<p align="center">**Recruitment Enhancement Fund Proposal Template**</p>

Programs may request up to $1,000 for resources to help with graduate student recruitment. Submit completed recruitment enhancement fund proposals to Dr. Carolyn Kapinus, Dean of the Graduate School, at ckapinus@twu.edu. Recruitment enhancement fund proposals will be accepted on a rolling basis until all funds are allocated. Recipients of the recruitment enhancement fund will be required to provide a brief (1 to 2 page) final report of how the money was spent, and an assessment of the recruiting strategies and outcomes.

Academic Component:

Campus (Dallas, Denton, Houston):

Contact Person:

Email for Contact Person:

Target Audience Research: (use data from last 3 to 5 years for questions 1 - 5)

1. List the top five feeder institutions from which your enrolled students received their undergraduate degrees.*
2. What percentage of enrolled students are former TWU undergraduates?*
3. List the top three undergraduate majors for your enrolled graduate population (e.g., biology, political science, music…)*
4. What is the average timing of enrollment for your graduate students – right after undergraduate, after a few more years in the workforce, or a mix of both? You should be able to review current or the previous year applications to get a sense of this. Provide a general description, you do not need numerical data for this answer.
5. What are the three top competitors for your program? If students don't enroll in your program, where do they typically go?*
6. Why do students select your program over other programs? The program will need to conduct informal interviews, surveys, or focus groups with current students to answer this. Provide general descriptive statements, you do not need to provide numerical data.

*Contact Tracy Stegmair in Institutional Research and Improvement for this data.

Application and Enrollment Trends:

Describe the pattern for number of completed applications, admits, and enrolled students for the last four academic years.* Use the format of the table below:

Example:

Academic Year	Completed Applications	Admits	Enrolled Students
2013-2014			
2014-2015			
2015-2016			
2016-2017			

* Contact Tracy Stegmair in Institutional Research and Improvement for this data

Goals and Objectives:

Describe your enrollment goals for the next two years. Be as specific as possible regarding goals for increases (percentage or numerical) in applications and enrolled students.

Resources to Attract Applicants:

Specify the amount of funding requested, how it will be used, and any additional resources provided by other components (i.e., funds by the academic component or college).

Consider your current student demographics and the targeted student groups you wish to attract. Using the information outlined in the targeted audience section, think through how to approach recruiting students to your program. What kind of resources may help with this?

You may request up to $1,000 for your recruitment activities.

Consider requesting funds for the following:

- Purchase of GRE name lists
- Advertisements in trade publications that reach your target audience
- Recruitment tables or booths at conferences
- Brochures, fliers, and posters (include one or more student testimonials in your materials)
- Resources for a campus visit day – this works particularly well for admitted students

Other recruitment strategies to consider:

- Send targeted mailings to faculty at other institutions who have served as references for successful students in your program encouraging others to apply
- Send targeted mailings to alumni who have faculty positions to encourage them to direct students to your program
- Establishing relationships with current or potential feeder schools in the DFW area, particularly those that do not have graduate programs
- For MA programs, consider another recruitment push after April 15 when some students may have failed to get into terminal degree programs (MFA, Ph.D., MD, etc.). Your program may be able to help students get the credentials to be more competitive applicants for the next-level.

Make sure the material about your program and on your website highlights student testimonials and alumni job outcomes.

Communication Plans:

Your program should have a communication plan in place to work with people across the application funnel: prospects, applicants, and admitted students. _A Hanover report on graduate recruiting found that research by the Graduate School at_ [_University of Georgia_](#) _indicates prospective students make a decision to enroll at a particular institution after an average 5-7 contacts by phone or email_. The plan should include the following:

Communication with Prospects*

- _Briefly outline how you will communicate with prospective students_. Your program may want to create an email template that can be used for quick responses. This should include information about your program including what makes your program distinctive and how to apply. Quick,

personal, and persuasive responses help in converting prospects to applicants. Students note that personal and individualized attention is a key factor in deciding where to enroll. Current students in your program may also be good ambassadors to reach out to prospective students. Be honest about what your program can and can't offer. Fit is very important for student satisfaction and retention; resist the temptation to be all things to all students.

-   A Noel Levitz benchmark report on master's student recruiting reports that following up with students who have incomplete applications is an important recruitment strategy.

Communication with Admitted Students*

-   *Briefly outline how you will convert admitted students to enrolled students*. Admitted students often complain that once they've been admitted to a program, they do not have any communication with the department until the enrollment term starts. One strategy to increase enrollment is regular contact with admitted students; this is especially important if your department has an earlier admission deadline. Treat these students as if they were already part of your program with frequent communication about events, lectures, exhibitions, registration, and other items of interest. Help admitted students connect with other students in your program. Guide students through the registration process. If your department has a face-to-face program or component of your program, you may want to consider hosting an open house for admitted students. Enlist multiple people in your department to help with this effort.

*Associate Director of Graduate Recruitment Korie Hawkins can provide feedback and help with drafting communication strategies.