

FRAMEWORK & STRATEGIES FOR RECRUITMENT

HOW TO BE INFORMED ABOUT AND ENGAGED WITH YOUR MARKET

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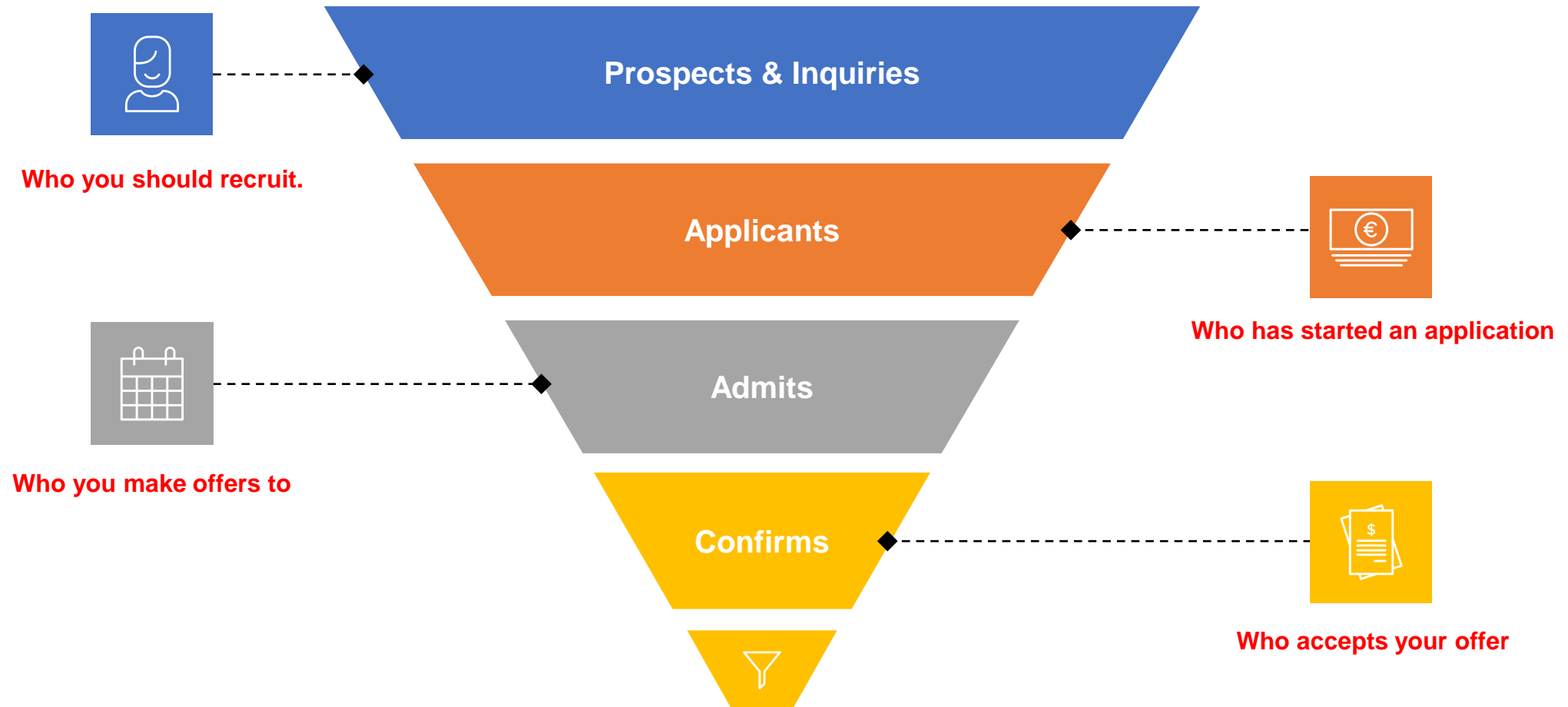
**Vanderbilt
Graduate School**



At the end of this presentation, you should know

- **Strategies to support your recruitment and enrollment goals and objectives**
- **Resources for recruitment and outreach**
- **Strategies to increase engagement with your students**

ADMISSIONS FUNNEL: YOUR TARGETS



WHAT YOU CAN DO

Outreach and Recruitment Strategies



PARTNERSHIPS IN RECRUITMENT

Working together, we
can achieve our
application,
admissions, and
enrollment goals!



PARTNERSHIPS IN RECRUITMENT

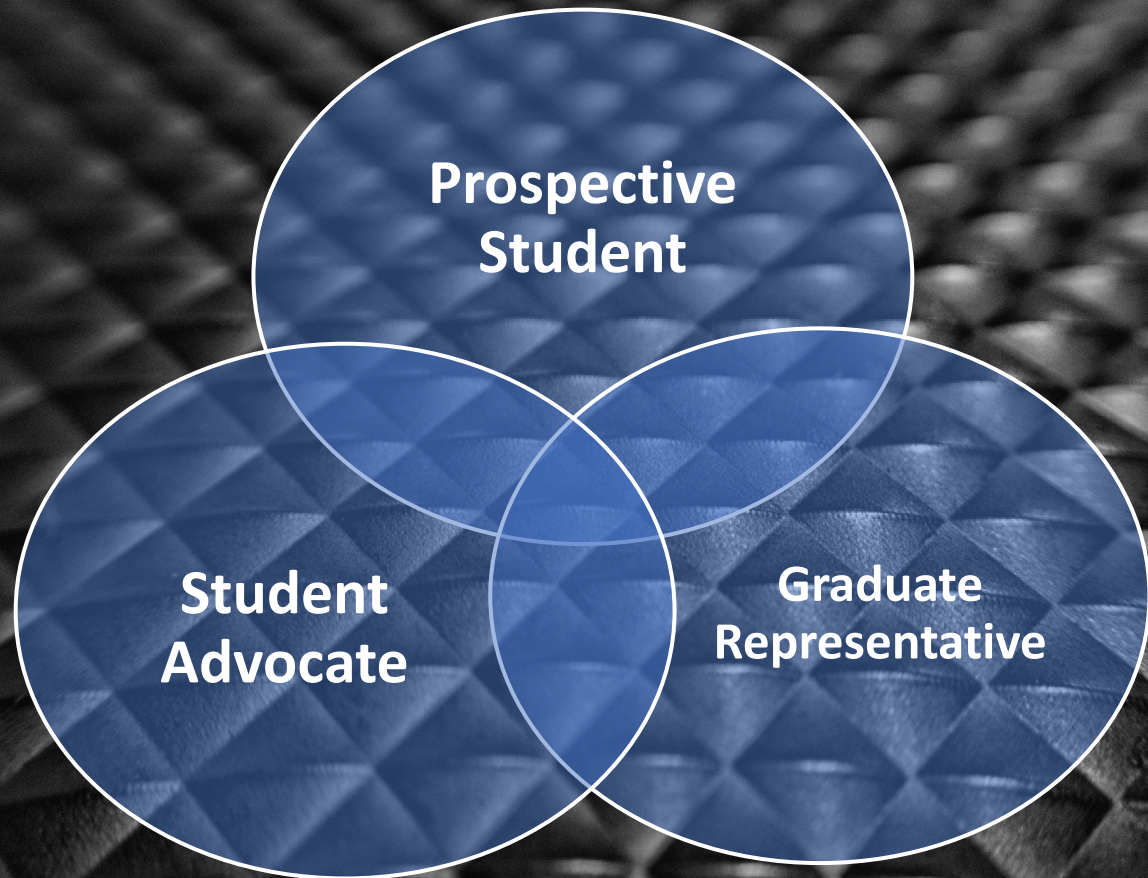


Prospective
Student

Student
Advocate

Graduate
Representative

PARTNERSHIPS IN RECRUITMENT



Ideal Relationship





**Communication
and understanding
are critical for
successful
partnerships!**

WHO ARE YOUR CHAMPION PARTNERS?



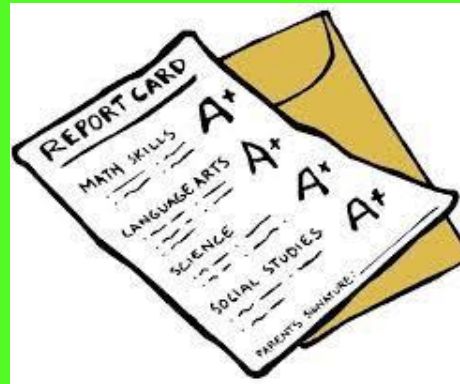
SIX CRITERIA FOR SELECTING YOUR CHAMPION



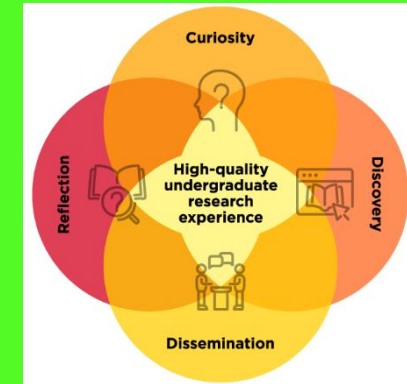
STUDENT TARGET CONSIDERATIONS



Majors



Success



Curriculum



Plans



Expression

OUTREACH AND RECRUITMENT RESOURCES

Diversity consortia

Recruitment visits and
conferences

Technological resources





TECHNOLOGICAL RESOURCES

- **Student contact databases**
 - Ronald McNair Scholars
 - NIH MARC
 - NIH RISE
- **Connector database (VU-EDGE diversity partners)**

OUTREACH AND RECRUITMENT STRATEGIES

Direct Contact
In-person or
virtual/electronic

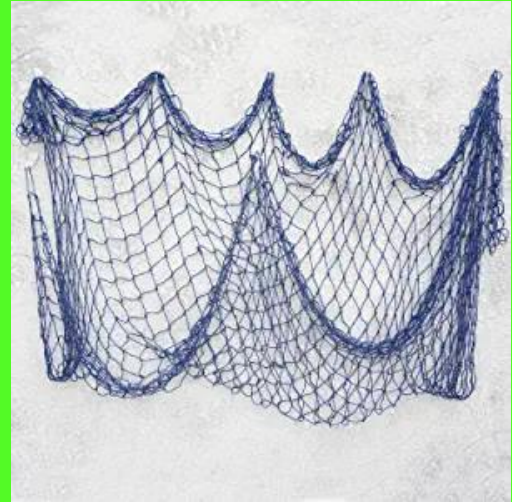
RECRUITMENT

Indirect Contact
Referral or database

TARGETING YOUR OUTREACH



Specific and narrow



Long and wide

DIRECT CONTACT EFFORTS

- **College Visits**
 - Minority Serving Institutions
 - Majority Institutions
 - Targeted to research and “honors” programs
- **Graduate Recruitment Fairs**
 - Single Institution (rarely)
 - National (in-person)
 - Virtual
- **On-campus Hosted**
 - Sponsored and non-sponsored visits (Diversity Programs)
 - Summer Research Opportunities



SPECIFIC AND NARROW



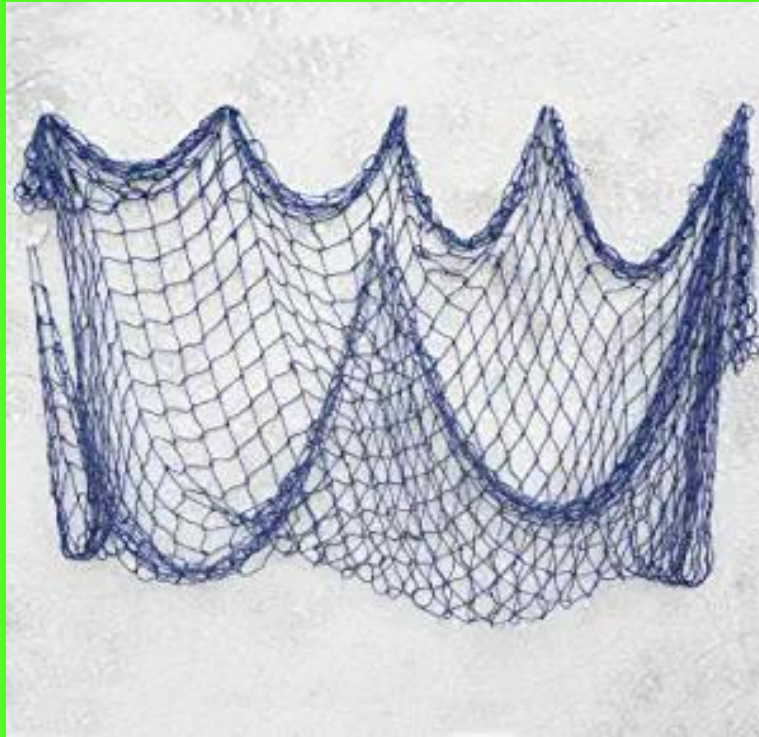
COLLEGE VISITS

Nationwide: **15 - 20 Annually**



- **Historically Black Colleges and Universities (HBCUs)**
 - Hampton University
 - Howard University
 - North Carolina A & T State University
 - Prairie View A & M University
- **Hispanic Serving Institutions (HSIs)**
 - Cal Poly Pomona
 - University of Central Florida
 - University of Puerto Rico
- **Other Minority Serving Institutions (MSIs)**
 - Chaminade University of Honolulu
 - Heritage University
- **Predominately White Institutions (PWIs)**
 - University of Maryland, Baltimore County
 - University of Texas, Austin

LONG AND BROAD





GRADUATE RECRUITMENT FAIRS

- Annual Biomedical Research Conference for Minority Students (ABRCMS)
- Ronald McNair Scholars Conferences
- Society for the Advancement of Chicanos/Hispanics, and Native Americans in Science (SACNAS)
- Individual college fairs (CAUTION!)
- Virtual Fairs
- 6-10 Fairs annually

DIRECT CONTACT EFFORTS

- **Short-term (a few minutes)**

- College visits
- Graduate recruitment fairs

- **Intermediate Term (a few hours – a few days)**

- In-person institutional recruitment event
- Other sponsored and non-sponsored visits (Diversity Programs)

- **Long-term (weeks)**

- Summer research opportunities
- Other research opportunities

WHY CHOOSE THESE STRATEGIES?

**Outreach and
Recruitment
Strategies**



PARTNERSHIP BENEFITS

- Increased participation
- Strong metrics
- Expanded networks
- Efficient use of outreach funds
- Recruitment pipelines





PARTNERSHIP CHALLENGES

- Maintaining engagement
- Lack of critical masses of some URM students
- Competitor research institutions/programs
(Which are yours?)

ENGAGEMENT: CUSTOMER SERVICE

Enhancing your outreach and recruitment success



- Responsive
- Attentive

- Engaging
- Timely

FALL 2022 RECRUITMENT AND OUTREACH ACTIVITIES

- September

- Hampton University

- Howard University

- UMBC McNair Scholars Conference



FALL 2022 RECRUITMENT AND OUTREACH ACTIVITIES

• October

- North Carolina A & T State University
- Texas Southern University
- Prairie View A & M University
- University of Florida
- Florida International University
- University of Central Florida
- Valencia College
- University of Puerto Rico, Aguadilla
- SACNAS National Conference

FALL 2022 RECRUITMENT AND OUTREACH ACTIVITIES

- November/December

- ABRCMS Annual Meeting
- Caltech
- Xavier University of Louisiana
- Dillard University
- Other visits

YOUR TAKEAWAYS

- Intentional outreach allows you to target students who are strong candidates for your departments/programs and partners to help you achieve your goals
- Recruitment and outreach efforts should include short, intermediate, and long-term recruitment initiatives
- Timely, thoughtful communications will enhance engagement with students and advocates

YOUR TASKS

- Create engaging messages
- Use your Customer Relationship Management System to engage new prospects, students, and partners
- Communicate with your target students and advocates regularly to keep them engaged.



Form and grow your partnership!

Ask partners and stakeholders to let you know if they need anything!

Let them know you're here to support them!

The background of the image consists of numerous small, square wooden blocks scattered across a white surface. Each block has a black question mark printed on its top face. The blocks are arranged in a somewhat random pattern, with some overlapping. A semi-transparent red rectangular box is centered over the image, containing the text 'QUESTIONS AND DISCUSSION' in a bold, purple, serif font.

QUESTIONS AND DISCUSSION