

# GRADUATE RECRUITMENT

November 2015

# PRESENTATION

- Review of OGPS Support related to Marketing
- Departmental Marketing Strategies
- Communicating with Prospective Students
- On Campus Events and Ideas

# OGPS SUPPORT

- Graduate Studies Viewbook & Topic Specific One Pagers
- Departmental one pagers
- Promotion at graduate recruitment fairs across Canada
  - 16 graduate fairs
  - Prospective students educated in graduate studies and specially Guelph programs
- Graduate Studies Preview Day
  - Over 600 guests this year
  - Student follow up information this week
- Information Requests
- Your department page on the OGPS website

# DEPARTMENTAL MARKETING

# WHAT YOU NEED TO KNOW

- Know Yourself
- Know & Understand Your Program/Department Features or 'Selling Points'
- Know Your Audience

# KNOW YOURSELF

## Questions

- What is your department known for?
- What does your department/faculty do exceptionally well?
- Understand motivators/barriers to application and enrolment.

## Actions

- Brainstorm with faculty
- Compare your program/degree requirements with similar programs to identify similarities/differences
- Evaluate your admissions criteria and funding packages
- Survey your current/past students to learn more about why they chose your program at the University of Guelph.
- Is there a way to find out why your applicants are declining admission to your program?

# UNDERSTANDING YOUR 'SELLING' POINTS

## YOUR FACULTY!!

### Questions

- Why is your program different?
- Why should a prospect choose your program?
- What is the student experience in your program?
- What is the range of funding in your program? (is this a selling point or a barrier?)
- What is the value of your graduate degree? Is it getting student where they want to go?
- Career success, where have your graduates pursued careers?

### Actions

- Your faculty is your programs main 'selling' feature. What can your department do to highlight your absolute best attribute and encourage faculty participation in the recruitment process?
- The best way to understand your program is to ask current students and recent alumni about why they choose your program, their experience, the value the degree has offered them, and their career opportunities.
- Do you have any third party validation you can offer prospects- work closely with industry comment or quote?

# KNOW YOUR AUDIENCE

## Questions

- What type of prospective student is applying to your program? (A students, B students, other )
- Where are your prospective students coming from? (specific Universities, professional world, etc.)
- How do prospective students learn about your program? (website, word of mouth, conferences/events, social media, etc.)
- How do your prospective students want to communicate with your department (in person, email, social media?)
- Why are prospective students applying to your program?
- Why are prospective students choosing your program?

## Actions

- Once you have a clearer idea of the type of student that is applying to your program- you can identify what strategies that will continue to appeal to this group, but also how you can target prospects outside of your 'normal' applicant.
- Promote your program at every opportunity (hosting information sessions, speaking engagements, conferences, targeted recruitment at other universities with or without graduate programs in same areas).
- Engage your faculty in the process.
- Clear messaging on your website, email, social media that highlights
  - Who you are
  - Your selling points
  - Targeting the markets you have identified



# COMMUNICATION

The importance of communication with prospective students.

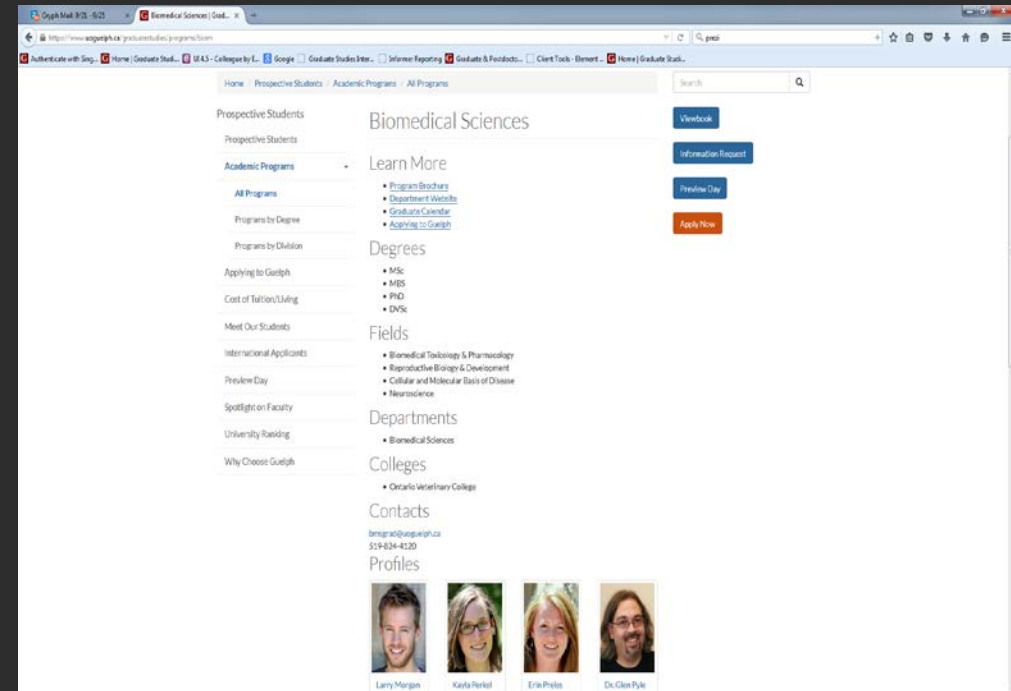
# WEBSITE

- Ensure that your website is easy to understand
  - Clear and precise messaging so prospect understands program and potential research areas.
  - Website is image driven.
  - Up to date information about graduate faculty and who is accepting students
    - If the direction from your department is to email the faculty directly, outline what it is you want to know about the applicant.
  - Student profiles outlining the experience of graduate students in the program.
  - Highlighting employment options and success stories of recent graduates.
  - Access to any Social Media your department uses.

# DEPARTMENTAL PROGRAM ON OGPS WEBSITE

## Academic Programs- By Program

<a href="#">Animal Biosciences</a>	MSc, PhD
<a href="#">Applied Nutrition</a>	MAN
<a href="#">Art History and Visual Culture</a>	MA
<a href="#">Bioinformatics</a>	MBInf, MSc, PhD
<a href="#">Biomedical Sciences</a>	DVSc, MBS, MSc, PhD
<a href="#">Biophysics</a>	MSc, PhD
<a href="#">Business Administration</a>	MBA
<a href="#">Capacity Development &amp; Extension</a>	MSc
<a href="#">Chemistry</a>	MSc, PhD
<a href="#">Clinical Studies</a>	DVSc, GDip, MSc
<a href="#">Computational Science PhD</a>	PhD
<a href="#">Computer Science</a>	MSc
<a href="#">Creative Writing</a>	MFA
<a href="#">Criminology &amp; Criminal Justice Policy</a>	MA
<a href="#">Economics</a>	MA, PhD
<a href="#">Engineering</a>	MASc, MEng, PhD
<a href="#">Engineering Design of Sustainable Water Resource Systems</a>	GDip



# EMAILS

- Both Graduate Assistants and Faculty are responding to emails, most of the time.
- Importance of Constant and Consistent Information
- Urgency and consistency is Key (typically within 24 hours).
- Standardized emails, made personal, from the department-VALUE ADDED.
- Standardized emails, made personal, from the faculty including a synopsis of their research included and specifics about what the faculty member wants from the prospective student.
- Maintaining prospective information for follow up emails.
- Invitation to upcoming events.

# SOCIAL MEDIA

- Using social media to engage and keep prospective students interested in program.
  - Upcoming departmental events.
  - Exciting research announcements.
  - Photos of students conducting/collecting research, in the lab, in the class, investigating questions, anything that demonstrates what it is like to be a graduate student in your program.
  - Student X just received a job offer at company Y.
  - Congratulations to student Y for completing their thesis or comps.
  - Essentially any message or image that represents graduate studies in your department .

# DEPARTMENTAL EVENTS

Getting Applicants to Campus

# DEPARTMENTAL INFORMATION SESSIONS

## Time frame

- usually occurs in the fall October-November

## Guests

- Current university of Guelph undergraduate students and any prospects who have inquired or visited your website interested in graduate studies
  - Important for faculty and staff to be away of event so they can invite prospects who have emailed them
  - Email reminder sign up to keep track of invitees

## Goal

- Why graduate studies
- Why Guelph
- Why this program (Highlight all of the things that you have identified about your program)
- What you can expect from us
- Career prospects
- Review of application process

# EVENT AFTER APPLICATION

## Time frame

- Department specific (Winter/Early Spring)

## Guests

- Any one who has applied or has received an offer of admission to your program.

## Goal

- Why this program (mix and mingle with current graduate students in the program)
- One on one time with faculty member or research group
- What you can expect from us/ why have you not accepted your offer of admission
- Career prospects (industry leaders or third party validation)
- Life at Guelph and in Guelph



# WELCOME TO THE UNIVERSITY OF GUELPH

## Time frame

- Department specific (late Spring/Summer/ Early Fall)

## Guests

- Any one who has accepted offer of admission or who is undecided.

## Goal

- We're so excited you have chosen to attend Guelph for graduate studies
- Departmental Welcome
- One on one time with faculty member or research group (if required)
- What you can expect in September
- Life at Guelph and in Guelph

# UNDECIDED APPLICANTS

- Special attention should be given to those who are undecided, or have potentially accepted an offer of admission to another institution.
  - Invitation to campus
  - Meeting/phone call with specific advisor
  - Discussion of funding match

# TARGETING SPECIFIC GROUPS OF STUDENTS

- Based on the information you receive from our previous discussion ( why types of students are applying to your program) you can create events around expanding that target market.
  - Event/ Dinner targeted at A students
  - Event/ Dinner targeted at anyone who has applied for a major scholarship
  - Event/Dinner with any applicants
  - Event/Dinner specifically for PhD applicants
  - Event/ Dinner as inclusive or exclusive as you would like it to be based on your findings and how it is you would like to maintain or expand your target market.