Best Practices for Recruiting Underrepresented Students

- **Set Goals/Establish Criteria for Success**
  - Measure current numbers of underrepresented students in graduate programs by departments
  - Familiarize demographics about these students: institutions, geographic region, how are they doing in the program, progress towards completion
  - Review numbers of degrees within the past five years and know the facts to relay to key stakeholders
  - Review what works and what does not. Create and implement assessment plans with learning outcomes

- **Locate Funding**
  - Collaborate with other departments and industries to secure funding
    - Federal funding (i.e. grants, fellowships)
    - Private funding

- **Build a case about why your institution and/or academic department is desirable for an inclusive graduate education**
  - Key question: What does an underrepresented student see? What is appealing about your institution?
  - Create a list of “selling points” (What’s your brand?)
  - Create a team with an agenda for increasing enrollment of underrepresented graduate students
  - Offer research opportunities and campus visits (i.e. summer research programs, summer campus visits, weekend visits)
  - Offer faculty and/or student mentorship
  - Inclusive curriculum
  - Career placement opportunities
  - Continue to diversify the faculty and staff in departmental units

- **Know where to find prospective students**
  - Coaching model (start early, identify prospective students, track their progress and establish a relationship with them)
  - Contact faculty at the institutions where prospective students study
  - Develop networks at HBCU’s and HSI’s