

**Rackham Graduate School
Office of Graduate Student Success**

Recruiting: A Quick List of Useful Tactics for Faculty

- If you've never been involved in recruiting efforts, first partner with experienced recruiters in your school or college, or with recruiters from other University schools and colleges, in order to improve your understanding of what happens at various types of recruiting events.
- It's easy: students will be asking you about your area of expertise. For other questions about graduate school at the U-M you can distribute flyers, brochures, websites, and so on that will direct students to the information they seek. Show them how to register as prospective graduate students on the Rackham web site and we'll send them lots of information.
- Work with your staff and faculty colleagues to identify the recruiting fairs, disciplinary organizations, minority organizations and feeder institutions most likely to render qualified students for your program.
- Send faculty representatives to national meetings of relevant organizations such as the Society for the Advancement of Chicanos and Native Americans in Science (SACNAS).
- When you give talks at other colleges and universities ask colleagues and administrators at the host institution to identify students who may be interested in the U-M. Invite these undergraduate students for a conversation, share email addresses and maintain contact with them.
- Take advantage of less formal opportunities for undergraduate recruitment. For example, host receptions for prospective students at national conferences; when networking with colleagues ask about their promising undergraduate students.
- *Always, always follow through* with any contact: nothing is more discouraging to a potential applicant than never getting a response after that first contact.
- Designate a staff member to serve as the recruiting contact to ensure a consistent level of appropriate response once you have established a connection with an interested undergraduate. Students are reassured when they know whom to contact with questions.
- Use the network of your department's former students who now are faculty members at other colleges and universities. Ask them to recommend your department for graduate study and offer to send them up-to-date materials about the degree programs available.

- Draw on the ties already in place with those trusted institutions that frequently supply applicants to your department. Collaborate with them to encourage their students to apply. Develop similar partnerships with institutions from which we hire.
- Identify schools with large undergraduate departments in your discipline, develop a contact in the department and send promotional materials. This doesn't need to be any more than a simple flyer with a general description of your program, website and the contact information for a recruiter.
- Utilize large-scale databases of interested undergraduates such as the National Name Exchange and McNair Scholars national directory. Staff in the office of Graduate Student Success can assist you with these and similar resources.
- Make full use of institutional opportunities currently available at the U-M. Become a mentor to prospective graduate students in one of more than a dozen summer research or internship programs available at the U-M. For example, the Summer Research Opportunity Program at Rackham offers you the opportunity to work closely with highly qualified students who are interested in studying here.
- The web is one of the most powerful recruiting tools. Help potential applicants imagine life at the U-M through your department's website. The availability of detailed information about faculty and their research interests, academic and professional programs, current graduate students and postdoctoral fellows, post-graduation placement records and campus life all play a role in recruitment.
- After the offer, increase your yield rate by inviting prospective students, individually or in groups, to make campus visits. Invite all accepted minorities to visit the campus. This can be as simple as offering to pay for their travel and arrange for a graduate student host. Other possibilities include a recruitment weekend with organized activities, tours of facilities, interactive panels, and social events. Some departments do this on their own, others host preview weekends at the school/college level.
- Again, the importance of following through on your offer with personal contact cannot be overemphasized. Such efforts may include email messages and personal phone calls from graduate students, faculty, and administrators offering to discuss any additional questions.
- Keep records to assess the effectiveness of the various strategies you use. Determine over time which ones result in the highest quality students.
- Ask your current doctoral students what elements of your program's recruitment strategy were most influential.