

Recruiting Graduate Students

“Best Practice” Web Sites from U.S. Graduate Schools

Virginia Tech: http://www.grads.vt.edu/admissions/faculty_staff/recruiting/diverse.html

Arizona State (with link to best practices document): <http://graduate.asu.edu/studentrecruitment.html>

Rensselaer: <http://gradoffice.rpi.edu/update.do?catcenterkey=9>

U Michigan Rackham: http://www.rackham.umich.edu/student_life/gss/recruitment_outreach/

U. Nebraska (focus on web sites): <http://www.unl.edu/gradstudies/facstaff/recruitment/>

Common themes from these sites are:

- Identify and cultivate prospects
- Know your applicant pool/market
- Provide timely responses to inquiries, follow-up
- Be prepared to answer questions about your program (i.e. time to degree, career outcomes, etc.)
- Provide for on-campus visits
- Create a welcoming, informative and transparent web site
- Turn-around offers as quickly as possible and encourage acceptance
- Assess your tactics and revise as necessary
- Enlist help from current students and alumni

Surveys on how grad students choose programs

The National Association of Graduate Admissions Professionals (NAGAP) released a report in 2006 summarizing their survey of practices: <http://www.nagap.org/downloads/RecruitingSurveyReport.pdf>

There is also an older (2000) NAGAP/GRE report on use of the Internet in selecting a graduate program:

<http://www.nagap.org/downloads/ets.pdf>

From the above report:

D. What are the important factors in your choice of a graduate program? (Allows for than more than one response.)

Location - 49.7%

Program's academic reputation - 38%

Specific faculty - 18.6%

Cost - 18.2%

Program's specific emphasis - 17%

Degree offered - 14.7%

Research projects - 11.2%

Student loans - 11.0%