



## **Tips for Successful Recruitment**

### **Maintain an up-to-date website**

Keeping your program website up to date will aid prospective students in making preliminary decisions on what programs to contact and what questions to ask.

### **Communicate Regularly with Prospective Students**

Follow-up with students in UNC Charlotte's Prospective Student Database (eGRAD); contact [Kathy Giddings](#) in the Graduate School for more information.

### **Host an Information Session/Open House/Preview Days**

Hosting an Information Session or Open House for prospective students allows an opportunity for them to visit campus, to meet currently enrolled students, alumni, faculty and staff, and tour the program's facilities. Contact Maryanne Maree-Sams in the Graduate School to arrange a Prospective Student Information Session. The Graduate School utilizes AdmissionPro's Event Management System for students to provide an electronic RSVP for the Information Sessions/Open Houses.

Utilize GoToWebinar (Graduate School has a license for another school year) or WebEX for online information sessions.

### **Attend a Graduate Recruitment Fair**

Representatives from the UNC Charlotte Graduate School anticipate participating in select recruitment fairs throughout the year. Contact [Maryanne Maree-Sams](#) in the Graduate School for more information about participating in these events.

Develop pipelines with other colleges and universities.

### **Purchase GRE Search Information**

Purchase names and contact information of prospective students using the GRE Search (include in your eGEM budget request). Contact [Maryanne Maree-Sams](#) in the Graduate School for more information).

### **Recruit UNC Charlotte Students**

Offer an Early Entry Program: Encourage UNC Charlotte juniors with a strong GPA to apply to the [Early Entry](#) program (if your program has one).

Support and encourage continuing students to register for classes; retaining the class is as important as enrolling the new class of students.

Talk to the undergraduate students in your department.

Recruit Alumni: Alumni can be a great resource for prospective students and can recruit for your program.