

Graduate Studies Workshop on Recruiting

Notes from the March 4th panel of 5 departments who shared what works for them.

Chemistry: Janet Fonoimoana

1. Janet holds a focus group with each year's new admits, to find out why they decided to attend BYU what influenced them, and what types of communication appealed to them as prospective students.
2. The Chemistry dept sends a thank you letter to faculty who have recommended recent admits and also to recommenders of students who are graduating from the program. This has been a great tool and just this year Chemistry received 10 applications from students at one university in India that had received this thank you letter to one recommender.
3. Chemistry decided it was not worth their time or money to attend grad fairs.
4. Chemistry has 5 faculty members on a recruiting committee in their department. They schedule time to go to neighboring universities to give seminars on their research. This has been a good tool also.
5. Chemistry created a DVD, made copies for a very reasonable price and mailed it out to anyone who expresses an interest in the Prospect system.
6. Chemistry is revamping their website and says it will be great and very inviting to prospective students.
7. The dept currently sends electronic newsletters to current students and also to applicants.
8. Chemistry tries to have continued communication with prospective applicants such as:
 - a. Anything of interest (like Chinese New Year for al Chinese apps)
 - b. Recent awards to faculty – this promotes research going on at BYU
 - c. Make every effort to be really friendly and personable in emails and phone calls.
9. Chemistry also pays for a dedicated page in the online version of Peterson's Guide.

Mechanical Engineering: Larry Howell

1. This department purchased a display they can take down and transport to various fairs. It allows different positioning of materials that the dept may change periodically.
2. Mechanical Engineering has a handout that they take to all fairs, and even give to faculty that might be going to a conference.
3. Mechanical Engineering hosts a Graduate Recruiting Dinner annually in March. They invite the juniors currently enrolled, their spouses, and also some applicants who have recently applied and may have an offer of admission. At this dinner, the students hear from faculty and a faculty spouse. Applicants from outside BYU have a chance to meet current students, and even visit with faculty during the day.
4. An Open house is held the same week as the dinner. The dept stresses the importance of one on one interaction with faculty and prospective applicants.

5. Faculty members have given seminars at neighboring schools – It was noted that the best attendance occurs when pizza is also offered!
6. This dept does attend grad fairs locally and tries to have a grad student at the table which is very effective.
7. Mechanical Engineering lists a few testimonials from students on their website. Every faculty was asked for 30 – 60 words and 1 cool image about their research which is then posted on their website.
8. There is a link on the website to current theses and Dissertations for anyone to peruse what type of research is occurring with recent graduates.
9. This dept developed a logo and mottos which is helpful in bringing all their recruiting together.
10. They have a professor Bio and research document.
11. Mechanical Engineering offers a few fellowships and recently beefed up how they were awarded. The recipient gets a call and visit from the dept chair. This had made the award more prestigious and makes the student feel like they are really wanted.

Public Administration: Cindy Glad

1. MPA does year round recruiting.
2. They use current students at booths and grad fairs. This is most effective.
3. MPA sends an e-newsletter that goes to all students and prospective applicants. Some content is the same that went to Alumni.
4. MPA invites visitors to attend a current student lecture series where Alumni talk about their jobs. Sometimes as many as 10 prospective applicants have attended, and are asked just to give their name for further contact.
5. Continued communication after a student has been admitted is one of their strategies. They send more letters to students after being admitted to entice them to enroll.
6. The department bulletin board is now used as a “billboard” for recruiting applicants.
7. Every single contact stays on the MPA list for years.
8. A survey of newly admitted students asking, “what brought you here?” is scheduled.

Social Work: Lisa Willey

1. Lisa claims to do budget recruiting under \$1,000! At 140 applicants this year, they do a great job!
2. Social Work had a banner created with their logo, and found that Fast Signs (on Bulldog AVE) was a lot cheaper (\$115) than using Skyline (\$1,000).
3. Lisa personally contacted dept chairs of undergrad programs at SUU when she visited the campus. She left brochures in hopes they would distribute them. Social work did get applicants from this school this year!
4. Lisa has asked for help from Graduate Studies on beefing up their Auto Email in the application system. This help is free and very effective.
5. Social work holds applicant Info Sessions in the fall on campus. These are listed on their website and on posters in the building.

6. Social work tries to make their website user friendly and followed the format of the BYU home page, using only 5 tabs.
7. Lisa ask every group of Info Session Attendees, "How should we have gotten word out to you?" This helps to know the best way to promote the Social Work program and deadlines.
8. Social Works has borrowed ideas from all over campus – they use the alumni profile, and current student profile, etc.
9. The Social Work website featured some url links to video interviews of social work students on the Grad Studies Website.
10. Lisa claims it is a great savings to mentor student employees to help with web pages, brochure design, etc.

Business Administration: Yvette Anderson

1. MBA does extensive recruiting. They have and use a database, where they keep track of applicants who were of high potential but were denied or who withdrew from a prior year.
2. MBA understands that many applicants approach their application from an undergrad point of view, and the dept tries to help them understand that the admissions team is there to help.
3. MBA has instituted a Pre-MBA academy, marketed to current junior and senior students. They find students with GPA or ACT scores all over campus, hold classes, invite speakers, and give instruction on the GMAT. Upon successful completion of the Academy, students are promised they will be recommended for admission upon completion of the 2 years work experience.
4. Prospective students can contact current students for info. They are invited to visit campus, go to a class, and have lunch with a current student. Current Students can be a great link to getting admits to enroll.

Selling points of any program at BYU: Lower tuition, religious atmosphere, quality programs.

Recruiting means more than finding applicants. It can also mean getting information "out there" so that applicants will self select BYU. Departments should ask themselves if they want to grow the program or improve quality of applicants.

It was suggested that if BYU departments go to grad fairs they should have the same look regarding the BYU logo on any banners. www.Identity.byu.edu is a good place to start for logo rules.