

Student Recruitment: Best Practices for Departmental/Faculty Involvement

Below are a list of activities and practices that departments can use to promote student recruitment.

Sponsor events that are focused exclusively on prospective students and parents, such as:

- Departmental Open Houses for perspective students
 - Invitations to events should provide a clear idea of the event and event follow through
- Scholarship competitions for perspective students

Prospective students want to feel special, provide a personalized touch by:

- Send hand-written notes on each offer of admission
- Add customized paragraphs within each letter to highlight the unique aspects of the student

Involve young alums in outreach to prospective students

- Recent alums add credibility to a department message and prove a value proposition
 - Ask recent alums to write post cards to accepted students
 - Ask recent alums to make phone calls to perspective students

Involve current students as they add credibility to recruitment messages

- Ask student to speak at recruitment events
- Highlight student research or internships at recruitment events

Provide hands-on-activities for prospective students

- Offer active learning opportunities in addition to presentations
- Potential students are more likely to remember doing something than the syllabus you presented

Survey prospective students and discover what interests them

- After students visit your department
 - Use a questionnaire as brief as five questions
 - Ask questions that will enable you to learn about the prospect—discover their passions
 - Follow-up with a tailored communication

Convince prospects of the value of your program with third-party confirmation, such as:

- Newspaper clippings
- Web Articles