



Graduate Enrollment Management Plan: Recruitment Example

GRADUATE ENROLLMENT MANAGEMENT PLAN
<p>GOAL 1: <i>Align with the college's strategic plan.</i></p> <p>Increase the quality and quantity of new students enrolled in the graduate program.</p>
<p>Objective 1: <i>Specific, measurable, strategic description to achieve the goal.</i> Increase awareness of the program.</p>
<p>Tactics/Action Steps: <i>What will be done? Include the assessment and evaluation processes for each action/tactic.</i></p> <ul style="list-style-type: none"> • Spend \$4,500 to promote the program via paid ad on the Charlotte Agenda, social media (LinkedIn and Facebook), and in the online professional journal for the discipline • Engage faculty to promote the program via outreach with business and industry, at professional conferences, and by maintaining an up-to-date website with faculty research expertise, course schedules, and bios.
<p>Responsible Person: <i>Who will do the work?</i></p>
<p>Resources Required: <i>Funding, time, people, facilities, materials.</i></p>
<p>Timeline: <i>Date to be completed, time needed.</i></p>
<p>Outcomes: <i>What worked? What didn't work? Efficacy of tasks/actions?</i></p>
<p>Objective 2: <i>Specific, measurable, strategic description to achieve the goal.</i> Stimulate prospective student interest in applying and enrolling to the graduate program.</p>
<p>Tactics/Action Steps: <i>What will be done? Include the assessment and evaluation processes for each action/tactic.</i></p> <ul style="list-style-type: none"> • Cultivate feeder schools by collaborating with faculty, career center directors, and currently enrolled students to connect with prospective students. • Participate in select recruitment fairs at universities and businesses. • Offer on campus and online Information Sessions for prospective students and applicants offered admission. • Pay for pizza parties for currently enrolled students to telephone prospective students and respond to their questions from a student focus. • Ensure that the program website is continually updated with alumni career trajectories and successes.