

Recruitment Quick Tips

Recognize Two Stages of Recruitment

Recruiting applications and encouraging acceptance are equally important stages and can be coordinated. Ask current students what elements of your recruitment strategy were most influential. Involve your faculty, students, and staff in each phase of identifying prospects--encouraging applications and persuading those you admit to accept. Keep records to assess the effectiveness of the various strategies you use.

Use Multiple Forms of Publicity

Make certain your website is up-to-date and conveys all you have to offer. Use online services such as GradSchools.com, social networking sites, and mass e-mail to targeted groups. Place print ads in relevant publications. Develop print materials for use in varied contexts. Remember to balance mass marketing campaigns with more targeted recruiting activities.

Expand the Pool of Contacts

Use the GRE Search Service creatively to identify your target populations. Employ the lists of contact data for those who are interested in grad school; e.g., Prospect 1000, National Name Exchange, McNair Scholars, CIC-SROP participants. Request recruiting reports from M-Pathways on a regular basis.

Identify and Develop Networks

Contact your former students and ask them to refer prospective students to you. Work with colleagues across the nation to identify their promising students and encourage application. Review the list of top feeder institutions for those who have been offered admission to your program in the past; arrange for your faculty to visit those campuses. Keep in touch with your program alumni so they will remember to refer prospects. Diligently nurture these pipelines.

Consider Master's Students at U-M

Identify master's students at U-M in your department or related disciplines who may be good candidates. Have potential advisors among your faculty contact them to discuss their potential for doctoral research.

Take Part in Undergraduate Research Programs

Make full use of programs currently available on our campus. The Undergraduate Research Opportunity Program, the Summer Research Opportunity Program at Rackham and the Perrigo Summer Fellows Program at the Life Sciences Institute are among dozens of programs on campus that provide the opportunity to mentor outstanding prospective students.

Maximize Involvement of Your Faculty and Current Students

Encourage faculty and advanced graduate students to take advantage of every opportunity to use their professional networks to recruit students. Encourage them to recruit at professional conferences, grad fairs, informal campus visits, and during research travel. Student-led activities often have best outcomes. Involve

alumni in recruiting by both arranging opportunities for you and taking part in your recruitment events. Engage graduate student organizations in recruitment events.

Piggy-Back on Other Activities

Take advantage of less formal opportunities for undergraduate recruitment. Host receptions for prospective students at national conferences. Encourage your faculty when they give talks at other universities to arrange meeting their students who may be interested in the U-M; invite these undergraduate students for a conversation over coffee. When research travel allows, ask colleagues to introduce you to their promising undergraduate and master's students.

Sponsor Campus Visits

Host (and fund) a preview weekend in the fall semester for top prospects so they can connect with faculty and current grad students and learn about the program in detail. Encourage interested applicants to visit campus if they can; make certain faculty meet with them and current students provide a tour. Bring alumni to campus with their promising undergraduate students for on-campus conference activities.

Encourage Acceptance of Admission

Focus on converting admitted students to matriculated students during the winter term. Follow through on your offer with e-mail and personal calls from both faculty and the grad chair, offering to discuss any additional questions. Put them in touch with successful alumni of the program. Invite those with offers of admission to visit campus for the weekend; provide a variety of activities with current students and faculty to promote the benefits of a U-M graduate degree.

Clarify the Funding Available

Don't assume that students are familiar with the variety of ways in which they might fund their graduate education. Make certain they understand what they are being offered. Clearly state the details of the funding package in the offer letter. Provide a written guide to other forms of funding available, how to apply and when they should seek this type of funding.