

# *Lunch and Learn*

*Graduate Student Recruitment*



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# Agenda



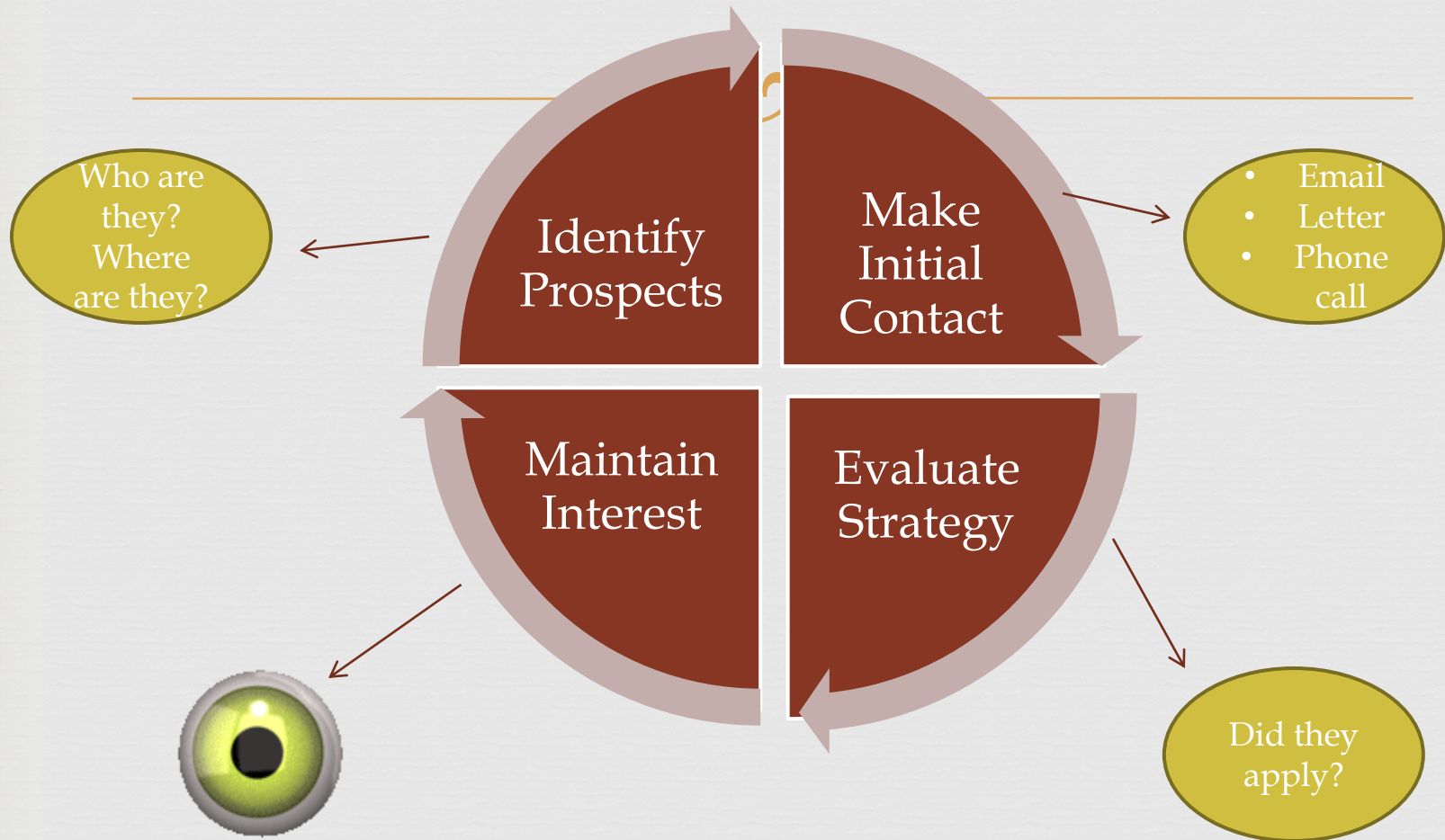
- Introductions
- General Overview of Recruitment Practices
- Best Practices for Marketing of Programs
- Recruiting Diverse Applicants
- Open Dialogue about Recruitment Practices on the University of Louisville Campus

# Recruitment



- Admit the best and most qualified applicants
- Grow graduate student population
- Create a culture of diverse learners
- Contribute to the workforce by preparing the best and brightest students

# Recruitment





# General Overview of Recruitment Practices

## *Identify Prospects*



### *Start Recruiting as early as possible*

- Recruit BEFORE the application stage
- Attend Fairs, Feeder Programs/Schools, GRE workshops, Social media
- What are the competition's deadlines?

# General Overview of Recruitment Practices

## *Make Initial Contact*



### *Strong ongoing communication with prospects*

- Send Application materials to students and program expectations
- Send out Campus/Department Events
- Respond quickly to inquiries
- Connect prospective students with current students
- Follow up on a prospective student inquiries within 24 hours by either a personalized email or a phone call

# General Overview of Recruitment Practices

## *Maintain Interest*



- Schools who respond immediately to correspondence capture a higher rate of student interest
- Invite students to a campus/ department tour
- Check-ins
- Be clear about deadlines, program expectations, additional classes a student needs, scholarship eligibility, cost of the program, GRE scores
- Start reviewing applications before the application deadline

# General Overview of Recruitment Practices

## *Evaluate Recruitment Strategy*



- Collect Data
  - Where did your students come from?
  - Were those students academically prepared?
  - Survey students (how were students informed about your program?)
  - What skill set are your students lacking in your program/what faculty are missing? (needs assessment)
- Use past and current data to market to future students  
(where are your alumni working, what awards and/or scholarships have your students received?)



# Best Practices for Marketing of Programs

## Noel Levitz & NAGAP

*2012 Marketing and Student Recruitment Practices for Masters-Level graduate programs*



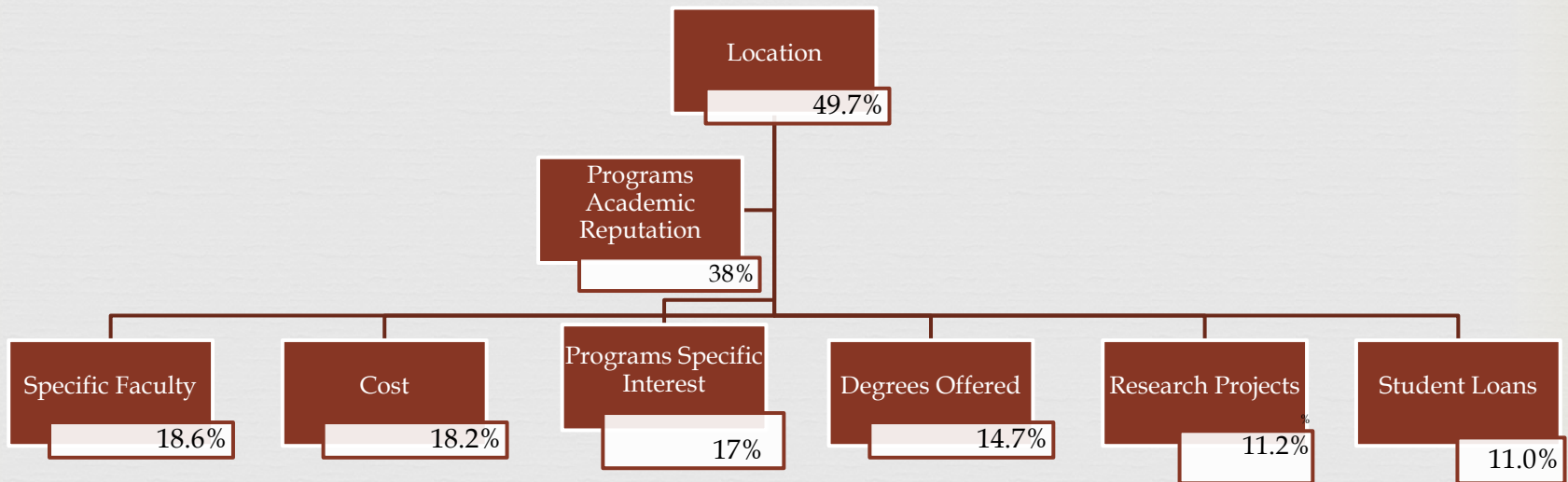
- Offers of assistantships and offering financial aid at the time of admission were rated as the top two practices
- Maintain and Promote the benefits and features of your program on your Graduate School website \*
- To recruit international students, consider building relationships with influences in embassies, governments and international agencies as key practices for both public and private institutions
- Noel Levitz survey argued that campus visits were among their top practices of recruitment
- Follow-up email with students whose applications are incomplete was highly rated by both private and public institutions

# NAGAP

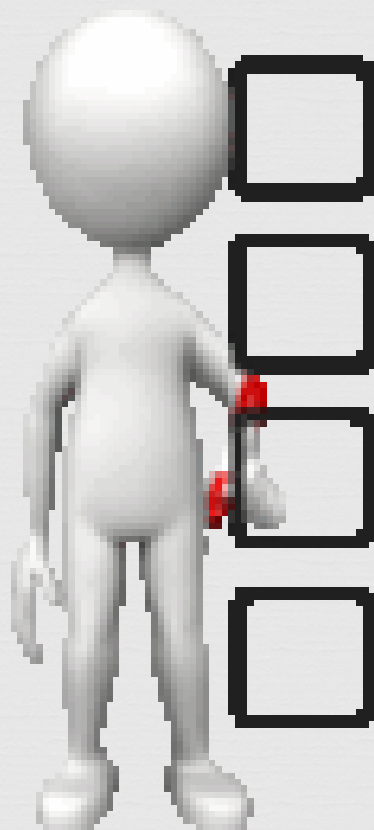
## *(National Association of Graduate Admissions Professionals) Recruitment Survey Report*



❧ What are the important factors in your choice of a graduate program?



# What Graduate Students want to know?



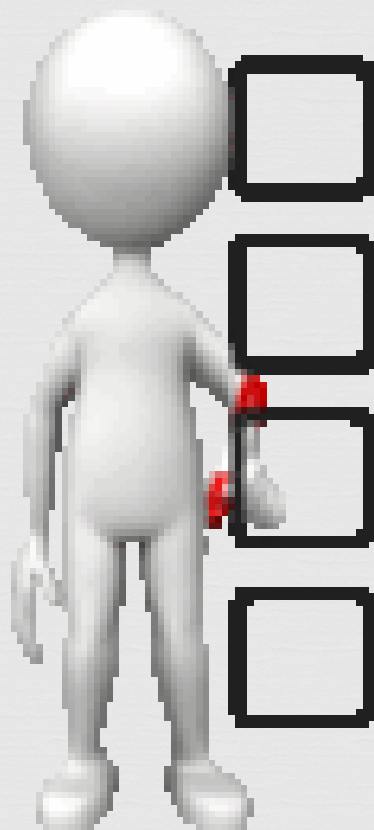
What will be required of me as a graduate student?

On average, how long will it take to finish the program?

What kind of financial support is available? Can I get that in writing? Can I work while on scholarship?

If I have low GRE scores, do I still have a chance in being admitted to the program?

# Other Inquiries.....



Demographics of school and student body

Rigor of program

Student Support Services

Career Opportunities



# Recruiting Diverse Applicants



# Identifying under-represented groups

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*Under-represented groups-those racial and ethnic populations that are underrepresented in professions relative to their general population*

*The GEM Consortium identifies under-represented groups as the following:*

*(African American, Latino, Native American, Puerto Rican, Hispanic American)*

# Strategies for recruiting under-represented groups

## *The Student Experience*



### CONNECT FORMER STUDENTS WITH PROSPECTIVE STUDENTS

- Identify current Graduate students to serve as a liaison for the department
- Conduct department webinars led by Graduate students
- Social Media Updates through Facebook, Twitter, Instagram

# Strategies for recruiting under-represented groups

## *The Campus Climate*



- Address the cultural temperature (Inclusive, Welcoming, Diverse, “will I be the only”?)
- Know the gender/racial make-up of your department and campus (staff, faculty, and students)
- Articulate the Student Support Services available to students of diversity
- Highlight the Reputation and Research interests of Faculty



# Strategies for recruiting under-represented groups

## *Financial Assistance*



- Provide Competitive Assistantships and Fellowships
- Scholarship Obligations
- Living Assistance

# Strategies for recruiting under-represented groups

## *Where should we recruit?*



- ❧ Current undergraduate pool of under-represented students
- ❧ Undergraduate Alumni
- ❧ Attend fairs at minority serving institutions
  - HBCU's (Spelman, Hampton, Morehouse)
  - McNair Scholars Program Conference
  - LSAMP (Louis Stoke Alliance Minority Program for students in Engineering and Science)
  - Gates Millenium Scholars
  - Hispanic Serving Institutions (University of Puerto Rico, of Miami)
- ❧ Consider hosting informational/recruitment open houses/interest sessions w/incentives (interviews on-site, scholarship assistance, etc)

*The School Of Inter-disciplinary and  
Graduate Studies Support*



*Current Recruitment Strategies*



## College Fairs

Murray State

Fisk University

Tennessee State

Eastern Kentucky University

Berea College

Hanover

University of Kentucky

Kentucky State University

Georgetown College

Lindsey Wilson

## Conferences

GEM Consortium

SREB Conference

KY Academy of the Sciences

MCNair Research Conference

ETS GRE Workshops

***Attend College Fairs and Conferences***



# Graduate School Fair

## The Prospect Card



### University of Louisville

Prospect Card

Last Name:  First Name:  MI:

Home Address:

City:  State:  Zip:  Birthdate:

E-mail Address:  Phone:

Undergraduate Institution:  Year of Graduate:

Major:  GPA (4.0 scale)

Have you ever enrolled in Graduate Program? Yes No

If yes, where?  Major:

What is your Graduate Program of interest?

Level of degree sought: Masters ☐ Doctoral ☐

# Other Recruitment Resources



Host Visitation  
Days

Conduct GRE  
Workshops

Meet one on one with prospective  
Graduate Students

Send out initial emails to prospective students  
after college fairs

Provide student support services to students (PLAN,  
Student Ambassadors, Diversity Fellow PD's, MAGS, etc)

# What can you do now?



- ❧ Identify an admissions liaison for your department besides yourself (Who will do the follow-up?)
- ❧ Plan an Open House/Interest Session for your department
- ❧ Create affordable marketing materials for your department
- ❧ Work with your colleagues across the nation to develop a pipeline in your area
- ❧ Know the travel schedule of your department (see where your department is currently traveling for conferences and use those opportunities to make connections)
- ❧ Promote the benefits and features of your program on your graduate school website-Get the word out!!!!
- ❧ Designate a graduate student to update social media about events in your department

# LETS DIALOUGE

