Achieving Accountable Results

Graduate Recruitment Summit
December 15, 2009

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Recruitment and Diversity Initiatives
Graduate School
Welcome
Review of Summits
Best Practices
Basic Strategy
Sharing/Questions
Wrap Up
Graduate Status and Comparison Report Numbers

Applications: 8980

Completed Apps: 4894

Prospects in Contact Manager: 1552
What is in your 30 Second Commercial?
Recruiting – the process of making a favorable presentation to a recruit and his champions of *What We Can Do For You*.

Recruiting is **NOT SELLING**, because the Top Recruits **are NOT BUYING**.
We must set goals and understand what success looks like as defined by The Ohio State University.

- Undergraduate Research Experiences
- Outreach
- Centralized Data Collect and Dissemination
- Follow up
- Visibility
Goal: To enroll and graduate academically talented and diverse graduate students.

We have a perfect opportunity to attract top students, increasing our diversity and improving our graduate programs.
4 PHASES OF RECRUITING

1. Identification
2. Evaluation
3. Recruitment Plan
4. Selection
Identification
Development
Application
Admission
Transition
Matriculation
Graduation
Graduate Recruitment
Diversity Initiatives
Identification:

– What are the characteristics of your target?
– Where?
– When do we start?

Evaluation:

– Tangible criteria
– The “Intangibles”
The Recruiting Plan

Offense – What we do have to offer?
Defense – How are others attacking us?
Special Teams – What is unique to OSU?

Individualized Recruitment Plan (IRP)
Develop your resource base

• People power
  – Alumni
  – Current Graduate Students
  – Faculty and Staff

• Financial Resources
  – Knowledge of what is available
  – Development of additional funds
Components of Recruiting

• Phone Calls
• Contacts and Evaluations
• Mailings
• Visits to Campus

*Develop a plan for each prospect (IRP)*
• Have a recruitment plan
  – Identification/Visibility
  – Development
• Recruitment is a year round activity.
• Recruitment is EVERYONE’S job.
• Have a retention plan.
• Use what works.
Mailings

- Who is your audience?
- Are your mailings eye catching, informative and innovative?

Campus Visits

During visits we want to showcase:

- Our People
- Academics
- Athletics
- Student-Life
- Campus
- Columbus
Keys to Successful Visits

• Preparation and Organization
• Details
• Personalization
• Communication
The only CONSTANT in recruiting is CHANGE!
Top Seven Things to Know about Recruiting

Robert Chabot, CPA
Associate Director
Graduate Programs Office
Fisher College of Business
Mastering the Admissions Orbit: Recruitment Strategies of the John Glenn School of Public Affairs

Jessica Wells
Chris Adams
Program Coordinators
Basic Strategy
Contact
Communication
Clarity
Connection
Sharing Thoughts and Ideas
Next Steps
Wrap Up