Recruitment Strategies for the Heartland

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Pre-Technical Workshop
CGS Annual Meeting
Nashville, TN

Recruitment Strategies for the Heartland

Universities located between the densely populated US coasts often encounter special recruitment challenges. These may include a lack of name recognition, less diversity, a lack of programs that match high-demand student interests, and stereotypes about particular US regions. Learn how institutions in the "heartland" and beyond can promote their strengths and expand their programs using creative enrollment management strategies.

Recruitment Strategies for the Heartland

9:00-9:15 a.m. Introduction of speakers, explanation of first breakout activity, and organization of groups

9:15-9:30 a.m. Breakout groups discussing current challenges at attendee institutions

9:30-9:45 a.m. Report back on challenges

9:45-10:05 a.m. Presentation #1 – Ranjit Koodali

10:05-10:20 a.m. Break

10:20-10:40 a.m. Presentation # 2 – Jim Ahearn

10:40-11.00 a.m. Presentation # 3 – Jeni Hart

11:00-11:30 a.m. Q and A and wrap-up

Build Awareness?

SEARCH ENGINES	WEBSITES	OTHER
• 79% use search engines for research • 2 in 3 search for program	• 89% of prospects visit university website for further research	• 24% visit blogs, online forums etc. • 13% visit social media

Wiley Education Services Survey, 2018

Brand Awareness - Recommendations

1. Enhance website discoverability with Search Engine Optimization (SEO) Techniques
   i. Update content **regularly** with faculty accomplishments, research interests/expertise, awards, publications *etc*.

National Accreditation Oversight Provided by University of South Dakota Occupational Therapy Associate Professor

VERMILLION, S.D. – Ranelle Nissen, Ph.D., OTR/L, academic fieldwork coordinator and associate professor in the Occupational

Occupational Therapy Alumnus Receives 30 Under 30 Recognition

Mary Schaefer '14 B.S., '16 M.S., is an occupational therapist for Folsom Cordova Unified School District in Sacramento, California, and provides therapy to children of all ages. Schaefer received the 30 under 30 achievement for


OT is a Great Career Choice

Occupational Therapist ranks fourth in the 50 Best Jobs in America.

❯ Read More

https://www.usd.edu/health-sciences/occupational-therapy/

Brand Awareness - Recommendations

1. Enhance website discoverability with Search Engine Optimization (SEO) Techniques
   ii. Provide student video testimonials
   iii. Showcase diversity (faculty and students)
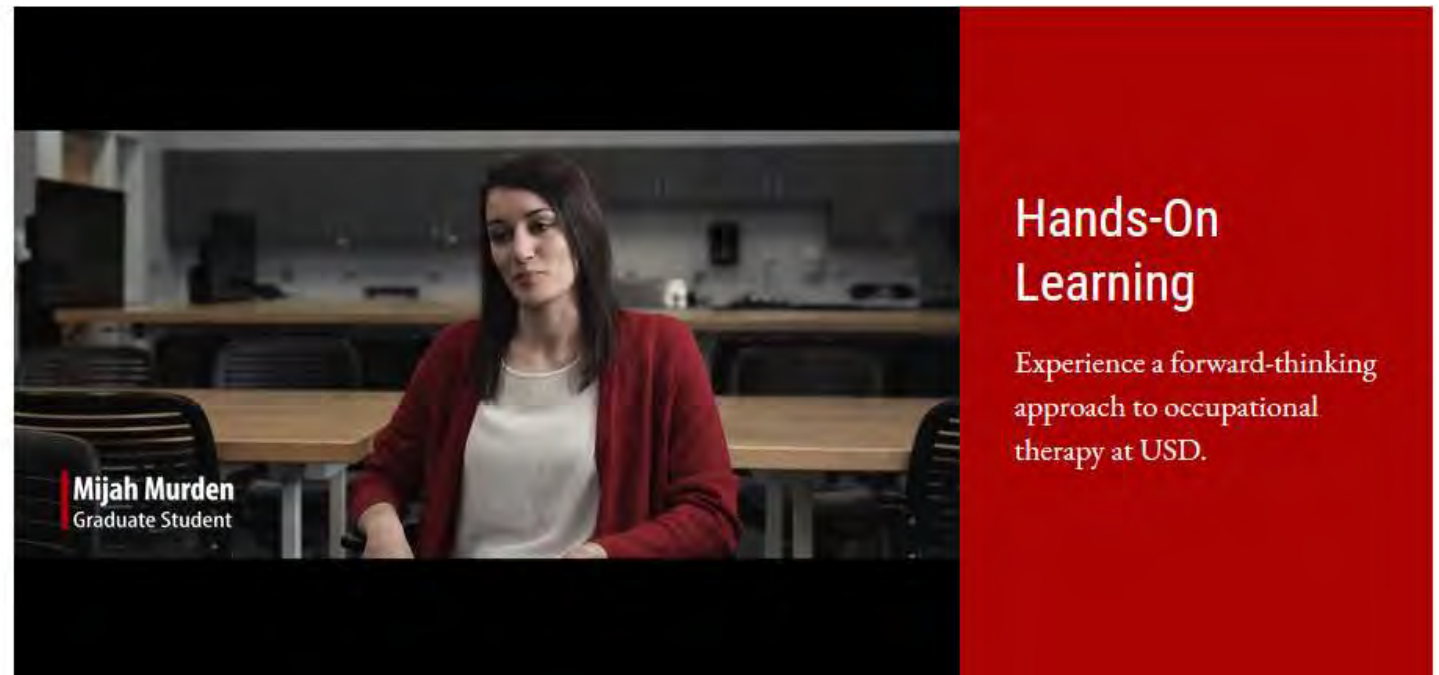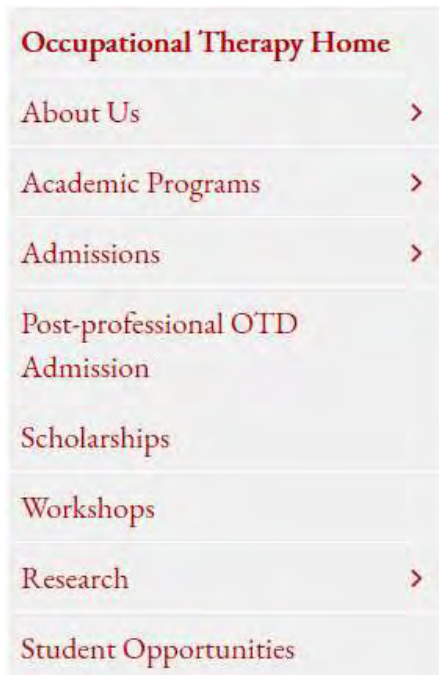
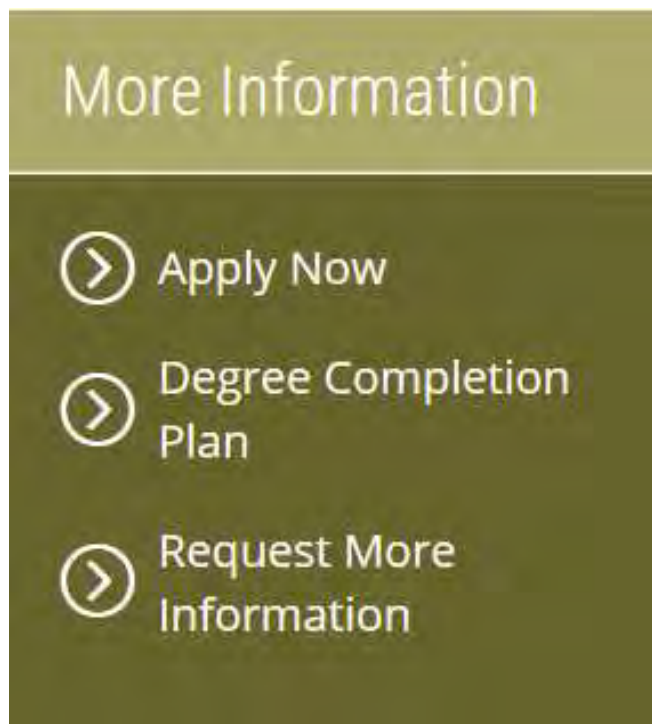https://www.usd.edu/health-sciences/occupational-therapy/

Brand Awareness - Recommendations

1. Enhance website discoverability with Search Engine Optimization (SEO) Techniques
   iv. Provide links to Application, Degree plan, Strengths, Choice of programs *etc.*

https://www.usd.edu/graduate-school/future-students

Brand Awareness - Recommendations

Rackham Graduate School

Brand Awareness - Recommendations

1. Enhance website discoverability with Search Engine Optimization (SEO) Techniques

    vi. Provide links to student resources, New student checklist, Policies, Handbooks, Guides, *etc.*

https://www.usd.edu/graduate-school/student-resources

Build a Pipeline - Recommendations

2. Increase your inquiries
    i. Reach out to **your** graduate students!
        A. Use data analytics & identify undergraduate school(s) of current graduate students.
    ii. Reach out to **your** undergraduates!
        A. Visit with student groups
        B. Visit classrooms
        C. Hold Graduate School Fair
        D. Partner with Admissions
        E. Reach out to summer interns
        F. Leverage existing conferences/ academic events held on campus

Build a Pipeline - Recommendations

2. Increase your inquiries

   iii. Reach out to undergraduates in the region

   A. Arrange for faculty visits to feeder schools

   B. Organize Open House

   C. Attend **regional** conferences

   D. Arrange campus visits to prospect students (and families)

   E. Leverage existing conferences held on campus

Build a Pipeline - Recommendations

2. Increase your inquiries

iv. Participate in regional/national conferences

A. American Indian Science and Engineering Society (AISES) meetings

B. Annual Biomedical Research Conference for Minority Students (ABRCMS)

C. National Organization for the Professional Advancement of Black Chemists and Chemical Engineers (NOBBChE)

D. Society for Advancement of Chicanos and Native Americans (SACNAS)

Build a Pipeline - Recommendations

2. Increase your inquiries

   v. Create customized e-mail campaigns to reach out to:

      A. Graduate Degrees for Minorities in Engineering and Science (GEM) consortium

      B. McNair Scholars database

      C. National Name Exchange

- **Over 70 graduate programs – Find Yours**
- **Deadlines are approaching soon!**
- **Semester is starting soon!**
- **Ways to pay for Graduate School**
- **Not ready to apply yet, view upcoming term**
- **Don't stress – We will do our best**

QUALITY. FLEXIBILITY. AFFORDABILITY.

Great Education Starts at the University of South Dakota
Not surprisingly, USD graduates can be found in leadership positions around the world. In South Dakota, 70 percent of the attorneys, 48 percent of the physicians and 50 percent of the teachers graduated from the University of South Dakota.
With over 70 graduate programs offered in 8 different colleges and schools, we have a program for you: View Graduate Programs at USD

Our Campus
As you consider graduate or professional study, we highly recommend you learn about the campus and local community as well. Of course it is best if you can visit in person, but there are a number of online resources that can help you learn more about the University of South Dakota campus and the community of Vermillion. After all, you may be living here in the near future!

The University's 321-acre tree lined campus features manicured green lawns, sculptures and displays of seasonal flowers that create a lush park-like educational setting.
All across campus, visitors will notice significant campus improvements projects as USD has invested more than $100 million in projects that have recently been completed. See below for a few helpful resources: Learn More at Our Campus Life in Vermillion, S.D.

Diversity and Inclusiveness
USD embeds diversity and inclusiveness throughout every dimension and sector of the university. This inclusive excellence creates a welcoming community engaged in diversity. It provides an environment that prepares all students for living and working in a diverse society. To learn more about USD's diverse campus, visit www.usd.edu/diversity.

Tuition Rates
Graduate education at USD is remarkably affordable. USD provides convenient opportunities through research and creativity grants and graduate assistantships.
Graduate Assistantships   Research and Creativity Grants   Financial Aid

Ready to Apply?
Applying to the Graduate School is easy. Apply Today. Become one of us.

Collect Prospect Information in a Robust Database

Maintain a Robust CRM

3. Use and maintain a robust Customer Relationship Management (CRM) System

- CRM's provide a "one-stop" channel with an overview of prospects.
- Inquiries *via* events, e-mails, phone calls, in-person visits, Request More Information (RMI) *etc.* can be captured, managed, and tracked in a single common platform!

Engage the Prospect - Recommendations

4. i. The home/landing page for the graduate program should have a servlet, "Request More Information".
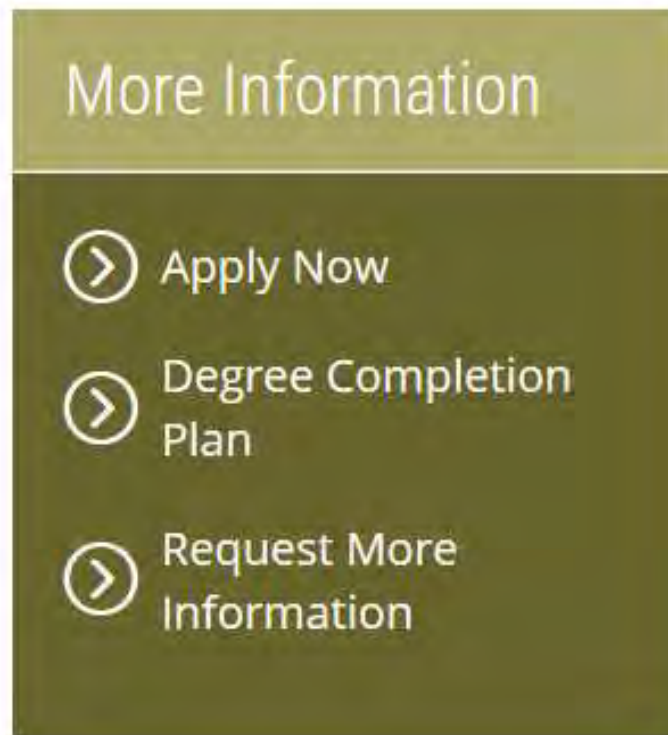
Engage the Prospect - Recommendations

4. Engage the prospect

Contact Strategy - Phase 1

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 7	Day 8	Day 14	Day 15	Day 16 & Beyond
	0-1 Min: 1st Email Bounce Back		2nd Phone Attempt	Mail Letter & Viewbook			3rd Phone Attempt VM		5th Email	Lead Nurturing & Re-Heat Strategies
	1st Phone Attempt w/in 24 hours VM		2nd Email		3rd Email		4th Email		4th Phone Attempt VM	
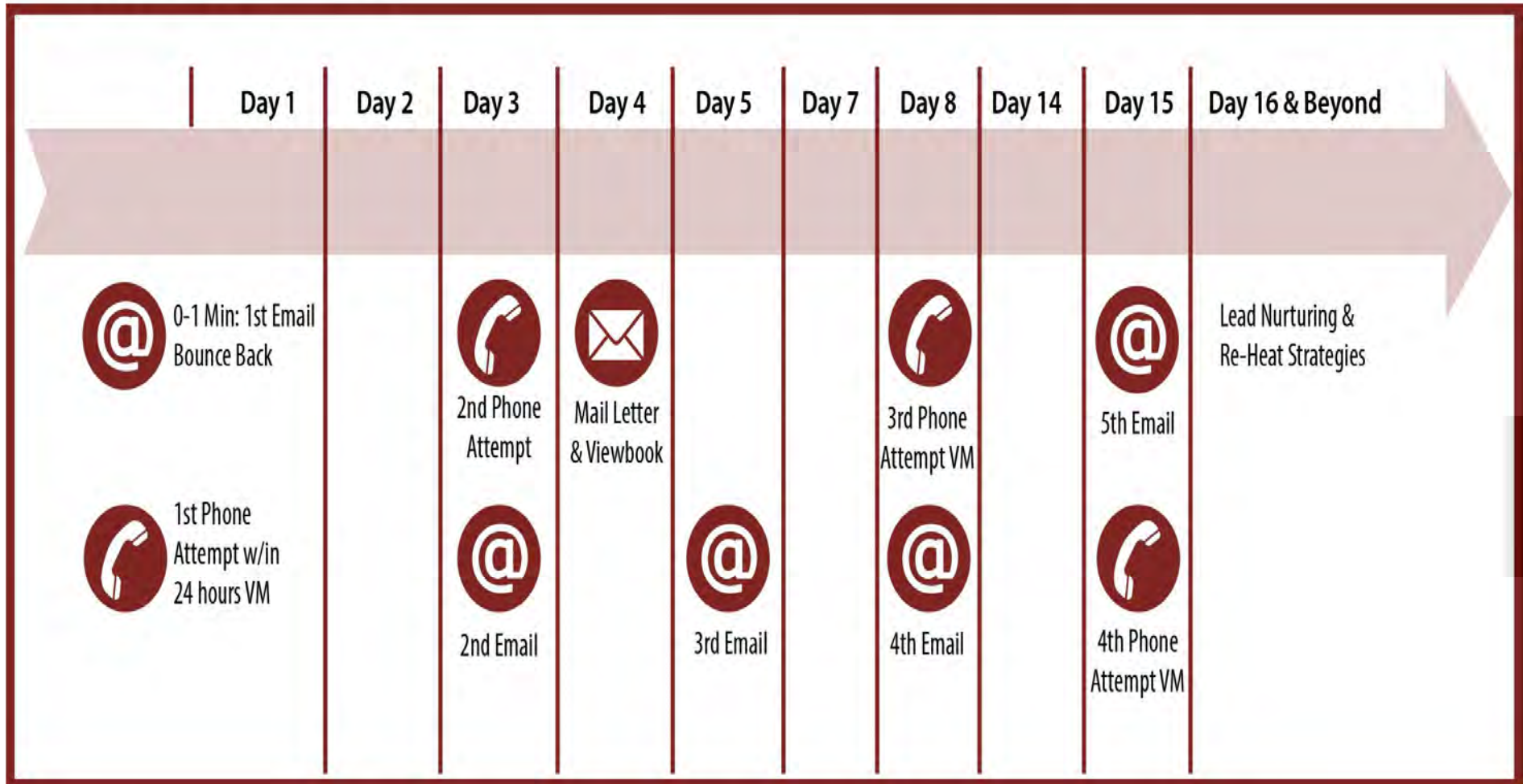
Overall Recommendations

Design engaging and effective website	A department's website is usually the first point of contact. Should be up to date with information about admissions, funding, research interests, faculty, alumni, and student achievements, and key statistics
Build an effective pipeline	Outreach to undergraduate students, Feeder Institution travel, Organize Open House, Visits to conferences *etc*.
Sustain ongoing and timely communication	Respond to inquiries quickly from any prospective student. Develop a customized communication plan.
Make financing a part of the recruitment picture	Program cost, Return on Investment (future job/career) Scholarships/Assistantship Opportunities
Involve faculty, current students, and alumni in the recruitment process	Set enrollment goals. Develop strategies and action plans for achievement of goals

References

1. [Behind the Curtain: Lessons from a Modern Digital Marketer](), Accessed Dec. 1, 2019.
2. [Moving forward in GEM: Establishing Meaning, Best Practices, & Professional Growth](), NAGAP Webinar, Mar, 19, 2015.
3. [Understanding Graduate Enrollment Management](), NAGAP Annual Conference, April. 2014.
4. [Best Practices in Graduate Student Recruitment](), Hanover Research, 2014.
5. [Integrated Interdependence: The Emergence of Graduate Enrollment Management (GEM)](), NAGAP.

Graduate Recruitment Checklist

		Website
Yes ☐	No ☐	Are faculty accomplishments (publications, grantsmanship *etc.*) updated regularly and easily searchable?
Yes ☐	No ☐	Do the graduate program home pages have student testimonials and is diversity showcased?
Yes ☐	No ☐	Are i.) Application, ii.) Degree plan (Credits required, course rotations), Strengths, Student Outcomes, Accreditation, Licensure/National Board Exam rates *etc.* displayed prominently?
Yes ☐	No ☐	Is information on applications, admissions, enrollment, median GPA & GRE scores, career outcomes *etc.* posted?
Yes ☐	No ☐	Can prospective students access Checklist (to get started), Handbooks, Policies *etc.* easily?
Yes ☐	No ☐	Is information regarding cost, scholarships/assistantships, and financial aid easily accessible to prospective students?
Yes ☐	No ☐	Are opportunities for professional development of graduate students indicated at your website?
		Pipeline
Yes ☐	No ☐	Do you know your major feeder institutions (domestic and International)?
Yes ☐	No ☐	Do you engage with your undergraduate students on-campus?
Yes ☐	No ☐	Do you engage with undergraduate institutions in the region?
Yes ☐	No ☐	Does your faculty participate in regional and national conferences and have a recruiting booth?
		Enrollment Management
Yes ☐	No ☐	Do you have a robust CRM integrated with Student Information System (SIS) and Application Portal?
Yes ☐	No ☐	Do you have a "Request For Information" servlet or similar widget on your landing page?
Yes ☐	No ☐	Do you have an on-going communication strategy to engage with a prospect?
Yes ☐	No ☐	Do you share prospect information with Graduate Program Coordinators regularly?
Yes ☐	No ☐	Do you have dedicated Enrollment Coordinators for specific Programs/Colleges?
Yes ☐	No ☐	Are admission decisions made in a timely manner?
Yes ☐	No ☐	Is information regarding Assistantships/Scholarships, Financial Aid etc. communicated in the admit letter?