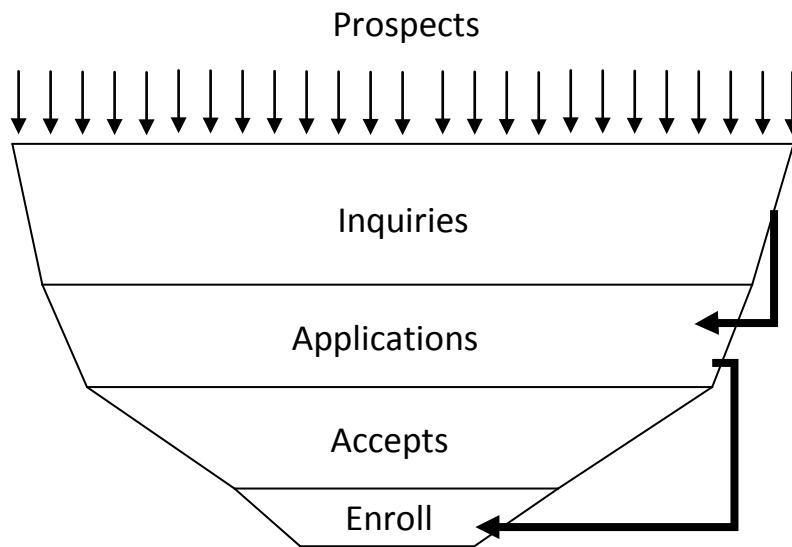


## Recruitment systems – some examples



### 1. Increase inquiry pool

- Internet
- Direct mail
- Financial aids records
- Test scores
- Referrals – colleagues, former students
- Posters, brochures
- Advertising
- Travel

### 2. Converting inquiries into applications

- Reply within 24 to 48 hours – establish rapport
- Gather information – for your database
- Provide information – mail application and other recruitment materials
- Answer questions and overcome objections
- Ask for a commitment (a call to action)
- Follow up contact via email or telephone

### 3. Converting your selected applicants into enrolled students

- Letter of acceptance – send immediately
- Telephone call from graduate officer on admissions & funding – 3-5 days later
- Letter or email from likely advisor – week later
- Telephone call from likely advisor – week later
- Letter from department head – week later
- Telephone call from department head – week later
- Letter or email from current student in your grad program – week later