

Graduate Recruitment Process

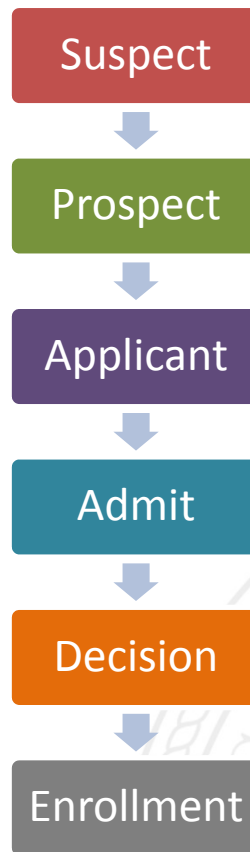
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Recruitment is everyone's job!

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



What is in your toolkit?

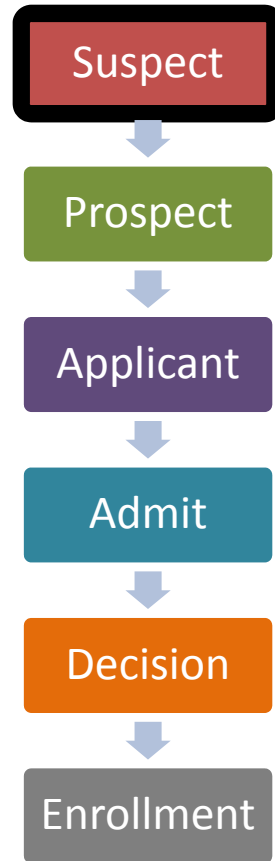
- **Digital Presence**
- **Social Media/Professional organizations/Meetings**
- **Narrative – What should you be saying?**
- **Current Students – How should we use them?**



Our critical constraint?

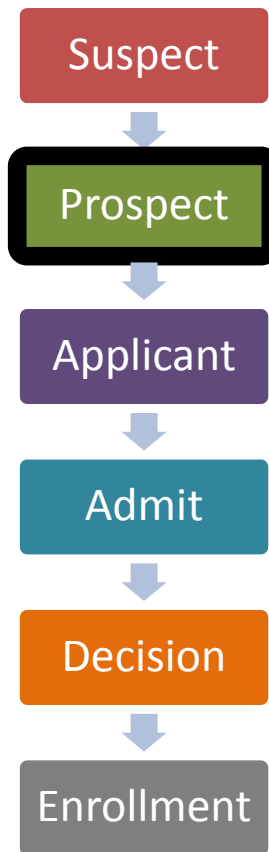


Suspect



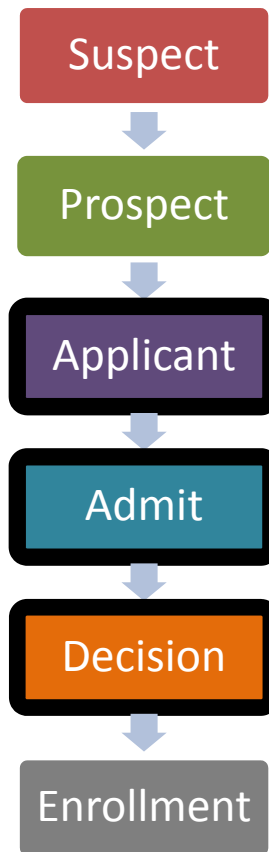
- Maintain an up-to-date website (applies to every faculty)
- “Assistantships available” ads up front
- Mine existing Masters/UG students
- Establish pipelines with other colleagues/institutions/former students
- Respond to “promising” emails (keep them organized)
- If using GRE alone – use “GRE search service”?

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

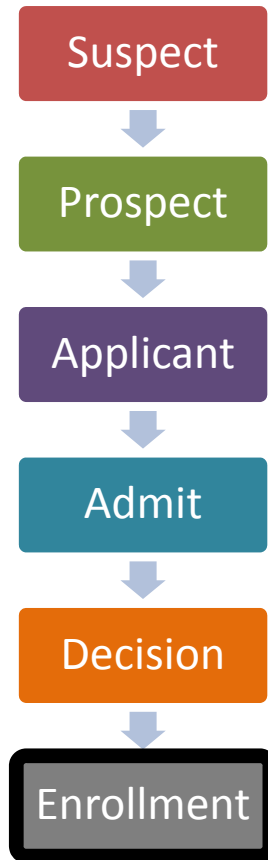


- Process in a timely manner and communicate the process
- Once decision is made, congratulate in person
- Provide information on life in Manhattan/send videos/mail materials
- Discuss concerns openly
- Your constant communication has earned some trust – agree on informal deadline for student decision
- 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

Month	Thoughts
January	What goes on at New Year?
February	How are international students treated?
March	Housing?
April	What are other international students saying?
May	Food
June	What is campus like?
July	Weather
August	Rank of Major
September	Scholarships
October	How to apply?
November	What makes it unique?
December	Will holidays affect the application process?

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