Resources

**Admissions/Enrollment Counselors**
Allison Brinkley: College of Business

Maryanne Maree-Sams: College of Arts + Architecture, College of Education, College of Liberal Arts & Sciences

Marianne Williford: College of Computing & Informatics, College of Engineering, College of Health & Human Services

**Admissions/Enrollment Management**
Johnna Watson, Associate Dean
Kathy Giddings, Director of Admissions
The information contained herein is an assemblage of “Best Practices” on graduate student recruitment and retention, but because each graduate program is unique and each has its own discipline-specific nuances, some practices may be more appropriate than others. Accordingly, as questions arise for which you more detailed information or assistance, feel free to contact an Admissions and Enrollment Counselor in the Graduate School.

http://graduateschool.uncc.edu/faculty-and-staff/admissions-and-recruitment

---

**Build and Maintain Your Website**

1. Websites should be specific to your program of study, should be up-to-date and easy to navigate, and should provide detailed information on admission requirements (i.e., prereq courses, GPA, test score requirements, work experience, application deadlines) and the course of study. Link to the Graduate Admissions site for application requirements. [http://graduateschool.uncc.edu/future-students/admissions/application-requirements](http://graduateschool.uncc.edu/future-students/admissions/application-requirements)
2. The website should showcase diversity within your graduate program as well as the faculty, and should include information on both populations.
3. Provide reasons prospective students should select your graduate program, and also highlight student outcomes (successful alumni).
4. Definitely include bios of the faculty who support the graduate program as well as their areas of research and practice.
5. Provide a button on the website that links to the Graduate Admissions site for prospective students to submit an electronic prospect form to receive additional information. [http://graduateschool.uncc.edu/future-students](http://graduateschool.uncc.edu/future-students)
6. List the Graduate Program Director name and contact information.

---

**Identify Prospective Students**

1. Encourage highly qualified undergraduate UNC Charlotte students from your college and related disciplines to apply to your graduate program. Attend relevant undergraduate research and career fairs to identify students you may wish to recruit.
2. Offer an Early Entry option for your program and invite UNC Charlotte juniors with a 3.2 GPA to apply for admission.
3. Establish “pipelines” with colleagues at other universities (both domestic and international) to recruit top students. Target feeder schools and plan a visit to make a presentation and meet afterwards with interested students.
4. Capitalize on UNC Charlotte’s existing collaborations with foreign institutions to build partnerships: [http://oip.uncc.edu/resources/international-partner-links](http://oip.uncc.edu/resources/international-partner-links).
5. Utilize regional and national databases to contact underrepresented students, like the National McNair Directory.
Contact Maryanne Maree-Sams (MaryanneMaree-Sams@uncc.edu) for more information.

6. Purchase names and contact information of prospective students who have registered for the GRE (using the GRE Search). Contact Maryanne Maree-Sams (MaryanneMaree-Sams@uncc.edu) for more information.

7. Advertise in professional conference proceedings in your discipline or in interdisciplinary programs focused on diversity, such as the Society for the Advancement of Chicanos and Native Americans in Science and Engineering (SACNAS), the Society of Women Engineers, and Opt-Ed (N.C. Alliance to Create Opportunity Through Education), and the Annual Biomedical Research Conference for Minority Students (ABRCMS).

8. Advertise your program using the University Times or other print and social media.

9. Initiate summer research programs to bring exemplary students to campus and identify the ones you wish to recruit to your program.

10. Identify individuals in eGRAD who identified an interest in your graduate program or who have an application for admission “in progress” (=unsubmitted) or submitted.

11. Connect with Training and Human Development and/or Human Resource Directors in businesses, industries, and educational entities to help identify potential pools of prospective students.

12. Review the Graduate School Recruitment Fair schedule at http://graduateschool.uncc.edu/future-students/visit-us/recruitment-schedule and provide materials to admissions counselors to distribute at specific schools. Send a faculty member or graduate student to the fairs to meet with any interested students (if space is available).

13. Work with EducationUSA staff around the world to recruit international students.

**Initiate Contact**

1. Send mailings and materials via email and/or snail mail to prospective students. Provide information about your graduate program and a call to action (ie: submit a prospect form and/or attend an information session).

2. Contact prospective students in eGRAD via telephone. Ask faculty and/or currently enrolled students to call prospective students on a regular basis or at an evening telethon.

**Recruit, Recruit, Recruit**

1. Respond to prospective student inquiries in a timely manner, generally within 24 hours, to personally provide answers to questions and help determine if the individual may be a good fit for your program.

2. Invite prospective students to attend an on campus and/or online Information Sessions to meet currently enrolled students, alumni, and faculty, as well as tour the program’s facilities. Contact an Admissions Counselor for more information.

3. Support and encourage continuing students in your graduate program to register for classes and make progress towards the degree. Personally connect with every eligible to continue student.

4. Engage graduate faculty in recruitment and retention efforts; enrollment is a community effort!

5. Review applications for admission quickly and communicate with applicants regularly throughout the evaluation period. Many students choose to attend the first institution that offers admission, particularly international students, so encourage early application submissions.

6. Personally follow up with students offered admission; your level of interest in them can be a deciding factor in whether or not they choose to enroll.

7. Be aware of students offered admission who have indicated that they intend to enroll (or not); this information is in eGRAD.

**Identify and Evaluate Strategy and Modify Accordingly**

1. Some recruitment efforts are difficult to evaluate, but when possible, try to determine the efficacy of recruitment and retention activities, and then modify your strategy accordingly.

2. Establish goals to enroll new and continuing students, and a goal for graduated students. Communicate with Associate Dean Johnna Watson (Johnna.Watson@uncc.edu) for additional resources to create projections and a Graduate Enrollment Management Plan.

3. Request resources to support the enrollment of new and continuing students via your department chair (unless interdisciplinary) and College Dean.