

# Recruiting Graduate Students

TIPS FOR FACULTY



# Top Two Tips – Budget Required: \$0

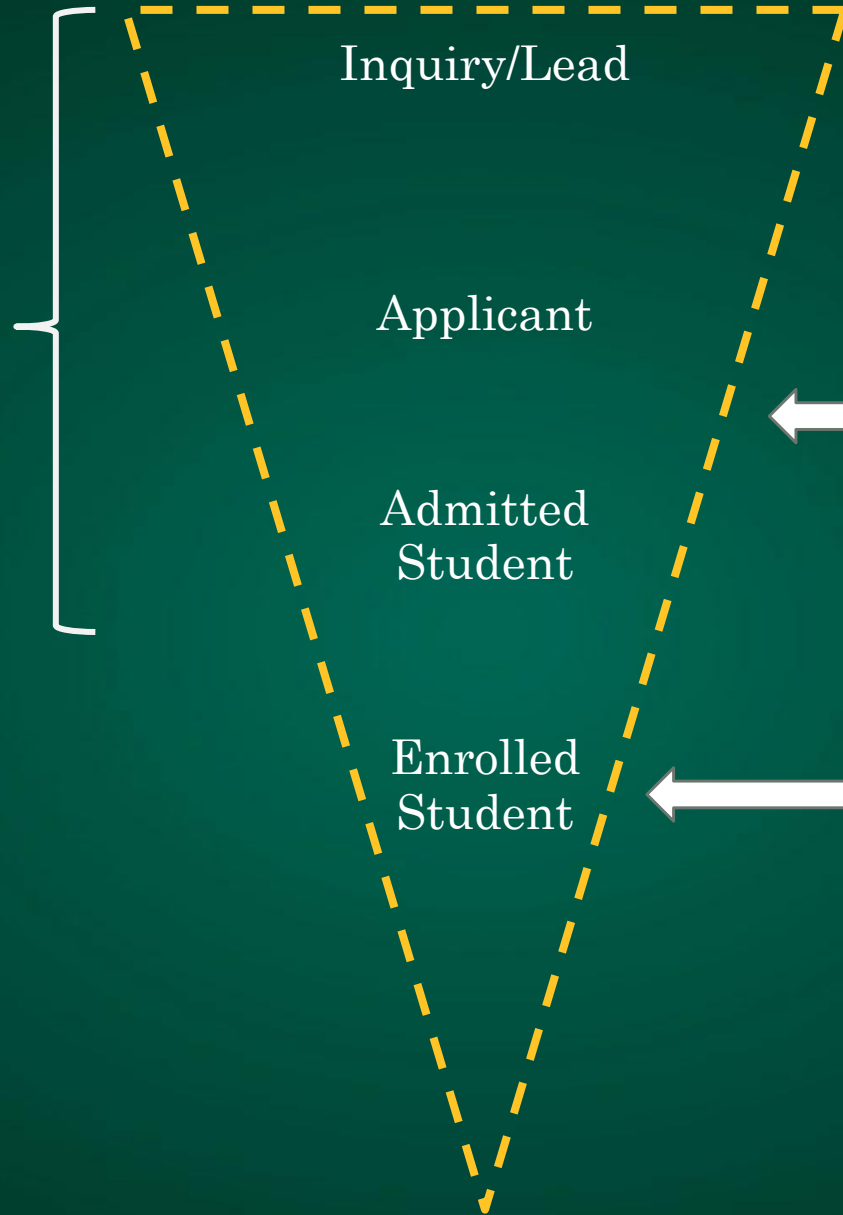


Respond to emails from prospective students



Admit students in a timely manner

Respond to inquiries from prospective students



Inquiry/Lead

Applicant

Admitted Student

Enrolled Student

Admit applicants in a timely manner

Work to ensure current students have a positive experience in your program



# Graduate School Recruitment Efforts



Dear Abdalla,

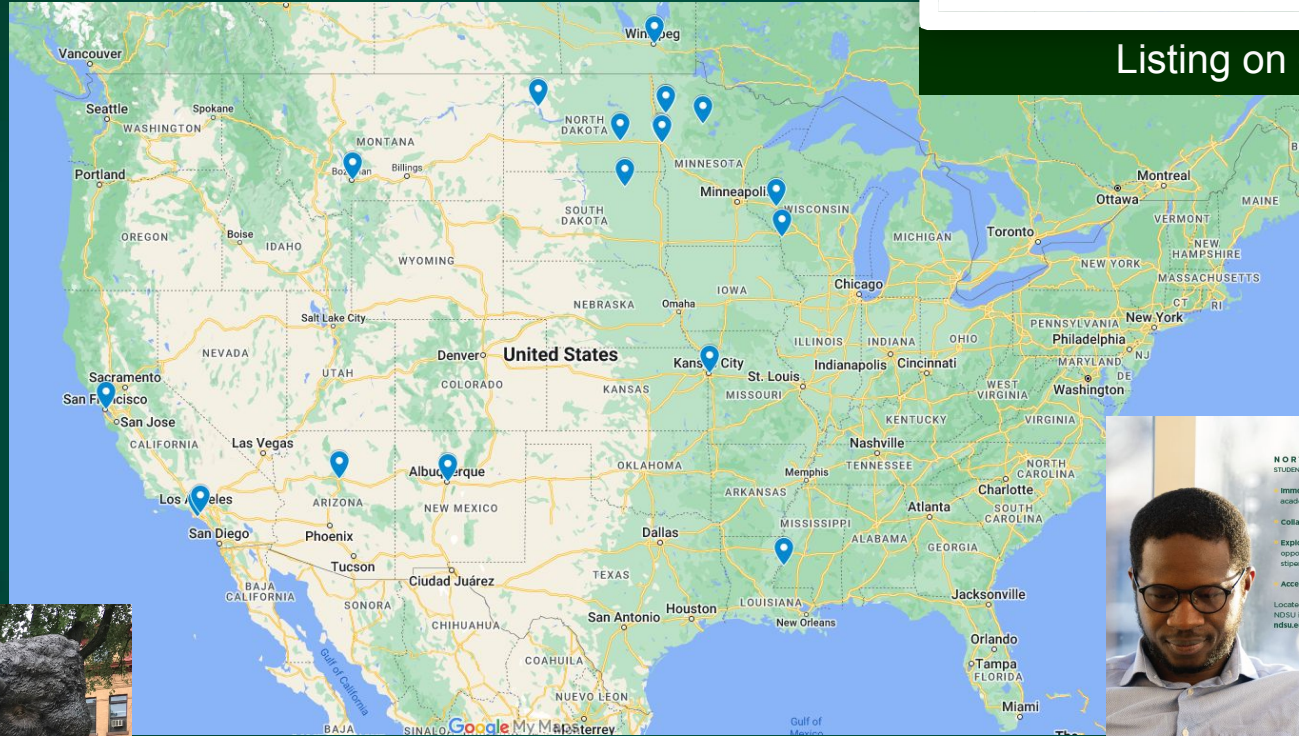
As you explore your options for graduate education, consider what an advanced degree from **North Dakota State University** could do for you.

An **R1 research university**, NDSU is a leader in academic excellence and innovative research. We offer vibrant programs, such as **Nursing**, for rewarding careers in business, industry, human services, academia, and more.

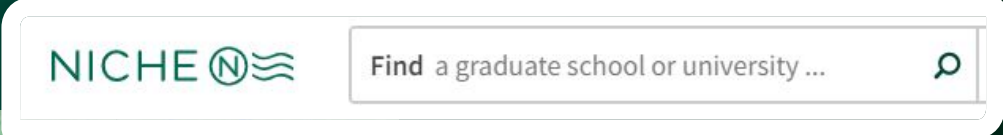
Click [here](#) to learn about NDSU graduate programs, funding opportunities, and our application process.

We look forward to working with you!

Email drip campaigns



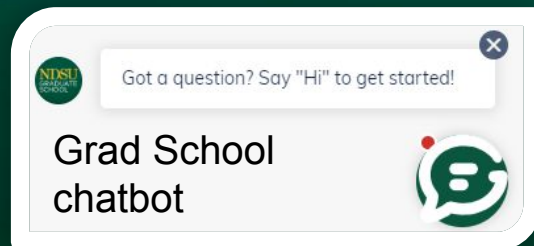
Travel to grad/career fairs and conferences



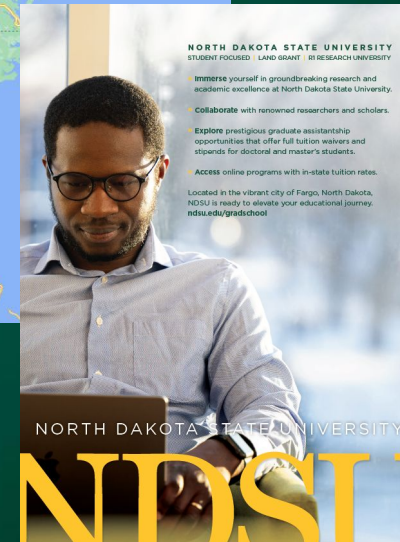
Listing on grad school search site



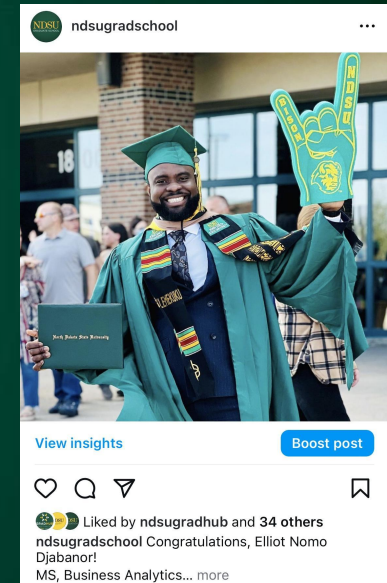
Virtual visits and campus tours



Grad School chatbot



Paid ads



Social media

# Finding Leads – What You Can Do

## FREE

- Update your program website
- Mention your program in presentations
- Host a virtual open house
- Contact colleagues in your field and ask for student recommendations
- Encourage your own undergrads to apply

## GRAD SCHOOL RECRUITMENT FUNDS or PROGRAM FUNDS

- Update your program website
- Recruit at conferences
- Advertise your program
- Host a recruitment day/weekend
- Reimburse travel expenses for prospective students visiting campus
- Waive application fees



# Admissions Process = Recruitment Opportunity



## Application Information

- Is it easy to find application requirements and deadlines on your program web page?
- Does your page's info match the info in the Graduate Catalog?



## Deadlines

- Are your deadlines similar to competitor programs?
- Should you consider a priority deadline?



## Application Requirements

- Do you require the GRE? Is that preventing students from applying?



## Application Review Process

- Is your review process holistic and equitable?
- Are you entering decision information in a timely manner?
- Are you considering the CGS April 15 Resolution for funding offers?

