

**THE UNIVERSITY OF
ALABAMA
GRADUATE SCHOOL**

**RECRUITMENT
PLAN**

2004-2005

BRIDGES TO THE UNIVERSITY OF ALABAMA
<http://graduate.ua.edu>

Updated November 11, 2004

**THE UNIVERSITY OF
ALABAMA
GRADUATE SCHOOL**

Recruitment Plan

2004-2005

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THE UNIVERSITY OF ALABAMA GRADUATE SCHOOL

Recruitment Plan

2004-2005

Each year, Graduate School staff members develop a comprehensive recruitment and marketing plan for graduate recruitment activities. The purpose of this plan is to provide a guide for the Graduate School's recruitment activities, to provide assurance that staff and fiscal resources are being used in an effective and efficient manner, and to integrate Graduate School activities with The University of Alabama's recruitment and enrollment goals.

During 2004-2005, the Graduate School will significantly enhance its recruitment efforts in order to aggressively recruit new U.S. and international graduate students, expand participation in recruitment fairs, follow-up with prospective and initial applicants, utilize internet resources, collaborate with other units on campus, and involve current graduate students in recruitment, as described below.

Throughout the year, Graduate School staff record outcome data for each activity and use the data to monitor, evaluate, and revise recruitment efforts. During the summer of each year, a *Recruitment Activities Report* is prepared to summarize the outcomes of the previous year's recruitment.

OFF-CAMPUS EVENTS AND RECRUITMENT TRAVEL

Graduate and Professional Day Programs

During 2004-2005, Graduate School recruiters will participate in recruitment fairs at the following locations:

<u>PROGRAM</u>	<u>LOCATION</u>	<u>DATE</u>
• Tennessee State University	Nashville, TN	September 21, 2004
• Fisk University	Nashville, TN	September 22, 2004
• Vanderbilt University	Nashville, TN	September 22, 2004
• University of Memphis	Memphis, TN	September 23, 2004

• Rhodes College	Memphis, TN	September 23, 2004
• University of Mississippi	Oxford, MS	September 23, 2004
• University of Georgia	Athens, GA	September 28, 2004
• Texas Women's University	Denton TX	October 4, 2004
• Southern Methodist University	Dallas, TX	October 4, 2004
• Huntsville Area Alabama A & M University Athens State University Oakwood College UAB University of North Alabama	Oakwood Campus, Huntsville, AL	October 4, 2004
• University of North Texas	Denton, TX	October 5, 2004
• Birmingham Area Birmingham-Southern College Miles College Samford University UAB University of Montevallo	Samford Campus, Birmingham, AL	October 5, 2004
• Tuscaloosa Area Stillman College University of Alabama	Stillman Campus, Tuscaloosa, AL	October 5, 2004
• Auburn University	Auburn, AL	October 6, 2004
• Montgomery Area Alabama State University Auburn University- Montgomery Faulkner University Huntingdon College Troy State Univ.- Troy Troy State Univ.-Dothan Troy State Univ.- Montgomery	Huntingdon College Campus, Montgomery, AL	October 6, 2004
• Mobile Area Univ. of South Alabama Springhill College Mobile College	Univ. of South Alabama, Mobile, AL	October 7, 2004
• Alabama Minority Graduate Education Program Attended by undergraduates from 10-12 Alabama colleges	UAB, Birmingham, AL	October 11, 2004
• University of Texas Arlington	Arlington Texas	October 11, 2004
• Atlanta University Center Clark Atlanta University Spellman University Morris Brown College Morehouse College	Atlanta, GA	October 12, 2004
• Emory University	Atlanta, GA	October 13, 2004

• Florida A&M University	Tallahassee, FL	October 18, 2004
• Florida State University	Tallahassee, FL	October 19, 2004
• University of Central Florida	Orlando, FL	October 20, 2004
• University of Florida	Gainesville, FL	October 21, 2004
• University of Texas Dallas	Dallas, TX	October 21, 2004
• Florida Southern College	Lakeland, FL	October 27, 2004
• Tuskegee University (USEC Conference)	Tuskegee, AL	November 20, 2004
• Mississippi State University	Starkville, MS	January 14, 2005
• Louisiana State University	Baton Rouge, LA	February 16, 2005
• National Black Graduate Student Association	Washington D.C.	March 16, 2005
• Mississippi University For Women	Columbus, MS	March 23, 2005
• Alabama Jobs Career Fair and Graduate Fair	Montgomery, AL	April 13, 2005

To support university wide efforts to recruit new students from Georgia, Florida, and Texas, the Graduate School regularly attends recruitment fairs in Georgia and Florida and will **expand recruitment to Texas and additional Georgia and Florida institutions in 2004-2005.**

The UA Undergraduate Office of Recruitment has hired new part-time recruiters in Dallas, Houston, Atlanta, and the I-4 corridor in Florida. The Graduate School will explore ways to collaborate with the UA Undergraduate Office of Recruitment and its new part-time recruiters.

The Graduate School plans to conduct recruitment visits to the following Texas, Georgia and Florida institutions in 2004-2005:

Dallas area:	Texas Women's University	October 4, 2004
	Southern Methodist University	October 4, 2004
	University of North Texas	October 5, 2004
	University of Texas Arlington	October 11, 2004
	University of Texas Dallas	October 21, 2004
Houston area:	Universities in Houston	TBA
Georgia & Atlanta area:	University of Georgia	September 28, 2004
	Clark Atlanta University	October 12, 2004
	Spelman College	October 12, 2004
	Morris Brown College	October 12, 2004

	Morehouse College	October 12, 2004
	Emory University	October 13, 2004
Florida:	Florida A&M University	October 18, 2004
	Florida State University	October 19, 2004
	University of Central Florida	October 20, 2004
	University of Florida	October 21, 2004
	Florida Southern College	October 27, 2004

McNair Programs

The UA Graduate School conducts seminars for individual McNair programs on their campuses, hosts visits to our campus, exhibits at showcases, attends McNair Research Conferences, and recruits at the National Compact for Faculty Diversity Conference, which is attended by McNair Scholars. Seminars and recruitment will be conducted at the following McNair Programs during 2004-2005

State	Program	Date
Georgia	Georgia State Univ.	June, 2005
	Morehouse College	June, 2005
Alabama	Talladega College	June, 2005
	UAB	June, 2005
	Univ. of Alabama	June, 2005
Mississippi	Univ. of Southern Miss.	June, 2005
	Jackson State Univ.	June, 2005
Tennessee	Univ. of Tennessee McNair Research Conference	July, 2005
National Compact- Faculty Diversity Conference	Atlanta, Georgia	Oct. 21-24, 2004

ON-CAMPUS EVENTS

- Graduate School recruiters will participate in the annual **Graduate and Professional School Day** (October 5, 2004). Both UA and Stillman College students will attend this event featuring exhibits from graduate schools across the country.
- The Graduate School will conduct its annual **UA Graduate School Preview Day** on Thursday, September 23, 2004. The purpose of Preview Day is to provide information to undergraduate students and to other prospective graduate students, including non-traditional graduate students, who are interested in pursuing a graduate degree at The University of Alabama. We anticipate that over 400 prospective graduate students will attend this event again this year. Students from UA, Stillman, and other colleges and universities throughout the region are invited to attend. Students will be provided with the opportunity to attend a general session on "Applying to Graduate School" as well as group sessions with representatives from the various UA colleges and divisions. Sessions will include the three divisions of the College of Arts and Sciences, the Colleges of Commerce and Business Administration, Communication and Information Sciences, Education, Engineering, Human and Environmental Sciences, Nursing, and Social Work. Also, the Kaplan Education Center, Inc. (now offering graduate admissions test preparation classes

through The University of Alabama Center for Teaching and Learning) will be on hand to provide students with the opportunity to take a free practice test for the GRE, GMAT or LSAT.

- Each year, the Graduate School conducts a **Minority Student Seminar and Reception**. This event will be held in March of 2005. We plan to invite over 300 junior and senior minority students from UA and Stillman College to attend. During this event, Graduate School admissions staff, along with other prominent UA and Stillman College faculty and administrators, will be available to meet with attendees and discuss the benefits of pursuing a graduate education.
- The Graduate School will continue to conduct the monthly **Applying to Graduate School Seminars** on the 1st Wednesday of every two months. The main focus of these seminars is the process associated with applying to graduate school as well as the benefits associated with getting a graduate degree. Information about when and how to apply, transcripts, test scores, recommendation letters, and other components involved in the application process will be provided.
- The Graduate School will increase its **campus-wide advertising** of on-campus recruitment events. We will continue the Preview Day advertisements that have been used in previous years, including advertisements in the *Crimson White*, *Tuscaloosa News*, and Alabama Public Radio; mailing of flyers to faculty; and e-communications with undergraduate and graduate students. We will implement expanded advertisement activities for the Applying to Graduate School seminars. Every semester, we will send a request to faculty members and GTAs to nominate potential graduate students.
- The Graduate School Admissions staff will continue to participate in every possible opportunity for on-campus recruitment and will participate in **various campus organizations events** about graduate admissions procedures and the benefits of investing in graduate education. Speaking engagements for this up coming recruitment year will include the following:
 - UA English Language Institute
 - National Science Foundation Research Experiences for Undergraduates
 - McNair Scholars Program
 - Continuing Education
 - Adult Student Program
 - Honors College and the various programs in Honors College
 - Department and college open houses for prospective students
 - Housing groups
 - Various academic classes
 - Honor societies
 - Other UA groups and organizations

INTERNATIONAL RECRUITMENT ACTIVITIES

The Graduate School's International Admissions Office will engage in a number of activities during 2004-2005 to increase the number of international applications, assist departments with international recruitment, and increase the ease for international applicants to apply for graduate study and to complete financial and visa documents. The Graduate School will continue its **extensive collaboration with Capstone International** to assist applicants, address visa and immigration issues, and recruit new graduate students. The Graduate School has proposed a possible new university wide position of **international recruitment**

coordinator and, if the position is approved, will assist the coordinator with international travel and other activities.

Activities planned by the Graduate School during 2004-2005 will include the following:

Programmatic Changes

- The Graduate School is developing a new **“Bridge Program”** to allow international students with 3 year degrees to acquire a year of undergraduate study at UA and then immediately continue with a UA graduate degree program.
- The Graduate School will enhance its **Provisional Language Admission Program** to recruit additional students with limited English skills and promote their participation in ELI and graduate degree programs.
- The Graduate School will assist departments with developing **new University Scholars Programs** to foster partnerships between international undergraduate institutions and UA graduate degree programs.
- Capstone International will assist faculty members traveling to international conferences, etc. and will promote their activities in recruiting for UA, and the Graduate School will provide consultation and materials for these faculty to recruit prospective graduate students.

Web Enhancement

- All mail and interpersonal contact with prospective international graduate students will guide them to our **websites that will serve as their “Bridges to The University of Alabama.”**
- During summer 2004, the Graduate School added a link to our homepage for international applicants titled **“Information for International Applicants.”** The new link includes sections showing a map of our location, climate, community, testimonials and photos of international graduate students, international student associations at UA, etc.
- The Graduate School will develop an **electronic “viewbook” for international applicants**, available on our website and mini-CD. The viewbook will be available in regular (many photos) and text-only formats. The viewbook will be similar to our current electronic viewbook, but will have information specifically focused on the needs of international applicants.
- The Graduate School will develop a **text only version of our website**, for ease in use by international applicants who have limited internet capabilities in their countries.
- In addition to providing all application materials on our website, we will provide all **application forms as email attachments** to applicants who request this service.

Involving Our Own Graduate Students

- The Graduate School will select **UA International Graduate Ambassadors** who will serve as contacts for international applicants and provide information about the campus, expenses, living in the U.S., etc.
- Each semester, the Graduate School will hold **focus groups** with current international graduate students to collect data about needs of international applicants and effective recruitment strategies. The first one was held July 21, 2004. Additional focus groups will

be held in conjunction with the ITAP program and for international graduate student associations.

- The Graduate School will explore collaboration with Capstone International Services and possibly assist with its **peer mentoring program** for incoming international students.
- The Graduate School will maintain an active presence on the **UA International Council** (Edwina Crawford, Libby Williams, Jane Stanfield, Bill Wallace, and Katie Gilbert).
- The Graduate School will participate with Edwina Crawford of Undergraduate Admissions, in **receptions for international graduates** on the day preceding December and May commencements. The UA Alumni Association will speak with the international graduates about recruitment of prospective UA students who live in their own countries.

Other Activities

- The Graduate School will conduct a **major mailing of catalogs and brochures** to embassies, consulates, U.S. service offices, and some foreign university libraries.
- The Graduate School will continue to encourage earlier applications, **earlier admissions decisions**, and, thus, earlier opportunities for international applicants to seek visa interviews at the consulates in their countries.

MINORITY RECRUITMENT

During 2004-2005, the Graduate School Minority Graduate Student Assistance Office will engage in extensive recruitment and support activities that contribute to high levels of recruitment, enrollment, and graduation of African-American graduate students.

- Many recruitment efforts for minority students will be directed to **current UA and off-campus undergraduate students**. We will recruit on-campus students with an annual reception, on-campus mailings and publications, and continuous contact through graduate coordinators in each department of the University.
- For off-campus students, the Graduate School will actively recruit through **campus visits to HBCUs** in the state and region, attendance at important events such as National Science Foundation Diversity Continuum Programs and the National Compact for Faculty Diversity Conference.
- The Graduate School will continue its direct mail and email activities with **national lists of minority scholars**, such as the McNair Scholars and the National Physical Science Consortium. E-communications and print mail activities with the national McNair Scholars will include invitations for campus visits and notification about **UA's waiver of the \$25 graduate application fee for McNair Scholars**.
- The Graduate School will participate in **numerous undergraduate programs at UA and other campuses** that are designed to prepare minority and first-generation students for their application to and study in graduate school.
- We will continue to **visit McNair programs on other campuses** to provide recruitment seminars, and we also will attend the McNair research conferences to recruit prospective students. We will host visits from McNair programs to the UA campus.
- The Graduate School will continue to **conduct seminars for the UA McNair program** and provide a \$25 application fee waiver for any McNair scholar in the U.S. who applies to a UA graduate degree program.
- The Graduate School will continue to provide a **tuition scholarship for any McNair scholar from UA** who enrolls in a UA graduate degree program and does not receive a tuition scholarship through an assistantship or fellowship.

- The Graduate School will provide **extensive and individualized assistance** in identifying graduate assistantships and other financial support for minority students.
- Our Financial Assistance Handbook and web site will continue to identify **external fellowship and scholarship programs available to minority students**. The UA fellowship programs, listed in a subsequent section, will continue to be used to provide funding for a number of minority students.

PRINT MATERIALS, DIRECT MAIL, E-COMMUNICATION, AND OFFICE RECRUITMENT ACTIVITIES

- The Graduate School has requested funds to purchase the **GRE Search Service**, obtain current and targeted mailing lists of prospective graduate students, use the mailing list for distribution of print and electronic materials. Direct mail activities and e-communications will be increased as a result of using these mailing lists.
- The Graduate School will utilize the mailing lists to **target and follow-up with prospective applicants at institutions in Texas, Georgia, and Florida** that will be part of our expanded recruitment and attendance at recruitment fairs.
- The Graduate School will continue to **update a variety of print materials** and use them in direct mail and off-campus and on-campus recruitment activities. In addition, the print materials will be provided to graduate departments for their targeted recruitment activities at professional conferences, etc. Many of our recruitment publications highlight our “Explore Your Future” theme. Recruitment publications produced by the Graduate School include the following: Graduate Catalog, Graduate School Brochure, Graduate Student Financial Assistance Handbook, the Graduate School Bookmark, and the *Graduate School Viewbook*. All print materials will continue to be duplicated on the Graduate School’s website. The Graduate School brochure will receive a major update and mass printing in 2004-2005
- The Graduate School will develop a document of “**Frequently Asked Questions**” (**FAQs**) about application and admission to UA graduate programs. The FAQ document will be available in print form and used at our recruitment events; shared with Undergraduate Admissions, alumni, and departments, for their use in recruitment; and placed on our website and electronic viewbook.
- The Graduate School staff members will continue to assist departments in design and development of effective **print materials for department recruitment**.
- The Graduate School will continue to maintain its **prospect database**, as well as a number of national databases, for targeted recruitment. The databases will be used for direct mail activities from the Graduate School and are shared with departments for targeted recruitment.
- The Graduate School’s primary prospect database consists of prospects that were identified at recruitment fairs, contacted the Graduate School by phone or email, sent GRE scores to UA, or contacted departments. **Follow-up activities with prospects** will include the following:
 1. Names, phone numbers and addresses are entered into the Graduate School Prospect Database immediately after the contact.
 2. The graduate admissions office sends (by email and ground mail) the various Graduate School materials requested by each prospect.
 3. An electronic memo/file listing the students interested in each particular area/discipline is sent to each department chairperson, with a request that more specific departmental information be sent to each student.

- The Graduate School plans to utilize **Banner for recruitment** purposes. Banner, coupled with the data warehouse, will allow for better follow-up, analysis of yields, etc. for prospects.
- We will also continue to conduct a number of **direct mail and email activities** with selected groups of UA undergraduate students and prospects on national databases including UA presidential scholars, outstanding UA juniors and seniors, National Merit Scholars and finalists, students in honors programs, and McNair scholars. UA Presidential Scholars and other groups of outstanding juniors/seniors will be encouraged to consider attending graduate school at The University of Alabama and will be invited to our various on-campus recruitment events.
- In 2004-2005, the Graduate School will implement **new procedures for aggressive follow-up of prospects and those that begin the application process**. We will employ a graduate assistant to begin work in spring 2005 and use email and phone calls to notify students about missing components of their applications and status of their applications.
- The **daily in-office admissions and recruitment activities** for domestic and international admissions by the Graduate School staff will include phone calls, voice mail messages, sessions with individual students in office, processing applications, mailing applications, mailing catalogs, phone calls from faculty and other units, and responding to e-mail inquiries from faculty and students.

“BRIDGES TO THE UNIVERSITY OF ALABAMA” INTERNET AND OTHER ELECTRONIC ACTIVITIES

Enhancements will continue for the Graduate School virtual site (<http://graduate.ua.edu>) and for other electronic resources. Significant improvements over the next year will provide “bridges to The University of Alabama” and increase our visibility on the web. Important improvements on our virtual site and electronic activities for 2004-2005 include the following:

- The Graduate School has purchase **enhanced services from Petersons**, which will provide an enhanced page in their print version and enhanced descriptions, direct links, direct emails, and evaluations on their website.
- A recruitment tool produced in 2003-2004 is the **Graduate School Viewbook**, a self-contained source of information for prospective applicants. The viewbook is available on a small CD, which is reproduced in large quantities for distribution at professional conferences and recruitment fairs. The CD is provided to departments. Departments are encouraged to use the CD in their recruitment activities. The viewbook is also found on the Graduate School’s website. The viewbook will be updated in fall 2004.
- Two graduate assistants serve as the **information technology resources** for the Graduate School and assist with our website development, online applications, and other activities. The graduate assistants will continue to serve as a resource for graduate departments and provide consultation and assistance to departments in their website design, prospect data bases, etc.
- The overall **design of the Graduate School’s virtual site** has been enhanced, and new features have been added, including a site map, search capabilities, and a “Graduate Community News” page. During summer and fall 2004, a major redesign of the home page is planned.
- Graduate School staff will continue to identify **methods for linking our website to department websites and providing bridges between prospective applicants and faculty**. Currently, the Graduate School website lists all graduate degree programs and

provides links to emails and websites in those programs. During summer 2004, we added a section, "Meet Some of Our Faculty," to our website and electronic viewbook. We are planning a new section on "hot research topics" at UA, which will link a prospective applicant to the web site or email of a specific faculty member or research center.

- Most Graduate School **publications and announcements are included on the website**, including the Graduate Catalog, Graduate School Brochure, Graduate Program Procedures and Policy Guide, Thesis and Dissertation Guide, Graduate Assistant Guide, Semester Deadlines for Graduate School, Financial Aid Handbook, and the Graduate School Annual Report.
- Our **on-line application** accounts for almost 75% of our graduate applications. Continuous improvements have resulted in an increase in the number of applications and more efficient processing of those applications. Currently, on-line application data are automatically uploaded into our Student Information System (SIS). In 2004-2005, the graduate application will move to the **new Banner system**, which will provide more effective recruitment and processing of applications.
- We will continue to expand our use of numerous **online methods to assist applicants with the admissions and registration processes and to provide information to departments** that will assist in recruiting highly-qualified students. Departments will continue to receive automatic e-mails when applicants apply on-line and are encouraged to make immediate and personalized contact with the applicants. Applicants will continue to receive periodic acknowledgement and reminder e-mails following submission of their on-line applications.
- During summer 2004, the Graduate School developed a process by which graduate **statements of purpose will be sent on email to departments**, in order to enhance their recruitment of applicants. The procedures will be implemented in fall 2004.
- The Graduate School will implement procedures by which submission of online **statements of purpose can be individualized by department** and applicants will receive instructions about specific department requirements for written statements (e.g., essay and writing samples, portfolios, etc.).
- Several new activities will be implemented in the next few months and will increase the effectiveness and efficiency of our application and admissions process. The Graduate School purchased equipment and software to provide imaging of transcripts that accompany graduate applications. We recently began development of a **workflow process for online review of graduate applications by department faculty**. We are beginning work with Banner and other university staff for the switch to this new platform for workflow.
- The Graduate School has developed a number of electronic resources for use in its own recruitment activities and for departmental recruitment. Several **PowerPoint presentations** were developed and will be updated in 2004-2005, for use at our own seminars, and for sharing with departments. An **electronic slide show on CD-Rom** was developed and contains photos of UA research activities and other activities relevant to graduate education. The research slides will be shown at our recruitment tables during recruitment events. Graduate departments will be provided with copies and can modify our slide shows for use in their individual departmental recruitment activities.
- The Graduate School will explore **development of new web resources**. We are planning improvements in our online request for information form, so that these requests can be uploaded into our prospect data base and also routed to departments. We are planning a Graduate Ambassadors program which will allow prospective applicants to contact current graduate students in their fields of study. We will develop an FAQ for prospective graduate applicants and post this on our web site.

COLLABORATION AMONG GRADUATE, UNDERGRADUATE, AND COLLEGE ACTIVITIES

The Graduate School will continue to coordinate recruitment efforts between other recruitment units such as the Law School, the MBA Program, the College of Continuing Studies, the School of Social Work and other units, as opportunities occur.

- Each year, the Graduate School and the other **UA recruitment units have coordinated and combined their resources** to maximize recruitment efforts, efficiency, and resources. This will continue to be accomplished by comparing travel schedules (recruitment programs, etc.) and making sure that there is no unnecessary duplication in recruitment travel.
- The Graduate School will continue to **represent the programs** mentioned above in all of our recruitment efforts. We also provide these units with the resources necessary to cover the recruitment programs (graduate school fairs, etc.) that we are unable to attend. The Graduate School will also continue to assist these units with their on-campus recruitment programs and events.
- As noted in the section on international recruitment, the Graduate School will **enhance collaboration with Capstone International** in developing comprehensive plans for graduate recruitment.
- The Graduate School will **enhance collaboration with UA Undergraduate Admissions** in a number of ways, including their new activities in Georgia, Florida, and Texas. During an August 5, 2004 meeting with Mary Spiegel, Rick Funk, Jason Sanders of Undergraduate Admissions and Pat Harrison and Carl Williams of the Graduate School, and a subsequent meeting between Jacqueline Morgan and Pat Harrison, a number of initial ideas were generated:
 - i. The Graduate School will meet with UA undergraduate recruiters, hold an orientation about graduate admissions, and provide materials (CD viewbook, brochure, book marks, and catalog) for each recruiter.
 - ii. The Graduate School will develop a document of “talking points/FAQs” that undergraduate recruiters can use.
 - iii. The Graduate School will develop plans with Jacqueline Morgan in the Undergraduate Admissions office in several activities related to recruitment by alumni.
 - iv. The Graduate School will participate in relevant events with Undergraduate Admissions, such as the conference of the Alabama Counseling Association.
- In previous years, the Graduate School has worked with the **UA Honors College** to identify and conduct seminars for honor’s students who are prospective UA graduate students. In the coming year, the Graduate School will meet with representatives of the Honors College and plan additional activities for recruitment of honor’s students into UA graduate degree programs.
- As in previous years, the Graduate School has developed a **plan with the Law School recruiters to collaborate on recruitment activities**. Carl Williams, Director of Graduate Admissions, and Claude Beers, Assistant Dean of the Law School, met in July 2004 to develop the plan. The Graduate School will cover the Law School at the following recruitment fairs: Tennessee State University, University of Memphis, University of North Florida, Louisiana State University, Mississippi University of Women, Alabama Jobs Career Fair and Graduate School Day, and National Black Graduate Student Association Conference. The Law School will cover the Graduate School at University of the South,

University of Georgia, University of Virginia, William & Mary, Duke University, and Wake Forest University. The Graduate School and Law School will gather names and contact information of prospects and share them with each other.

- The Graduate School will continue its plan with Dr. Jimmy Williams, **Associate Dean of Diversity Affairs for the College of Arts and Sciences**, to provide enhanced recruitment activities.
- The Graduate School will meet with the UA Alumni Association to discuss methods for **utilizing alumni groups in graduate recruitment**.

INTEGRATION BETWEEN DEPARTMENTAL AND GRADUATE SCHOOL RECRUITMENT ACTIVITIES

Attendance by Graduate School staff at off-campus and on-campus recruitment events, as described in previous sections, represent important activities in our recruitment plan. However, because research supports the effectiveness of *departmental* activities and *personalized contacts from faculty members* in reaching prospective graduate students, an equally important component of our recruitment activities will continue to include our numerous collaborative recruitment efforts with departments across campus. The Graduate School will support departmental recruitment activities in the following ways.

- The Graduate School will conduct **recruitment seminars for department chairs, faculty, and staff** about Graduate School activities. The seminars will focus on collaborative activities between departments and the Graduate School and will include topics such as recruitment, admissions, enrollment, and retention of graduate students.
- The Graduate School will sponsor several **department focus groups** each year. The Graduate School will conduct focus groups on domestic and international graduate student recruitment for selected faculty members, department chairs and graduate program directors. The purpose of these events is to generate new and innovative ideas relating to the recruitment of graduate students. The major goal is an open discussion of what recruitment techniques work best for each individual department, what the Graduate School can do to help departments in the recruitment process, and recommendations for new Graduate School recruitment activities.
- The Graduate School will promote departments' development of **new University Scholars Programs**, which will allow departments to recruit their own highly qualified juniors and seniors and integrate a graduate program with the senior year of study.
- In addition, the Graduate School will assist departments with developing **partnerships with feeder undergraduate schools**, including joint University Scholars Programs that will allow seniors at partner institutions to begin UA graduate study during their senior year.
- The Graduate School will continue to promote and assist with **recruitment grants for graduate departments**, including external grants and the "Provost's Recruitment Grants for Graduate Departments" (should those become available). The Graduate School will continue to assist the departments with implementation of their recruitment proposals, including departmental activities related to recruitment at professional conferences, website development, etc.
- The Graduate School will continue to **provide departments with recruiting and promotional tools** (CDs, printed materials), powerpoints, consultation, use of our display board and photos, etc.

- The Graduate School will explore the following new activity with departments and colleges: **Divisional “Graduate Program Open Houses,”** in which large numbers of prospective applicants are invited to visit the college to meet with faculty and explore graduate study.

USING GRADUATE STUDENTS IN RECRUITMENT

For many years, the Graduate School has utilized current graduate students in recruitment activities, which provides a personal, individualized touch for prospective graduate students. During 2004-2005, a number of new activities will be implemented.

- **Graduate student focus groups** will be held every term, including focus groups with random samples of current students, GTAs, international students, and minority students. Initial focus groups were held July 21 and 22, 2004 and will be continued. The focus groups will explore a number of important possibilities for better recruitment and retention practices by graduate departments and the Graduate School.
- The graduate school will employ **two new recruitment graduate assistants** for personalized follow-up of prospects and applicants, in-office recruitment activities, recruitment fairs, and other activities.
- As in the past, a number of graduate students will be asked to attend and **present at off-campus and on-campus recruitment events.**
- In fall 2004, the Graduate School will implement a **Graduate Ambassadors Program**, in which a carefully selected group of graduate student representatives from each college will be available to respond to email questions from prospective graduate students.
- In fall 2004, the Graduate School will publish online and print versions of a **Graduate School Newsletter** each month. The newsletter will include helpful information for applicants and matriculated students.

FINANCIAL SUPPORT ACTIVITIES

The Graduate School will continue to provide comprehensive financial information and assistance for prospective graduate students. The numerous graduate fellowship and financial assistance programs allow departments to successfully recruit their most highly qualified prospects. The programs are described in detail in our print and online graduate recruitment materials.

- Every term, the Graduate School will update the **“Graduate School Financial Assistance Handbook”** which is available on our website and in print format.
- Every term, the Graduate School will update the **“Financial Assistance Links”** on our website to direct students to external sources of funding.
- The Graduate School will continue its **collaborative activities with the UA Office of Financial Aid** to provide assistance to prospective graduate students.
- The Graduate School will continue its collaboration with colleges and other units to assist graduate students to identify and apply for **graduate assistantships**. Each department within each college receives funding each year to provide assistantships plus tuition awards.
- For 2004-2005 the Graduate School will identify and recruit highly qualified graduate students to receive the **Graduate Council Fellowships**. Our goal this year is to identify a

competitive pool of applicants to compete for the 60-70 available Graduate Council Fellowships. These fellowships carry stipends of \$14,000.

- The Graduate School will identify and award **the National Alumni Association Collegiate License Tag Fellowships** to highly qualified students. Proceeds from the sale of University logo license tags are endowed for the provision of fellowships to Alabama natives. Income generated from the endowed funds is used to award money to cover a stipend for the academic year together with full tuition costs for two semesters.
- The Graduate School will support the **National Alumni Graduate Scholarship Program**. These scholarships are awarded to one graduate student in each college or school offering a post-baccalaureate degree.
- The Graduate School will administer the **Alabama Heritage Graduate Scholarship Program**, which provides a one-year graduate tuition scholarship for Alabama residents who are children or grandchildren of UA graduates.
- We will continue to have outstanding **financial assistance programs for recruitment and retention of minority students**. Since 1988, when the earliest of these programs commenced, the University has funded students for well over \$3 million in stipends and tuition awards. Our fellowship programs are aimed specifically at increasing the enrollment and retention of minority graduate students and to provide them with preparation for careers in academic settings. The fellowship programs include the following:
 - The **Southern Regional Education Board's (SREB) and Alabama Commission on Higher Education (ACHE) Minority Doctoral Scholars Program** encourages ethnic minority students to pursue doctoral degrees and become college-level professors. The annual stipend for an SREB fellow is \$15,000.
 - The **Future Faculty Fellows Program** is sponsored by the University of Alabama for African-American students seeking the Ph.D. with the intentions of becoming a college or university professor. Future Faculty Fellows receive a stipend of \$12,000 plus a tuition scholarship.
 - The **Joint Faculty Development Program** supports practicing college instructors who do not have terminal degrees in their particular field of instruction. Institutions partnering with UA in this program include Alabama State University, Alabama A&M University, and Oakwood College. Under this program, faculty members receive a stipend of \$14,000 plus a tuition scholarship.
 - The **UA-Stillman Faculty/Staff Development Program** is for faculty and staff of Stillman College. Faculty and staff under this program receive full tuition scholarships.