Best Practices to Recruit UNC Charlotte Undergraduate Students
Build a Case for Your Program

Potential applicants want to know:

– Why should I come to your program?
– How does the graduate program differ from the undergraduate program?
– What do you have to offer academically?
– How long will the program take?
– Do you offer mentoring?
– What are the research opportunities?
– What jobs are available to your graduates?
Identifying High-quality Candidates

• Work with Undergraduate Faculty
  – To promote your programs
  – To recommend students who have strong academic records
  – Visit some upper-level undergraduate classes to talk about the Graduate Programs
  – Encourage undergraduate faculty to recommend/promote Early Entry

• Work with similar Graduate Programs
  – Develop and promote dual degree programs
  – Some programs have demand that exceeds available seats. Work with those programs to tap into their applicant pool
Offer Information Sessions/
Open Houses

- Target UNCC undergraduate students specifically
- Send out email invites to students who you feel would be a good fit
  - Use Report Central to identify students within a certain GPA range
- You can also advertise in upper level undergraduate classes
- Post flyers around campus
Offer Incentives

• Early Entry

• Set criteria for a GRE/GMAT/MCAT/MAT waiver for strong academic performers:
  • Overall GPA
  • GPA within undergraduate major
  • Require recommendations from faculty members
Develop effective networks for recruiting

- Once you have the students’ contact information – stay in contact!
  - Frequent and personal contact can make a big difference
  - Set up email communication tracks to be sent automatically to prospective students
- Attend on-campus career fairs
- Enlist current Graduate students to reach out to potential applicants
- Attend or host an event for undergraduate clubs
- Maintain ongoing communications with undergraduate faculty
Keep your marketing materials up to date

- Brochures
  - Include basics for a quick view
  - Advertise information sessions/open houses
    - Hand out in class/at career fair
- Promotional videos featuring currently enrolled students
- Create a funding flyer
  - What is available?
  - How do students apply?
  - Include information on the FAFSA
And the website too!

- Website (The program website is the primary source of data for prospective students)
  – Potential applicants want to know:

  - Admissions requirements specific to your program
  - Deadlines
  - Information on available financial support
  - Curriculum outline
  - Expected time to degree
  - Research interests of your faculty
  - Format – on campus, online, both?
  - Career Placement opportunities/numbers
  - PhD program options
Thank you for attending.

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