

## Graduate Recruitment Event Planning Ideas & Recommendations

<p>Goal</p>	<ul style="list-style-type: none"> <li>➤ Get prospective graduate students and recent applicants to the University of Guelph campus to learn more about graduate studies and why they should consider furthering their education at the University of Guelph.</li> </ul>
<p>Guests</p>	<ul style="list-style-type: none"> <li>➤ Prospective students who have contacted your department for more information about graduate studies (both Master's and Doctoral level).</li> <li>➤ Invitation to current 3<sup>rd</sup>, 4<sup>th</sup>, Master's level students.</li> <li>➤ People who have submitted information via the information request function through OGS.</li> <li>➤ Applicants who have applied to your program(s).</li> <li>➤ Invitation from faculty members at conferences (external events) they have attended.</li> <li>➤ Other Faculty outreach opportunities.</li> <li>➤ How can you get people to Guelph?, Hire buses/vans to bring them here (i.e University of Waterloo campus, meeting points in GTA, etc.)</li> </ul>
<p>Marketing Your Event to attract additional Invitees</p>	<ul style="list-style-type: none"> <li>➤ Create a poster, social media outreach, and images to attract participants.</li> <li>➤ Post information on University, OGS, Department websites and respective social media outlets.</li> <li>➤ Ask faculty to promote through colleagues at other institutions.</li> <li>➤ Ask current graduate students to email their friends/colleagues and invitation regarding the event-they may know others interested in pursuing graduate studies.</li> <li>➤ Is there a professional or electronic student newsletter in which you may post an advertisement?</li> <li>➤ Applicants who have applied to your program, or those who have received an offer of admission.</li> <li>➤ Prospective students who have inquired about the program.</li> <li>➤ Ask graduate faculty to actively invite people when promoting the program.</li> <li>➤ Add the event to the email signature of each graduate faculty member in the department.</li> </ul>
<p>What does your event look like?</p>	<ul style="list-style-type: none"> <li>➤ Panel Discussion (why graduate studies, why Guelph, explanation of what graduate studies include, research in the department/College) for Master's applicants.</li> <li>➤ Roundtable discussion focused on research and faculty for Doctoral applicants.</li> <li>➤ At the College level: set up booths that allow guests to roam freely from booth to booth to discuss the different programs in the College. Each booth should have representation at each program table (recommendation a faculty member with their Master's or Doctoral student to answer questions).</li> <li>➤ Poster presentations beside each program booth for display.</li> <li>➤ Department specific tours of facilitates, labs, building, studios, work area.</li> <li>➤ Mix and mingle with current graduate faculty, graduate students</li> </ul>

	<p>and prospective students.</p> <ul style="list-style-type: none"> <li>➤ Host 3MT competition during your event to showcase the research of your graduate students and illustrate to prospective graduate students what graduate studies is all about.</li> <li>➤ Lunch, snacks, drinks.</li> <li>➤ Are there exchange opportunities you can highlight? Have a current graduate student discuss their international experience.</li> <li>➤ Careers: what kinds of careers are attainable if the prospective applicants pursue graduate studies (include alumni to speak about their experience, third party validation- why this employer likes to hire Guelph students or specifically from this program, an outline of the types of jobs recent graduates have attained through the program.)</li> <li>➤ Alumni: any recent graduates who can speak to their experience and how graduate study helped them achieve their goals.</li> </ul>
Communication	<ul style="list-style-type: none"> <li>➤ Ask your participants to register for the event so you can plan accordingly.</li> <li>➤ Sent invitation emails, reminder emails, thank you emails.</li> <li>➤ Establish open ended communication with participants so that there is an open dialogue and open line of communication for both the prospect/applicant and the department to communicate with each other.</li> <li>➤ Goal is to establish a relationship with prospects. Many of our graduate students say we do an excellent job at establishing relationships with them. It is in the prospects/applicants and departments best interest to establish that relationship at the prospective stage</li> </ul>