



UNIVERSITY OF WASHINGTON  
THE GRADUATE SCHOOL  
GRADUATE OPPORTUNITIES & MINORITY ACHIEVEMENT PROGRAM (GO-MAP)

Box 353770 G-1 Communications | Seattle, WA 98195-3770  
(t) 206.543.9016/800.524.9122 | (f) 206.685.3234  
(w) <http://grad.washington.edu/gomap>

## Recruiting Graduate Students: Best Practices Web Toolkit

<http://grad.washington.edu/gomap/recruitment.htm>

The Graduate School is currently in the process of developing a Recruitment Toolkit that UW departments can access and use as they prepare for the upcoming recruitment season. The Graduate School Recruitment Toolkit is a web resource intended to supplement and support the work that graduate program coordinators and advisors do every year as they connect with prospective students and try to persuade them to come and study at the UW.

Here are some examples of what you will find on the website:

**Best Practices at the University of Washington.** Gleaned from departmental diversity plans, this document provides tips on what departments at the UW are and can be doing to increase diversity in their graduate programs.

**National Name Exchange.** A consortia of over 40 institutions nationally, the NNE provides information annually on over 5,000 underrepresented minority juniors and seniors who have indicated an interest in pursuing graduate study. UW departments are encouraged to create a departmental profile for easy and automated access to this database.

**Downloadable documents.** Departments can download an array of materials that they can include in student information packets or take on recruitment trips: double-sided handouts describing what GO-MAP and The Graduate School have to offer, a tri-fold of Resources for Graduate Students at the UW, and individual descriptions of services available to diverse groups of graduate students in the Seattle area. New items will be included as we develop them via the input we get through the Recruitment Toolkit blog (see below).

**Across the Nation.** Departments may also find a sampling of graduate recruitment practices at universities across the country very useful in updating their own.

**Blog in Progress.** We are currently in the process of developing a blog that will permit GPC's, GPA's and other colleagues at the UW to share locally developed best practices that have worked well for them.

---

## Did you know that...

When asked "What are the important factors in your choice of a graduate program?"<sup>1</sup> students responded:

- 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%

---

<sup>1</sup> <http://www.nagap.org/downloads/RecruitingSurveyReport.pdf>