Request for Proposals

UW Graduate Recruiting Initiative
Enhancing Graduate Student Recruiting Efforts for the
2017-18 Academic Year

Office of Academic Affairs

September 2016

The Office of Academic Affairs is pleased to announce a call for proposals to strengthen graduate student recruitment to UW for the 2017-18 academic year. The goal of this graduate recruiting initiative (GRI) is to support department efforts to attract outstanding graduate students to UW.

Request for Proposals:
Academic Affairs requests proposals from interested graduate degree-granting departments and programs to enhance their recruitment effort and success. Proposals should outline recruiting activities that the unit will undertake in the 2016-17 academic year to recruit exceptional students. Requests must come from the Department Head, in collaboration with the Graduate Coordinator, and may support recruitment by a few individual faculty or department-wide recruitment efforts. In cases where a few faculty seek new graduate students, they may develop recruiting tactics in consultation with their department; proposals must be submitted by the Department Head.

We will support academic faculty who can develop strong relationships with prospective students through personalized attention, campus visits, timely response to inquiries and careful matching of students with faculty mentors early in their program. Successful programs often identify a lead graduate recruiting coordinator. Funds provided 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.

Proposal requirements:
In three (3) pages or less, program proposals must clearly state:
1) Number and level (Masters or Doctoral) of positions to be filled
2) How strong applicant pools will be obtained
3) How success of recruiting activities will be recognized and documented
4) Source of any external matching support for the new students (i.e. grant, endowment, discretionary...).
5) A link to the unit’s graduate studies website
6) An explanation of proposed recruiting activities, and their intended strategy for success
7) Prescreening process of applicants (methods for selecting candidates to visit campus)
8) Number of applicants you expect to bring to campus
9) A clear budget for your recruiting activities (dollar amount for each activity)
10) Programs receiving funding from the GRI in past years must attach their report from prior funding use and document successes. Report details are provided below.

Recruiting Activities that can be funded:
Academic Affairs will provide each awarded academic unit up to $10K for recruiting activities (clarified below) based on the budget provided in the proposal.
- 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 the GRI 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.
• **We will not fund** the use of hard-copy printed materials and advertisements (i.e. brochures and local newspapers), departmental SWAG, **or faculty travel**.

Proposing faculty should review data associated with existing UW degrees (Office of Institutional Analysis) and recent applicants to your own program via the SalesForce CRM system.

Applicant excellence can be documented in a variety of ways: Applicants may demonstrate potential in research, teaching, creative activity, internships, authorship, or leadership. Students with marginal standardized test scores may demonstrate drive and an ability to overcome challenges within their personal statements. Recruitment and the screening process for campus visits by applicants should consider a variety of indicators. Standardized test scores and GPA may be used, in part, to suggest strong applicants but, in no case, **should GRE scores alone be used to screen applicants or determine the success of recruiting efforts.** Once an applicant surpasses the minimum requirements for admission, other indicators **can provide more reliable assessment of student potential.** Please be aware of the variability inherent in GRE scores (i.e. std errors may be > 8 points). The GRE Analytical Writing section may indicate mentoring needs of an applicant. We will not support proposals who rely solely on GRE scores as an indicator of their recruitment success.

**An additional competition for supplemental funding-- Electronic Recruiting Efforts:** We encourage graduate programs to develop *creative approaches that increase the effectiveness* of their recruiting via electronic means. **We are especially interested in: new electronic methods that may more effectively attract graduate applicants (must we tweet?, the great graduate Skype-in??...How do we reach potential graduate students in new ways?).** One or two proposals will receive additional funding for developing new, creative electronic graduate recruiting methods.

**Proposal submission:** Send proposals to Academic Affairs, Graduate Education, via electronic submission to Michele Peck (mpeck@uwyo.edu) by 5 pm, 14 October 2016.

**Award Details:** We hope to announce awards by 31 October 2016. Preference will be given to recruiting PhD candidates within programs that offer doctoral degrees. Academic units who offer only Master's degrees are encouraged to apply.

**Reporting requirements:** All units who were funded on past GRI awards must report outcomes. Newly funded programs must report in August of 2017.

Reports must include:

1. **Time on GRI funding:** How many years have you received GRI funds?
2. **Pre and post GRI comparison:**
   a. **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 funds (grants, endowments etc).
   b. **Recognizable impact of GRI:** Has the GRI changed your program's metrics?
3. **Other:** Include any other comments about recruiting success in your program.