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