UW-STOUT GRADUATE STUDENT RECRUITMENT

Purpose Statement: *Develop a multi-year recruitment plan which supplements current efforts with specific focus on students of color (particularly Hmong and Hispanic), Veterans, and non-traditional populations (Focus 2015 University Priority).*

Current recruitment efforts in the Graduate School are primarily electronic: GradSchools.com hotlink advertising – all degree programs; Screened & Qualified leads provided by Zinch, E-Mail Marketing through purchased lists using EMMA for distribution and tracking. Some were funded for 2009-10 through a special request to the Provost's Office. Exploring the use of social media in recruitment and retention initiatives; will construct an implementation and assessment plan based on the outcome as needed.

Goals		Strategies/Implementation			Cost	Assessment
Activities *What we're doing*	**Responsible Partners**	**2010-11** *What we plan to achieve*	**2011-12**	**2012-13**	LTE $16,000 (est.) each year; other costs as noted below	
Communicating with applicants to convert incompletes	Graduate School Office Staff (LTE, GA)	Increase Applications & Enrollment – Establish connection Post cards, phone calls, e-mail, EMMA (Email marketing software service) to track e-mails	Increase Enrollment – Establish connection Assess, modify if necessary & continue	Increase Enrollment – Establish connection Assess, modify if necessary & continue	Partial LTE	Track # of contacted "incompletes" that complete subsequent to contact
Purchasing Qualified Leads for Targeted Recruitment	Graduate School Office Staff; Grad Program Directors; GradSchools.Com/Zinch, EMMA	Increase Applications & Enrollment – Establish connection Purchasing Qualified Leads from Zinch; Setting up communication protocols; Training PDs to use EMMA for communicating and tracking	Increase Enrollment – Establish connection Assess, modify if necessary & continue	Increase Enrollment – Establish connection Assess, modify if necessary & continue	$4000.00 first year; $4,000 each subsequent year if effective	Track # of students contacted that apply and enroll
Creating Graduate Student & Alumni Profiles (stories) for each program	Graduate School Office Staff (LTEs, GA), graduate student volunteers	Increase Applications & Enrollment – multimedia approach Post profiles to program & Graduate School websites Become more "DE *friendly*"	Increase Enrollment – multimedia approach Assess, modify if necessary & continue	Increase Enrollment – multimedia approach Assess, modify if necessary & continue	Partial LTE	Track "hits" and "referrals" using Google Analytics
Communicating with No-Shows & codifying reasons for not enrolling	Graduate School Office Staff (LTEs, GA), EMMA	Creating a knowledge base for subsequent action; Code & Analyze data	Action determined by 2010-2011 activity		Partial LTE	
Create web-based graduate student	Graduate School Office Staff (LTEs, GA), J. Reeg-	Increase Retention & Enrollment – Service model	Increase Retention & Enrollment – Service	Increase Retention & Enrollment – Service	Partial LTE	Survey Students; use Google Analytics

orientation (video; Camtasia)	Steidinger, M. Hamilton, J.Achter, K. Risley,	Provide better service to students Become more "DE *friendly*"	model Assess, modify if necessary & continue	model Assess, modify if necessary & continue		
Update Graduate Adviser Database to include research interests of <u>all graduate</u> faculty	Graduate School Office Staff (LTEs GA), Dan Krueger (STAR Center)	Increase Enrollment, Retention & Graduation – Service model Provide better service to current and prospective students looking for research opportunities and advisers Become more "DE *friendly*"	Increase Enrollment, Retention & Graduation – Service model Assess, modify if necessary & continue	Increase Enrollment, Retention & Graduation – Service model Assess, modify if necessary & continue	Partial LTE	Survey Students; use Google Analytics
Utilize Recruitment plus to track recruitment efforts	Graduate School Office Staff (LTE)	Increase Enrollment	Increase Enrollment	Increase Enrollment	$12,670 (over 3 yrs) + Partial LTE	