

Communication Strategy for Graduate Coordinator's Contacting Graduate Applicants throughout Application Process

<p>Prospective Applicant Stage</p>	<ul style="list-style-type: none"> ➤ Quick response time (usually within 24 hours) once prospective applicant has expressed interest in learning more about your program. ➤ Responding to questions and directing applicant to departmental process (perhaps forwarding the email to prospective supervisor). ➤ Keeping track of prospective applicant information for follow up with prospect. ➤ Inviting prospect to any upcoming recruitment events or to the department for a visit (see facilities, meet with prospective advisor, meet with current graduate students, detailed information about the application process). ➤
<p>Application Stage</p>	<ul style="list-style-type: none"> ➤ Once an applicant has applied an official email from the University is sent to the applicant thanking them and explaining that they will receive an email once a decision has been made. ➤ The department may choose to send an additional email or call the applicant providing details of the departmental admissions process (i.e. this is how we make our decisions, our decisions usually finalized and sent in X month for Fall admissions). ➤ Do they have any questions about the program?
<p>Offer of Admission Stage</p>	<ul style="list-style-type: none"> ➤ Once a decision is made and their official offer of admission is posted to WebAdvisor, both the applicant and the department is notified by email by OGS. ➤ Recommended that the department follow up with those whom have received an offer of admission congratulating them (preferably by phone rather than email). ➤ Additional suggestions for phone conversation: Asking the admitted student if they have any questions about the program, if they intend to accept their offer of admission, are they waiting to hear back from any other universities, would they like to speak with a current graduate student. This will allow the Graduate Coordinator to gain a better sense if the admitted student is going to accept their offer and learn of any barriers that may impede the student from accepting their offer of admission so they can discuss any viable options to eliminate those barriers (i.e. competitive matching, other scholarships, a visit to the Guelph campus to show case facilities, meet with faculty and current graduate students).

<p>Decision Stage</p> <p>Applicant who has accepted their offer of Admission</p> <p>Applicant who has refused their offer of Admission</p>	<ul style="list-style-type: none"> ➤ Graduate Coordinator encouraged to contact the applicant by phone shortly after the applicant has submitted their decision. The Graduate Assistant is notified by email once a decision has been submitted. ➤ Congratulate the applicant on receiving and accepting an offer of admission. "We are excited they have chosen Guelph." ➤ Inviting them to any pre semester events the department may organize to keep future students engaged with the University. ➤ Encourage the applicant to make additional contact with them directly if they change their mind or life events impede them from commencing their studies. ➤ Follow up with applicant to learn more about why they chose to decline their offer of admission. ➤ Determine if applicant requires further information about the program or direct communication with proposed faculty member. ➤ Propose competitive matching option, if the reason is increased funding at another institution.
<p>Following Up Before Semester Start Up</p>	<ul style="list-style-type: none"> ➤ Follow up with all admitted students 4-6 weeks prior to commencement of program to ensure the intent of students is to register and pursue graduate studies at Guelph.