

# NMSU Graduate Recruitment Plan – Fall 2013

## Draft

### Set Yearly Enrollment and Graduation Goals for Institution (TBD for Enrollment Management Committee)

- Masters/Ph.D.
- Certificate
- Full-time vs. Part-time
- Minority
- NM Resident vs. Non-Residents
- NMSU graduates
- International
- Distance Education
- NM Formula Funding

### Set Yearly Enrollment and Graduation Goals by Academic Department and Program

- Demographics of current students vs. “ideal” student
- Graduate students needed to fill TA positions
- Does department have capacity to grow?

### Building Awareness

- College Fairs and Conferences
  - Geographic focus on NM, AZ, CA, CO, and west Texas
  - Increase use of faculty and current students at recruitment fairs
- Social Media
  - Targeted Facebook ads to international students with custom NMSU landing pages
  - Targeted Facebook ads advertising specific programs with custom NMSU landing pages
  - Twitter
  - YouTube
- Marketing Efforts
  - NMSU, UTEP, University of Arizona, UC – Davis, UC –San Diego, CSU – Fresno, Texas A & M University undergraduate career guides (2010, 2011, and 2012)
  - Ads buys in colleges newspapers – UNM and NMSU
  - Graduate Viewbooks to current NMSU juniors
  - Print publication to former undergraduate prospects from 3-4 years ago
  - More specific and targeted publications vs. annual viewbook
  - GRE/GMAT name purchases
  - Department specific articles distributed to top web distribution sites (EzineArticles.com, ArticlesBase.com, Buzzle.com, etc.

### Departmental Recruitment

- Web Sites
  - Consistent NMSU branding
  - Showcase research

- Promote faculty and student achievements
- Show diverse student population
- Easy to navigate and up to date!
- Videos
- Hobson's Graduate Recruitment module to track contacts and communications
- Determine recruiting cycle based on application deadlines
- Building the pipeline
  - Colleagues at other institutions
  - Applicant "recommenders" as source of additional prospects
  - Current NMSU undergraduates

#### New Admissions System

- Departments can review any application and supporting documentation as soon as the student applies
- Quicker response time from department to student

#### Funding

- \$500 travel stipends for departments to bring admits to campus
- Departmental funding awarded at the time of acceptance instead of later in the process
- Increase the number of institutional funding opportunities