Graduate Student Recruitment

Workshop & Workbook Examples

Tuesday, September 17, 2013
Kansas Room, Kansas Union

Graduate Studies
The University of Kansas
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Welcome & Introductions
Thomas Heilke, Dean of Graduate Studies
2:00 pm

Workshop Goals
Amanda Ostreko, Director of Graduate Enrollment
2:10 pm

Case Study: School of Engineering
- GRE Scores
- Graduate Fairs
- Student Ambassadors
- Visitation Day
2:15 pm
Amanda Ostreko, Director of Graduate Enrollment &
Victor Frost, Associate Chair for Graduate Studies & Distinguished Professor of Electrical
Engineering and Computer Science

Recruitment Goals: Inquiry to Job Placement
Amanda Ostreko, Director of Graduate Enrollment & Roberta Pokphanh, Assistant Dean,
Graduate Studies
2:40 pm

Workbook Exercises and Data Examples
Amanda Ostreko, Director of Graduate Enrollment & Roberta Pokphanh, Assistant Dean,
Graduate Studies
2:50 pm

Discussion and Resources
Amanda Ostreko, Director of Graduate Enrollment & Roberta Pokphanh, Assistant Dean,
Graduate Studies
3:15 pm
Recruitment Toolkit

Download at http://www.graduate.ku.edu/resources-faculty-staff

- KU PowerPoint template
- Noel Levitz PowerPoint on developing graduate recruitment plan
- Link to this handout
Workbook Exercises

The enrollment funnel consists of an applicant’s initial contact through to enrollment (Fig. 1). In order to develop placement goals, departments need to be able to estimate for the first stage of the enrollment funnel: prospective applicants. Application, enrollment, and degree data are available in the University’s Academic Information Management System (AIMS) in DEMIS (demis.ku.edu). These data were provided to participants who pre-registered.

Figure 1. Enrollment funnel.
Table 1. Graduate Student Degree Placement Funnel

<table>
<thead>
<tr>
<th>Funnel Stage</th>
<th>Fall 2012</th>
<th>Fall 2011</th>
<th>Fall 2010</th>
<th>Fall 2009</th>
<th>4 Year Average</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Graduates</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of Students Enrolled (overall)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of Inquiries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of Applications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Application rate</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(# of applications / # of inquiries)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># of Applicants Admitted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Admission Rate (# admitted / # applied)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td># New Students Enrolled</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrollment rate (# enrolled / # admitted)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please take ten minutes to answer the following questions and complete the # of Inquiries row in Table 1.

1. How many prospective applicants need to be in your inquiry pool to meet your department’s enrollment and graduation goals?

2. What jobs are students entering when they earn a degree in your program(s)?
3. How many students does your program have the capacity to graduate each year?

4. Where might students be placed after earning a degree from your program(s)?
Data Examples
The Office of Graduate Studies is partnering with the Office of Institutional Research and Planning (OIRP) to develop visual representations of admissions data that will help departments plan for enrollment. Graduate Studies would like your feedback on the following charts. Please take five minutes to review the enclosed charts with the following questions in mind:

(1) Will this chart help me to plan for the number and type of graduate students my department should enroll based on its capacity? If not, what would I change or add?

(2) Will this chart help me to plan for the number and type of applications my department will need to review in order to admit the number of new graduate students consistent with the department’s goals? If not, what would I change or add?

(3) Will this chart help me to plan for the number of prospective applicants who need to inquire in order for the department to receive the quality and quantity of applications needed to meet my department’s goals for new graduate students? If not, what would I change or add?

Please send your feedback to Amanda Ostreko: amandao@ku.edu
### Calendar of Graduate Studies Recruitment Events

<table>
<thead>
<tr>
<th>Event Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 20, 2013</td>
<td>Heartland McNair Conference</td>
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<td></td>
<td>Kansas City, MO</td>
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<tr>
<td>October 2-5, 2013</td>
<td>SACNAS Conference</td>
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<td></td>
<td>San Antonio, TX</td>
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<tr>
<td>November 13-16, 2013</td>
<td>ABRCMS Conference</td>
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<td></td>
<td>Nashville, TN</td>
</tr>
<tr>
<td>Spring 2014 Semester</td>
<td>Graduate Student Recruitment Workshop: Part II</td>
</tr>
</tbody>
</table>
Resources

Career Development

University Career Center
The University Career Center provides a wide range of services to support career development. Students can make appointments with Career Center staff to explore options, review job search materials, and schedule mock interviews. Career Center staff will also work with faculty to bring career information and workshops to your unit. More information and additional resources are available at the website here: http://career.ku.edu/.

Versatile PhD
Graduate Studies maintains a subscription to VersatilePhD, a web-based resource for students interested in careers outside of academia. Students my access the subscription service by logging on through KYou. VersatilePhD is listed under the services tab.

MyIDP
MyIDP is a web-based resource provided by Science Careers. It provides information and guidance to students on creating an individual development plan. More information is available here: http://myidp.sciencecareers.org/.

Data
The Office of Institutional Research and Planning (OIRP) collects and disseminates the university’s official statistics. A wealth of data exists on the OIRP website, www.oirp.ku.edu, and in DEMIS, demis.ku.edu.

Marketing
A variety of resources are available to programs and departments to support recruitment efforts.

Office of Public Affairs, Marketing Communications
Graduate departments and programs may utilize the resources of marketing communications to create recruitment materials. Marketing Communications is, “a team of experts in all areas of marketing communications — branding, writing and editing, design, Web, social media, video, and photography.” Examples of recent projects, and KU themed logos and templates are available on their website, http://publicaffairs.ku.edu/marketing.

Prospect
In support of graduate program recruitment, Graduate Studies is working with programs to implement Prospect, a software product that allows graduate programs to manage prospective graduate student inquiries from first contact through matriculation. Prospect was piloted with the School of Engineering, Edwards Campus, MBA program, and Self Graduate Fellowship during the 2012-2013 academic year. Additional graduate programs will join the initiative throughout the fall 2013 semester. For more information, contact Amanda Ostreko, Director of Graduate Enrollment (amandao@ku.edu), or your respective Graduate Admissions Specialist:
School of Business, School of Journalism, and College of Liberal Arts & Sciences: please contact Abby Ehling, aehling@ku.edu.

School of Architecture, School of Education, School of Engineering, School of Music, School of Pharmacy, and School of Social Welfare: please contact Holly Shriner, hshriner@ku.edu.

Additionally, Graduate Studies is piloting a program to assist with the purchase of GRE scores during the 2013-2014 academic year. Contact Amanda Ostreko, Director of Graduate Enrollment (amandao@ku.edu), for additional information.

Faculty recruitment travel
In support of graduate program recruitment, Graduate Studies is providing limited funds to support faculty travel to recruitment conferences or for campus visits to potential feeder schools during the 2013-2014 academic year. An application is available on graduate.ku.edu. Applications are limited to one per department/program, and must meet the following criteria:

1. Graduate Studies will provide $1,000 towards travel. The department/program must certify that they will cover the remaining costs of the recruitment travel.
2. Travel must be by a faculty member (students/staff are ineligible).
3. Travel must be outside of the state of Kansas.
4. The travel must assist the department in increasing the diversity of applicants to the graduate program.

Applications will be accepted for travel from September through May. Awards will be made on a first come, first served basis. Programs must be able to provide an existing KUCR cost center for transfer of the funds to be used for travel. Contact Roberta Pokphanh, Assistant Dean (pokphanh@ku.edu), for additional information.

Brochures, banners, tablecloths
When programs/departments are traveling for recruitment purposes, Graduate Studies is happy to provide recruitment materials, including KU Graduate Studies brochures. The office is also able to loan out a KU pop-up banner and tablecloth, and has a limited supply of promotional items.

Faculty workshop and web resources
Graduate Studies will host a recruitment workshop for faculty in September. Additional resources for recruitment will be added to the Faculty/Staff section of our website over the course of the 2013-2014 academic year.

National Organizations
A variety of national organizations serve as advocates for graduate education, including those at the discipline-level. The following are two of the broader organizations.

Council of Graduate Schools (CGS)
CGS advocates for policies, research studies, and best practices in advanced education. More information is available here: http://www.cgsnet.org/.
**NAGAP, The Association for Graduate Enrollment Management**
NAGAP is a national organization that provides resources on the best practices in graduate enrollment management. More information is available here: [www.nagap.org](http://www.nagap.org).

**Graduate Studies staff guide**
The Dean of Graduate Studies oversees three units; the Graduate Studies office, Graduate Military Programs, and the Self Graduate Fellowship Program. Below is a staff listing of each unit, followed by a guide of whom to contact regarding graduate studies policies and practices.

**Graduate Studies:**
- Thomas Heilke, Dean, Graduate Studies
- Roberta Pokphanh, Assistant Dean
- Amanda Ostreko, Director, Graduate Enrollment
- Austin Fitts, Policy Coordinator
- Sara Gillahan, Accounting Specialist
- Abby Ehling, Admissions Specialist
- Holly Shriner, Admissions Specialist
- Rochelle Bass-Montgomery, Administrative Professional

**Graduate Military Programs:**
- Mike Denning, Director
- Randy Masten, Assistant Director
- William Steele, Senior Administrative Associate

**Self Graduate Fellowship**
- Cathy Dwigans, Program Associate
- Sharon Graham, Program Associate
- Patty Dannenberg, Office Manager

If you have a question about: Contact:
- Admission process/applications: Abby Ehling/Holly Shriner
- Credential evaluations: Abby Ehling/Holly Shriner
- Prospect/CRM: Abby Ehling/Holly Shriner/Amanda Ostreko
- Admit: Abby Ehling/Holly Shriner
- Decision letters: Abby Ehling/Holly Shriner
- Admissions data: Amanda Ostreko
- Progress to Degree (PtD) system: Amanda Ostreko
- Recruitment: Amanda Ostreko/Roberta Pokphanh
- Graduate Studies policies: Austin Fitts
- Executive Council of Graduate Faculty: Austin Fitts
- Electronic thesis and dissertation submission, embargo: Austin Fitts
- Survey of Earned Doctorates: Austin Fitts
- Doctoral Hooding ceremony participation: Austin Fitts
- Graduate faculty status/appointment: Austin Fitts
- Graduate Catalog: Austin Fitts
- Bold Aspirations: Roberta Pokphanh

Graduate Student Recruitment
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Office of Graduate Studies
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Learner outcomes
Graduate Studies website
Fellowships, scholarships, awards
Responsible scholarship
Graduate student programming
GTA/GRA/GA hiring and policies

Roberta Pokphanh
Graduate Studies Facebook page
Graduate Studies regularly posts professional development articles on our Facebook page at: https://www.facebook.com/KUGradStudies.