Graduate Enrollment Management Plan Recruiting Proposal Template

The Graduate Dean invites recruiting proposals from graduate programs for three years of activity. Please use this template in the preparation of all proposals. If you need assistance with proposal development, contact: Jessica Miller jessicamiller@uttyler.edu or Dr. Alecia Wolf awolf@uttyler.edu

Research, Goals, and Objectives

- Describe your enrollment goals/objectives for the next two recruiting years. If relevant, please include information regarding diversifying student populations/reaching strong academically qualified applicants.
- Who are your competitors? 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. See Bureau of Labor Statistics for detailed salary information and Occupational Outlook Handbook for demand/need trends.

Marketing

- Describe the distinctive/unique elements about your program. In other words, why would someone want to get this degree/certificate from UT Tyler 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.

- Marketing/recruiting tools:
  - Recruitment through Professional Organizations (yes or no)
    - Do you share recruiting information with professional organizations?
    - Do you use various channels in communicating with organizations (conferences, websites, publications)?
  - Recruitment and Communication with Social Media (yes or no)
    - Do you use social media tools in recruiting high quality students to your program?
    - Do you use social media or tools targeted to communicate opportunities to your alums?
    - Do you engage Alumni in your current recruiting efforts?
  - Feeder School Visitation (yes or no)
    - Please list the “top five” feeder schools for your program.
    - Do you communicate with feeder schools concerning your program (i.e., Newspapers at feeder institutions, Associations, Advertising in Key Publications, etc?)
    - Do you plan to recruit students from your feeder schools?