Request for Proposals

UW Graduate Recruiting Initiative: AY2015-16

Office of Academic Affairs

August 2015

The Office of Academic Affairs is pleased to announce a call for proposals addressing recruitment of graduate students joining UW in AY2016-17. The goal of this graduate recruiting initiative (GRI) is to increase the number of high-caliber graduate students admitted to UW programs. We believe a sustained effort over a period of several years can dramatically increase the productivity and reputation of graduate education in participating programs. Proposals may address new, continuing or existing recruitment projects (see below). Award decisions will be determined by the quality of proposed activities, quantified success from past GRI funds, and demonstrated programmatic needs.

Request for Proposals:
Academic Affairs requests proposals from interested departments, programs (including interdisciplinary programs), and schools. Proposals should outline new or existing recruiting activities the unit will undertake in AY2015-16 to attract and enroll exceptional students. We believe successful recruitment of high-caliber graduate students requires a unit to develop strong relationships with prospective students through personalized attention, such as campus visits, timely response to student inquiries and careful matching of students with faculty mentors. We encourage units to develop creative approaches that increase the effectiveness of their recruiting mission. Proposals must clearly state how the success of recruiting activities will be documented. Successful programs often identify a lead faculty member who will assume the role of recruiting coordinator.

Proposing faculty may be interested in data on UW degrees offered and awarded which are provided by the Office of Institutional Analysis: http://www.uwyo.edu/oia/_files/cds/CDS2014-2015.pdf

Programs participating in the recruiting initiative are expected to commit to activities to appeal to “outstanding” applicants.

Outstanding applicants are defined here as ones who score at or above the 80th percentile on either the Verbal or Quantitative section of the general GRE test and the Analytical Writing portion. For example, on the most recent GRE, the 80th percentile corresponds to scores greater than 158 (std error 8.4) on the Verbal, 160 (std error 8.8) on the Quantitative, and 4.0 or higher on the Analytical Writing section. Performance at or above the 80th percentile on a GRE Subject Exam or other relevant qualifying exam specific to the program is also a reasonable measure. Applicants may also be considered “outstanding” if they demonstrate success in research and publication authorship, or have other compelling credentials only when the applicant is clearly supported by a written statement from the intended faculty mentor or recruitment coordinator.

Critical Elements to Include on Academic Unit websites:
Proposals must provide the link to the graduate website of the academic unit. The website of the academic unit should include the critical graduate links below:
Admissions: http://www.uwyo.edu/admissions/graduate/index.html
Academic Affairs, Graduate Education: http://www.uwyo.edu/uwgrad/
Registrar: http://www.uwyo.edu/registrar/University_Catalog/admiss_grad.html
Other information suggested for inclusion on websites:
- Opportunities for potential graduate students to visit campus
- Faculty research, and contact links
- Examples of professional opportunities of recent graduates
- Notable graduate student accomplishments
- Professional opportunities beyond the discipline
- Clear expectations for, and expected timelines to, graduation
- Available funding in support of graduate stipends including state GAs and research funding

For an example, consider the very effective website of the Program in Ecology at: www.uwyo.edu/pie/prospective/.

**Award Details:**
Academic Affairs anticipates selecting up to 20 participating units in the recruiting initiative, contingent on available University resources. All academic units may apply for up to $10K for recruiting activities (see below). Units offering PhD programs may also apply for additional doctoral stipend augmentations (see below) or doctoral program resource enhancements (see below). Note: Applicants must clearly state whether they are requesting either the stipend augmentation funds or the graduate program enhancement funds in their proposals.

Preference will be given to recruiting PhD candidates within programs that offer doctoral degrees. Academic units who offer Master’s degrees only are encouraged to apply for the graduate recruiting funding, but are not eligible for additional augmentation/enhancement funds.

**Recruiting Activities**
Once proposals are approved, Academic Affairs will provide each participating academic unit up to $10K for proposed recruiting activities. Activities supported with these funds may include:
- Funds for campus visits by prospective graduate students; these funds may be used to support student travel, and social events surrounding the visit. Most past recipients of the GRI awards report campus visits as the most effective recruiting activity.
- Funds to develop creative approaches to recruitment, such as recruiting CDs, videos, or other electronic efforts made available to potential students nationally to increase the national awareness of UW graduate programs.
- Funds for graduate student recruiting at professional meetings (registration and fees associated with conference exhibition halls).
- Travel support specific to current graduate students to venues for recruiting high-caliber graduate students when no other funds are available to support the recruiting travel (i.e. graduate travel grants are already made available from Academic Affairs for students presenting their work at a national meeting). Proposals should identify specific venues and funds needed. GRI funds are intended to allow travel to venues that promise potential for recruiting. Faculty travel to attend national and international meetings for this proposal will be limited to one faculty graduate coordinator to the single most rewarding recruiting venue (limited to one meeting attended by one faculty per proposal).
- Funds to develop unique programs that specifically target graduate student recruiting — for example, alliance of a Master’s program at a different university with a PhD program at UW that creates unique opportunities to recruit diversely trained students.
- We discourage the use of hard-copy printed materials and advertisements (i.e. brochures and local papers) and use of departmental SWAG without compelling evidence of their success.
Doctoral Stipend Augmentation:
Academic Affairs will also support graduate stipend augmentations for up to 3 students in each participating PhD program. Each participating academic unit offering doctoral degrees is eligible for additional incentives if it meets its stated recruiting goals. Proposals should state the number of outstanding new doctoral students that the program anticipates admitting (no more than 3 new outstanding doctoral students may receive stipend augmentations within a single academic unit). No stipend augmentation will be given to MS students.

Stipend augmentations include:
- $8K for each successfully recruited “outstanding doctoral student” to be applied by the academic unit to their stipend during AY2016-17

Doctoral Program Enhancements:
As an alternative to stipend augmentations, but in addition to the $10K budget awarded for direct recruiting activities, Academic Affairs will support up to $10K of funds within an academic unit to enhance the graduate program in ways that facilitate recruitment indirectly. Identified needs that strengthen the ability to recruit and increase the desirability of programs to graduate students. Proposals will be considered on a case-by-case basis for academic units successfully meeting their recruiting goals. Appropriate expenditures for enhancing the program include professional training and travel for graduate students, and any creative incentive that will enhance future recruiting efforts, strengthen the quality of graduate student research resources, and elevate the caliber of program in the eyes of potential graduate students. Academic units should clearly identify intended incentive uses and funding amounts in their proposal. The incentive funds are not intended to augment individual research activities, faculty salary, student stipends, tuition and fees, or faculty travel. Purchase of furniture, and non-academic departmental materials are not allowable expenses.

Application Process:
Departments, programs, or schools should forward their proposals to Academic Affairs, Interim Associate Vice President for Graduate Studies, via electronic submission to Michele Peck (mpeck@uwyo.edu) by 5 pm 18 September 2015. We hope to announce awards by 30 September 2015.

Proposals (maximum of 3 pages) should provide the following information:
1. A link to the unit’s graduate student website
2. A description of proposed recruiting activities, and how proposed activities will increase the number of high-caliber applicants
3. Proposed budget clearly indicating cost of proposed recruitment activities, and clearly state a choice of stipend augmentation OR graduate program enhancement funds, if applicable
4. Methods for documenting the effectiveness of the recruiting activities
5. A report on the academic unit’s graduate program student numbers and credentials pre- and post-GRI funding (link below)

Reporting Requirements:
All units that have received funds in past years must submit a report of recruiting impacts accompanying this year’s proposal. Reports should include recruitment outcomes resulting from past Graduate Recruiting Initiative funds and comparator data. The reports are intended to clarify the recruiting successes and to document recruiting activities that are especially effective as well as those that are not fruitful.
Academic Affairs Graduate Recruiting initiative Report

1. **Time on GRI funding:** How many years have you received GRI funds?

2. **Pre and post GRI numbers:** Please state the 3 year average number of MS and PhD students in your program prior to receiving the GRI funds (pre GRI) and average number in the program since receiving the funds (post GRI, up to 3 years).

3. **Number of graduate students in the program:** How many new students were you able to recruit this year? And has your recruiting been more successful this year than in prior years? Why or why not?

4. **Time to degree:** Please report the average number of semesters to degree completion for the students in each time period (pre and post GRI) from question 1.

5. **Student support:** Please report the average number of semesters students spent on Section 1 state GA support out of the semesters reported in question 2, both Pre and Post GRI. [For example if an average doctoral student completes their degree in 9 semesters, how many of these semesters, on average were on state funds versus external or endowment funds?]

6. **Program impact and credibility:** For your department or program, please describe notable graduate student recognition and publication, awards. Has the caliber of graduate student productivity changed since the availability of GRI funds?

7. **Recognizable impact of GRI:** Has the Graduate Recruiting Initiative changed your program? In what recognizable ways? Use quantifiable metrics where possible.

8. **Other:** feel free to include other comments about the program.