GRADUATE SCHOOL RECRUITMENT

Maryanne Maree-Sams,
Graduate School Admissions Counselor

Allison Brinkley,
Admissions Counselor for the College of Business
Activities

- Marketing/Advertising
- Increase Prospective Talent Pool
- Supplement Department Recruiting Resources
Program Website

- Maintain an up-to-date website!
- Establish pipelines with colleagues at other universities to recruit top students; offer to visit the institution to recruit the prospective students.
Prospective Student Database

- Potential Applicants can enter their contact information online.
- The Graduate School enters contact information for all potential applicants who show an interest at college fairs.
- The Graduate School sends out a series of 9 emails to prospective students.
- Why not use this information to start reaching out to your population?
  - You can email prospective students who show an interest in your program. (Contact Kathy Giddings to have a template set up KathyGiddings@uncc.edu)
  - You could mail a brochure to anyone who provides a mailing address.
GRESearch

- Purchase names and contact information of prospective students from GRE Search.
- The GRE Search Services is a web-based tool that provides current and targeted mailing lists of prospective graduate students.
- The GRE Search Services is the most cost efficient way to directly reach a large number of GRE test takers.
- Provides the ability to access a database of individuals who have already taken a step toward pursuing graduate school.
- Reach a broad, diverse group of prospective applicants.
- Refine your search to identify specific characteristics you are seeking – geographic selections, academic performance and more.
- Search the database of nearly 600,000 students using up to 30 criteria.
Fall (September/October) is usually the prime time for Graduate School Fairs.

Representatives from UNC Charlotte attended nearly 50 Fairs this past Fall.

During other times of the year contact colleges to schedule a planned visit.

- Prepare a presentation for a specific student organization/group with relevance to your discipline.
- Make arrangements to speak to a class.
- Volunteer to participate in panel discussions.

[Event Schedule](http://graduateschool.uncc.edu/future-students/visit-us/recruitment-schedule)
Information Sessions/Preview Days

- Invite potential applicants to come to campus to receive more specific information about your program(s)
- Prepare a brief presentation on the basics of your program. Leave plenty of time for Q&A.
  - Invite current students/alumni to come and talk about their experience. Potential applicants like to hear “the real deal” from students who have been through it
  - Invite faculty to speak with applicants and answer questions
  - Coordinate with Maryanne to have someone there to speak about the application process
- Host a full day experience with information session, career panel, current student/alumni panel, mock class, etc.
GoToWebinar

• Host a professional webinar from the comfort of your office
• Reach large groups online
• Customizable registration options and report
• GoToWebinar sets up your conference call for you and provides an option for audio through a computer’s mic and speakers
• Audience can raise hands, answer polls and ask questions while you monitor from your computer.
• Choose capacity you want up to 100 attendees.
Promotion to worldwide viewers.
Access to students and their families via live test and video webcasts.
Presentations from admissions reps, departmental reps, and current college students.

Example from College Week Live
http://www.collegeweeklive.com
Summer Research Programs

• Initiate summer research programs to bring excellent students to visit your department and use the opportunity to recruit them to your program.

• Example: Organizational Science Summer Institute and the College of Engineering Summer Research Program for Undergraduates.
Early Entry

• Encourage UNC Charlotte juniors with a strong GPA to apply to the Early Entry program (if your program has one).

UNC Charlotte Undergraduate Students

• Encourage undergraduate students at the University to apply for admission to your graduate program.
Advertising

- Advertise to UNC Charlotte undergraduates through Niner Times or http://nineronline.com/
- Advertise your program in professional publications related to your field
- Advertise at professional conferences within your discipline
Recruitment Materials

• Up-to-Date Brochures
  -Graduate School Lobby
  -Handout to prospective students visiting campus
  -Admissions reps to hand out at recruitment events

  http://graduateschool.uncc.edu/future-students/visit-us/recruitment-schedule

• Contact Johnna Watson with recruitment proposals
  Supplemental funds for recruitment
  -Campus Visitations
  -Information Sessions/Open Houses
  -Recruitment Weekends
  -GRE Searches
  -Recruitment Travel
  -Development of displays and materials