UNIVERSITY OF WYOMING

Office of Graduate Education
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MEMO

DATE: September 25, 2018
TO: Academic Deans, Department Heads, Program Directors & Graduate Coordinators
FROM: Jim Ahern, AVP for Graduate Education
RE: Request for Proposals – UW Graduate Recruitment Initiatives

Enhancing Graduate Student Recruiting Efforts for the 2018-19 Academic Year
Office of Graduate Education, Academic Affairs
September 2018

The Office of Graduate Education is pleased to announce two calls for proposals to strengthen graduate student recruitment to UW: the **Departmental Graduate Recruitment Initiative (DGRI)** and the **College Graduate Recruitment Initiative (CGRI)**. These initiatives are intended to help academic units attract outstanding graduate students and help UW meet its strategic enrollment goals (by 2022: +257 graduate/professional students, overall, and +52 Ph.D. students). New this year is an emphasis on promoting partnerships between academic units and UW Institutional Marketing in order to dramatically improve the marketing of UW graduate programs.

Departmental Graduate Recruitment Initiative (DGRI)

The Office of Graduate Education requests proposals from interested graduate degree-granting academic units (departments, divisions and schools) and interdisciplinary graduate programs to enhance their recruitment effort and success. Up to $10,000 may be granted to academic units. Units with graduate degree programs in more than one discipline and units with Ph.D. programs may receive up to $12,000.

Proposal

Proposals for DGRI funding should outline recruiting activities that the unit will undertake in the 2018-19 academic year to recruit <u>exceptional</u> students. Requests must come from the unit/department head, in collaboration with the graduate coordinator, and may support recruitment by a few faculty or department-wide recruiting efforts.

Proposals from units that have not submitted final reports for previous recruitment initiatives will not be considered. Previous recipients of graduate recruitment funding are otherwise eligible. Only one proposal may come from a single academic unit.

DGRI proposals should demonstrate a solid plan for developing strong relationships between recruiting faculty and prospective students through personalized attention, campus visits, timely responses to inquiries, and careful matching of students with faculty mentors early in the students' studies. Successful programs often identify a lead graduate recruiting coordinator. Funds from this award will target student travel to campus and organized departmental or inter-departmental events to enhance applicant interactions with current graduate students and faculty.

Requisites for DGRI funding:

- Full use of SalesForce for graduate admissions so that <u>all</u> applicants use SalesForce.
  - Please contact UW Admissions for assistance.
- Implementation of HubSpot for internet marketing of the graduate program.
  - See attached information on inbound marketing and HubSpot. Please contact Institutional Marketing for assistance.
- Recipients of past graduate recruitment initiative funding must have submitted their final GRI reports.

Applications from units that have yet to implement all of these requisites <u>will</u> be considered for the AY2018-19 competition. However, <u>preference will be given to degree programs that have demonstrated implementation of all requisites prior to application</u>. All recipients of AY2018-19 DGRI funding must have implemented all requisites before the end of the 2019 Fiscal Year.

Proposal requirements:

In three (3) pages or less, program proposals must clearly state:

1. Number and level (Master's or Doctoral) of positions to be filled.
2. How strong applicants will be obtained.
3. How success of recruiting activities will be identified and documented.

4. Source of any matching support. For example, for new students (grant, foundation, discretionary, etc.) and funding support for faculty recruitment travel.
5. A link to the unit's graduate studies website.
6. A link (or links) to the HubSpot landing page (or pages) for your unit's graduate degree program(s) or, if not yet implemented, a plan and timeline for working with Institutional Marketing to market your unit's graduate degree program(s) via HubSpot.
7. An explanation of proposed recruiting activities and their intended strategy for success.
8. Prescreening process of prospects to bring to campus.
9. Number of applicants you expect to bring to campus.
10. A clear budget for your recruiting activities (dollar amount for each activity).
11. Academic units that received Graduate Recruitment Initiative funding in past years must attach their report from the most recent award.

Recruiting activities eligible for funding:
- Funds for campus visits by prospective graduate students; these funds may be used to support student travel to campus and return home. **Most past recipients of DGRI awards report campus visits as the most effective recruiting activity**.
- Departmental gatherings (e.g., a meal or a trip to the mountains) to allow current graduate students and their mentors to meet with applicants.
- Travel expenses for a single recruiting trip by a faculty member. Additional recruiting trips are encouraged as part of a unit's funding match.
- The DGRI will not fund the use of hard-copy printed materials and advertisements, departmental swag, or faculty travel that is not primarily for graduate student recruitment.

Proposing units should review UW degree program data (WyoCloud Business Intelligence) and recent applicants to their graduate program via SalesForce.

Applicant excellence can be documented in a variety of ways:
Recruitment and the screening process for campus visits by applicants should consider a variety of indicators. Applicants may demonstrate potential in creative activity, research, teaching, internships, authorships, and/or leadership. Students with marginal standardized scores or grade point averages may demonstrate drive and an ability to overcome challenges within their personal statements. Once an applicant surpasses the minimum requirements for admission, indicators other than standardized test scores and GPA can provide more reliable assessment of student potential. Proposals that rely solely on GRE scores as an indicator of recruitment success will not be funded.

E-marketing supplemental funding:
All DGRI recipients will need to implement inbound marketing via HubSpot. For some academic units, e-marketing approaches that build off of HubSpot, such as social media advertisements, can significantly enhance both enrollment numbers and quality of admitted applicants. One or two proposals will receive additional funding for e-marketing. Graduate programs that have capacity to increase their enrollments are encouraged to request this additional funding. In no

more than an additional page, please state: 1) 5-year annual average number of applications and enrollment and for each of your unit's graduate degree programs (these data are available via WyoCloud Business Intelligence), 2) how many additional students your program anticipates it could take on, and 3) what sort of e-marketing approach or approaches will be used to recruit these additional students.

Proposal submission:
Send proposals to the Office of Graduate Education, via electronic submission, as one PDF document, to Michele Peck (mpeck@uwyo.edu) by 5 pm, October 19, 2018.

Award details:
We hope to announce awards by October 31, 2018. Although preference will be given to recruiting PhD candidates, academic units who offer only Master's degrees are encouraged to apply.

Outcomes reporting requirements:
All units who receive DGRI funding must report outcomes by August 31, 2019.

Financial report:
All units who receive DGRI funding must expend all DGRI funding by no later than May 1, 2019. Financial reports must be submitted by June 3, 2019.

The outcomes report must include:
1. Time on GRI or DGRI funding: How many years has your unit received funds?
2. Pre- and post-GRI/DGRI comparison: How has GRI/DGRI affected the quality of your unit's graduate students?
   a. Average credentials of Master's and PhD students. Report standardized test scores, GPAs and other appropriate evidence.
   b. Time to degree: average semesters to degree completion for all graduate students in your program and average semesters a student is supported on state versus external (e.g., grants, Foundation funds, etc.)
3. Other: Include any other information about the recruiting success of your program.

In 2016, Institutional Marketing began updating its marketing strategy to a more modern approach including shifting to an inbound marketing strategy. To assist with this, we purchased Hubspot software, which allows us to:

- Create landing pages and forms that help us collect prospective student data.
- Track and measure all marketing activities including advertising to help us make more informed decisions.
- Work closely with Admissions and Recruiters to capture prospective student data and enroll these prospects into communication workflows that help nurture the relationship.
- Use content marketing and social media tools in one place.
- Track keywords to increase organic search traffic and assist search engine optimization.

How can your program benefit from using Hubspot?
Creating landing pages allows programs to capture prospective student data and deliver communications catered to the student's interest. It also provides a seamless point of entry into the Salesforce Customer Relationship Management tool used by Admissions.

How do I get started with Hubspot?
Setting up a communications plan using Hubspot is fairly easy. The Enrollment Marketing group in Institutional Marketing is ready to help. Simply contact Jenny Petty at jpetty7@uwyo.edu for more information.

College Graduate Recruitment Initiative (CGRI)

The UW Office of Graduate Education is pleased to issue a call for proposals to support colleges' efforts to recruit graduate students. Funding available to successful proposals will be proportional to a college's Fall 2018 graduate student enrollment with no award to exceed $50,000.

Colleges that received CGRI funding last year must have submitted their final report for this funding or they will not be eligible for this year's CGRI.

The scope of this initiative is flexible and broad and is intended to give colleges greater capacity to recruit students into their graduate programs. Proposals that will promote what colleges, the university and the community have to offer prospective graduate students are especially encouraged.   Some examples of how this funding can be used include:
- a college-wide graduate student recruitment event;
- funding to bring prospective graduate students to campus;
- advertising and marketing of a college's graduate programs;
- GRE and other database search queries;
- travel for active graduate student recruiters (primary purpose of travel is recruitment).

A particularly relevant recruiting activity would be to send recruiters to the National Conference on Undergraduate Research (https://www.cur.org/what/events/students/ncur/).

CGRI funding may not be used for any travel, services, products or employment that are not directly related to graduate student recruitment. Although a strong faculty with active scholarship are essential for graduate student recruitment, financial support of faculty and faculty or student scholarship is not allowed as part of the CGRI.

Proposals should include:
- a one-page narrative describing the proposed graduate student recruiting that would be funded;
- a budget detailing the total amount requested and how the funding will be used to ensure successful graduate student recruitment. Cost-share from college/school resources is highly encouraged but not necessary.

Proposals are due no later than 5 p.m., October 19, 2018. Please submit proposals via email, as one PDF document, to Michele Peck (mpeck@uwyo.edu). Awards will be made as quickly as possible.

Outcomes reporting requirements: Colleges who receive CGRI funding must report outcomes by August 31, 2019.

Financial report: All colleges who receive CGRI funding must expend all CGRI funding by no later than May 1, 2019. Financial reports must be submitted by June 3, 2019.