

# **Graduate Enrollment Management Plan Recruiting Proposal Template**

The Graduate Dean invites recruiting proposals from graduate programs for three years of activity (AY 12/13, 13/14, and 14/15). Approval of this proposal along with identification of a program faculty member responsible for the plan, will engage the academic program in the incentive program designed by the Graduate Dean. Below is a template that must be used in the construction of all proposals. Include each of the following sections and answer the questions that are applicable to your program in your proposal.

If you need assistance with proposal development, please contact:

- On-Campus Programs: Stephanie Wilson, Graduate School Recruiter at shuffman@bsu.edu or 765-285-6130.
- **Online Programs**: Nancy Prater, Director of Marketing, School of Extended Education, <a href="mailto:nprater@bsu.edu">nprater@bsu.edu</a> or 765-285-9042.
- International Student Recruiting. Kamala Dontamsetti, Director of Admissions, <a href="mailto:kdontamsetti@bsu.edu">kdontamsetti@bsu.edu</a> or 765-285-2659.

## Research, Goals, and Objectives

Describe your enrollment goals/objectives for each of the next THREE recruiting years. If relevant, please include information regarding diversifying student populations or reaching strong academically qualified applicants.

For the past three years, provide the undergraduate degree(s) have students in your program most often earned, age range of students, timing (right after undergrad, wait a few years, etc. (This data can be provided by the Graduate school).

Tell us about your competitors. In other words, if students didn't enroll in your program, where do/could they typically go instead.

Career potential: Tell us about the graduates of your program. For example, what kind of jobs/salaries do they obtain. If available, describe your placement rate.

Describe the market demand/need for the jobs in this field.

Marketing. Your University Marketing and Communications representative can be very helpful in this area, please feel free to contact him/her.

Describe the distinctive elements about your program. In other words, why would someone want to get this degree/certificate from Ball State rather than another institution?

Describe your target audiences for your program and where you may find these students.

Describe the kind of students are you seeking. In other words, what are some traits or qualities that make students ideal candidates for your program?

Describe the marketing channels used to reach your target audiences. (I.e. associations, conferences, newsletters/magazines, peer/social networks, list serves, undergraduate feeder institutions, etc.). Describe your current (effective) and proposed (what you would like to do) tools to recruit high quality students from your suggested target student audience.

# If applicable, describe the following suggested marketing/recruiting tools:

# **Recruitment through Professional Organizations**

Share all professional organizations you could use in recruiting high quality students to your program.

Describe all channels in communicating with suggested organizations (i.e., conferences, websites, publications, etc.).

#### **Recruitment and Communication with Social Media**

Share all social media tools you will use in recruiting high quality students to your program.

Describe the types of activities you will use with social media tools.

Alumni Support. Please contact Steve Fulton (<u>sfulton@bsu.edu</u> or 765-285-1080) for additional strategies to reach target Ball State Alumni (i.e., personalized emails, targeted mailings, and advertising in the Alumnus Public).

Describe ways to engage Alumni in your current recruiting efforts.

Describe any social media or tools targeted to communicate opportunities to your alums.

#### **Feeder School Visitation**

If you are aware, please share your "top five" feeder schools for your program.

Describe ways you may communicate with them concerning your program (i.e., Newspapers at feeder institutions, Associations, Advertising in Key Publications, etc.)

If you plan to work with strong feeder school model, please share your process or actions to recruit students from these schools.

For example, a visiting faculty colloquium series in which you may travel to feeder schools to recruit/provide lectures.

Please describe methods to assess the effectiveness of your recruiting and marketing efforts.

# **Communication with Students through Entire Life Cycle**

Describe your communication with prospective, applicant, current, and alumni students (i.e., follow-up on application status, current student contact, job status, etc.). Who is involved with communication with

students? How often do you communicate? How do you manage your prospective, applicant, current, and alumni students?

Describe how you track student communication for individuals who are in your inquiry and prospect pool and go on to apply, get admitted, and enroll. For instance, do you keep a spreadsheet listing all the prospective, applicant, current, and alumni students you have contact within a year? What information do you record?

Describe ways to engage current students in the recruiting process.

## Website

Provide the name and contact information for who is responsible for editing and maintaining your website.

Describe your call to action (s) on your website? (i.e., request information form, attend informational webinar, campus visit).

Describe ways you hope to enhance the search engine optimization (SEO) of your website.

Describe the terms prospective students use to search for your program.

Please provide any marketing URL's for your program.

Please provide the website link that has the following information (i.e., program director name and contact information, pre-requisite course work/degrees, program admissions requirements including GPA and GRE requirements, etc.)

Please provide the URL that list the courses required for your program and sample schedule/degree plan?

## Orientation

Describe your new student orientation process and events.

# **Budget**

For each year, share your itemized budget for all marketing, recruiting, and promotional efforts.

Please include all additional funding sources and low-cost/no cost marketing efforts.

## Other information:

Please include the Program Name and Advisor/Contact Person.