**GRADUATE STUDENT RECRUITING BEST PRACTICES**

**BEFORE AND DURING THE APPLICATION PROCESS**

1. **UPDATE DEPARTMENTAL AND FACULTY WEB PAGES** – Good recruiting practices start with *continuously* updated departmental and individual faculty web pages. Highlight and brag about everything that is going on well in your department. Does your department have a designated web master?

2. **IMPROVE DEPARTMENTAL WEB PAGES** – Talk to the Graduate School staff about how your departmental graduate web page can be improved. Emily Corntassel, in particular, can be an excellent resource (Emily_Corntassel@baylor.edu).

3. **INSERT A LINK IN EMAIL SIGNATURES** – Add a Graduate School Virtual Tour hyperlink to your email signature, and provide links to your specific program’s stop at recruiting events. www.youvisit.com/tour/baylor.

4. **DISTRIBUTE POSTERS AND BROCHURES** – Create graduate posters/graduate brochures and mail them to various universities each year (submit a request through the Graduate School’s website: Graduate School > Faculty and Staff > Graduate Forms > Recruiting Funds).

5. **ADVERTISE** – Purchase ads in various high profile “trade” journals (for example, GSA Today for Geology, AMS for Mathematics, AHA for History).

6. **REACH OUT TO BRIGHT STUDENTS** – Send out emails/application details to high scoring GRE students – more information is available from the Graduate School on how to buy GRE scores.

7. **DEVELOP OUTSIDE CONNECTIONS** – Send letters and/or email messages to colleagues/chairs at other institutions.

8. **RECRUIT INTERNATIONALLY** – Develop strong connections in other countries; speak to Anis Quorzal (Anis_Qourzal@baylor.edu; Associate Director of International Admissions) about international recruiting of graduate students.

9. **VISIT OTHER INSTITUTIONS** – Send your department faculty on recruiting trips to other institutions.


11. **INVOLVE CURRENT GRADUATE STUDENTS** – If some of your graduate students (or faculty) are going to your national meeting or another major meeting/conference, ask them to help your department recruit. Prospects love to hear about Baylor from a current student’s perspective.

12. **ATTEND RECRUITING FAIRS** – Set up graduate recruiting tables/booths at conferences. Plan to attend various Graduate Recruiting Fairs (i.e. Big Ten + Expo held at Purdue each September).

13. **LINK TO GRADUATE PROGRAM VIDEOS** – Be sure to link your graduate program video to your department web page (in several places). If your department does not have a graduate program video, contact the Graduate School.

**WHEN CONTACT IS MADE WITH APPLICANTS**

14. **OFFER PREVIEW WEEKENDS** – Invite candidates to campus for at least two days; have your faculty and graduate students talk to them, take/host recruits for dinner; encourage recruits to attend classes, have a special departmental event for these candidates (e.g. Mathematics has a pizza seminar with them); invite the Graduate Dean over to talk to the recruits.

15. **FOLLOW UP WITH RECRUITS** – Ask faculty to follow up with graduate student recruits – phone calls, email messages (personalized, not a “form” message) – after the recruits return home.

16. **SET UP SOCIAL MEDIA ACCOUNTS** – Keep, and maintain, social media accounts (Facebook, Twitter, Instagram, etc.) for the department – this can be managed by a graduate student or a group of graduate students. “Friend” recruits – this is a good way to keep recruits in touch with the department.