
UNCGRECRUIT

Resources for Recruiting Graduate Students



Reaching Out to Applicants

It is often assumed that increases in enrollment and in the quality of applicants are proportional to the total number of applicants in the pool. The more the better, or so it goes. Yet, while an increase in the number of applications may affect quality and numbers, most programs would benefit more from targeting what they already have, applicants already in the pipeline who have yet to submit or complete their application.

Un-submitted applications represent 50% of all graduate applications started at UNCG. More often than not these applicants are ones who have a deeper knowledge of the field and our program. When surveyed, a large number of those who do not complete do so because they have already heard from another school with an offer, or, are applying to UNCG as a "backup" or alternative choice. Generally speaking, they need to know MORE about our programs. Reaching out to this segment of the applicant pool can reap huge benefits and increase enrollment and quality.

The Graduate School monitors all applicants who have yet to submit and who have been inactive for more than three weeks. A phone call or e-mail from a faculty member or current student to this group of applicants can yield important dividends.

CALENDAR

Spring 2017 Graduate School Open Houses

Friday, February 17, 1-3pm

March 3, 1-3pm

Monday, March 20, 2-4pm

Friday, April 7, 1-3pm

Friday April 28, 1-3pm

Friday, May 5, 2-4pm

Monday, May 15, 1-3pm

Invite your prospective students and applicants to visit campus on a day when there is an Open House program. More information and registration details are found on the [Graduate School web site \(grs.uncg.edu\)](http://grs.uncg.edu).

Graduate School Luncheon for UNCG Juniors

Tuesday, February 28, 2017

11:30am - 1:00pm

Cone Ballroom, EUC



Last winter, the Graduate School invited a select number of UNCG undergraduates to a luncheon where we highlighted the wide range of graduate program opportunities. The luncheon drew more than 180 students and faculty and proved to be an important, well received event for promoting graduate programs.

On Tuesday, February 28 The Graduate School will host its second Annual Luncheon for Juniors and you are again invited to participate. Each program or department represented will be provided a table where student participants who indicate a specific academic interest can sit and discuss degree requirements, the admissions process,

and financial assistance. More information on how to register and participate will arrive in a forthcoming e-mail. Pencil in the date, and join us for lunch!

Tell Us About Your Students & Alumni!

Over the next few of months, The Graduate School will be developing new printed and on-line publications for promoting graduate certificate programs, Visions, and accelerated degree programs. The most effective promotional pieces include student and alumni interest stories. What are your students' accomplishments, challenges, skills and goals? How are they realizing the value of a graduate degree?

Prospective students who participate in our on campus programs are often seeking some experience or encounter while here that helps them to imagine themselves as UNCG students. Sharing stories of who we are is a great way to assist them. So, if you have stories that need to be told, share them with us, and we will find a ways to share them with prospective students and applicants.



The Graduate School website now includes a live chat feature allowing visitors to the website to interact with members of our staff. It is our hope that by being more immediately available to prospective students through this communication platform, we might provide timely information and answer questions that often are not asked.



Is this icon on your departmental or program web page?