a comprehensive communication strategy for the admission process?

Application to Matriculation

1. Do your graduate programs track their matriculation rates?
2. Are the matriculation rates different for different applicant pools?
3. Do your graduate programs have a strategy for matriculates?
4. Do your departments state they are content with their matriculation yield?
5. What are your faculty, current students, and alumni doing to improve the yield?
6. What does the Graduate School do to improve the applicant yield?

Funding and Financial Aid

1. Does the funding program in the department support the department's enrollment objective?
2. How could the Graduate School work with departments to fully utilize existing funding? What models work best for your programs?
3. How do your programs effectively promote your financial aid program to prospective graduate students?
4. Do your programs know how much student loans their students take each year?
5. Do you offer prospective students multi-year funding packages?
6. Do you need to increase your funding levels for graduate students?