Graduate Recruitment Process

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Recruitment is everyone’s job!
Faculty Playbook

- **Phase 1: Start looking** - Identify needs based on expected graduation and new projects (1-3 years look ahead)
- **Phase 2: Know what you are looking for** - Identify characteristics for being a successful graduate student in the corresponding area of research.
- **Phase 3: How to look** – Master the process; Identify suspects and transform them to an applicant; Evaluate and sell your research program
- **Phase 4: Seal the deal** - Get the decision you want and guide the student to campus/success!
- **Phase 5: Return to Phase 1**
Lifecycle of a Graduate Aspirant

- Suspect
- Prospect
- Applicant
- Admit
- Decision
- Enrollment

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What is in your toolkit?

- Digital Presence
- Social Media/Professional organizations/Meetings
- Narrative – What should you be saying?
- Current Students – How should we use them?
Our critical constraint?
Maintain an up-to-date website (applies to every faculty)

“Assistantships available” ads up front

Mine existing Masters/UG students

Establish pipelines with other colleagues/institutions/former students

Respond to “promising” emails (keep them organized)

If using GRE alone – use “GRE search service”? 

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Prospect

- Talk to the suspects that you are interested in
- Streamline the interview process – plan it carefully
- Evaluate the suspect and sell K-State/sell your research group
- Provide contacts of current grad students for referral
- Agree on hard deadlines
- Keep track via email/Collegenet
- Host an evening or weekend telethon for currently enrolled graduate students to call/skype prospective applicants.
Admit & Decision

- Process in a timely manner and communicate the process
- Once decision is made, congratulate in person
- Provide information on life in Manhattan/send videos/mail materials
- Discuss concerns openly
- Your constant communication has earned some trust – agree on informal deadline for student decision
- Post decision – continue conversations on how to prepare for grad work
- Check on completion of their current degree program/Visa process
- Provide contacts and information for housing/ connect with KSU student associations
- Social media to support both the decision and transition process
# Student’s Mind

<table>
<thead>
<tr>
<th>Month</th>
<th>Thoughts</th>
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<tbody>
<tr>
<td>January</td>
<td>What goes on at New Year?</td>
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<tr>
<td>February</td>
<td>How are international students treated?</td>
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<tr>
<td>March</td>
<td>Housing?</td>
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<tr>
<td>April</td>
<td>What are other international students saying?</td>
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<tr>
<td>May</td>
<td>Food</td>
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<tr>
<td>June</td>
<td>What is campus like?</td>
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<tr>
<td>July</td>
<td>Weather</td>
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<td>August</td>
<td>Rank of Major</td>
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<tr>
<td>September</td>
<td>Scholarships</td>
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<tr>
<td>October</td>
<td>How to apply?</td>
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<tr>
<td>November</td>
<td>What makes it unique?</td>
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<tr>
<td>December</td>
<td>Will holidays affect the application process?</td>
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What does not work

- Not doing anything
- Expecting someone else to do something

Next step – Effective graduate student mentoring/advising!
Action Items

Faculty
• Update your recruitment tool kit
• Use the tips to develop your process
• Trust always trumps rankings!

Dept. Administration
• Develop recruitment materials
• Identify partner institutions
• Create a database of contacts in our partner institutions and begin communication
• Possible recruitment visits