**Graduate Council | Graduate Recruitment Workgroup**

**DRAFT Survey of DOGES for Graduate Council Review**

March 24, 2021

**Survey Introduction**

The Graduate Council has established a workgroup to take up issues related to graduate student recruitment at ISU. The purpose of this survey is to learn more about graduate student recruitment across campus, to receive feedback on current Grad College recruitment initiatives, and to identify recruitment resources needed by graduate programs across campus.

Recruitment refers to all of the following:

1. Attracting a healthy number of graduate applications
2. Attracting high-quality applicants
3. Attracting diverse applicants
4. Enrolling applicants in programs

Please answer these questions in reference to the graduate program(s) that you are directly involved with as DOGE.

**Question 1 (Demographics)**

What college(s) are your graduate program(s) in?

<list of all colleges, multiple drop-down possible, to account for interdepartmental majors>

**Question 2 (Demographics)**

What degree level(s) do your graduate program(s) offer? (select all that apply)

<masters>

<master of fine arts>

<doctoral>

**Question 3  (Demographics)**

What department(s) are your graduate programs associated with?

<open response>

**Question 4 (Demographics)**

Geographically speaking, do your programs typical recruit graduate students\_\_\_\_\_\_\_? (select all that apply)

<regionally>

<nationally>

<internationally>

**Question 5 (Awareness of Graduate College Recruitment Resources)**

The Graduate College undertakes the following practices with respect to graduate student recruitment. Of these, which initiatives are you aware of? (select all that apply)

<recruitment funding from Graduate College programs (e.g., Millers, Jackson Fellowships, etc.)>

<Graduate College staff attendance at graduate recruitment fairs, such as California Forum for

Diversity in Graduate Education, International Virtual fairs>

<CRM (Customer Relationship Management) ‘Journeys’ (program-specific emails in response to

Grad College website inquiries)>

<CyBox folder titled ‘Graduate Recruitment Resources’: CRM contact info downloaded twice

monthly of students who entered information on Grad College online form>

<CyBox folder titled ‘Graduate Recruitment Resources: Prospective Student Lists, contact

information for prospective students from specific graduate fair and national lists (e.g., National name Exchange, National McNair Directory, ETS GRE Search Service)>

<recruitment sessions held each Fall for the recruitment of ISU juniors and seniors>

<pre-application / two-stage application process>

**Question 6 (Use of Graduate College Recruitment Resources)**

Of the recruitment resources provided by the Graduate College, which resources do you regularly use to assist in recruitment for your graduate program(s) (or, which do you believe help your recruitment efforts?

<recruitment funding from Graduate College programs (e.g., Millers, Jackson Fellowships, etc.)>

<Graduate College staff attendance at graduate recruitment fairs, such as California Forum for

Diversity in Graduate Education, International Virtual fairs>

<CRM (Customer Relationship Management) ‘Journeys’ (program-specific emails in response to

Grad College website inquiries)>

<CyBox folder titled ‘Graduate Recruitment Resources’: CRM contact info downloaded twice

monthly of students who entered information on Grad College online form>

<CyBox folder titled ‘Graduate Recruitment Resources: Prospective Student Lists, contact

information for prospective students from specific graduate fair and national lists (e.g., National name Exchange, National McNair Directory, ETS GRE Search Service)>

<recruitment sessions held each Fall for the recruitment of ISU juniors and seniors>

<pre-application / two-stage application process>

**Question 7 (Reasons for Not Using)**

Thinking of the resources from the list above, which reason(s) best describe why you don’t make use of existing resources? (select all that apply)

<wasn’t aware of them>

<not useful for my field>

<my programs are not eligible>

<insufficient personnel / time to make use of them>

<information not provided in a useful / effective format>

< we don’t get enough benefit or return from the effort required to make use of these resources>

<Other (open-ended)>

**Question 8 (What recruiting resources exist in your program and/or college)**

Within your programs, departments, or colleges, what types of recruiting resources are available? (please include as many as you know of).

Examples: a part-time or full-time staff member dedicated to graduate recruitment and/or communication with students; dedicated budget for recruitment efforts; access to graphic designer for promotional materials, recruitment funding, funded travel to graduate student recruitment events, etc.

<open-ended response)

**Question 9 (What resources do you need/would you like to have to)**

What resources do you need (or would you like to have) from the Graduate College and/or university to improve recruitment and increase recruitment efforts? (select all that apply)

Better funding (higher stipends, summer funding)

More and better faculty (better mentors, take an active role in …

Promotion, advertising, outreach to undergrads

More prominent research, good research opportunities

Improved facilities

More intentional recruiting efforts

Be more selective, only accept students from top-tier institutions

More hands-on learning opportunities (internships)

Offer stronger programs

Focus more on retention

Increase job placement / provide more career services

<Other responses>

**Question 10 (Recruitment preferences)**

Does your program view recruitment as a local (i.e., department- or program-led) vs. centralized (i.e., university or grad college) effort?

<recruitment for graduate students is best handled by faculty within the program>

<recruitment for graduate students is best handled by the Graduate College and University>

<recruitment for graduate students should involve both local and centralized efforts>

**Question 11 (Recruitment goals)**

Please rank the following recruitment goals in order of most important to least important for your program(s):

<increase diversity of applicants and of students in the program(s)>

<increase international enrollment in the program(s)>

<increase number of graduate students enrolled in the program(s)>

<increase quality of applicants>

<increase acceptances of offers>

<expand recruitment efforts geographically (e.g., to move from regional recruitment to national/international recruitment>

<other>

**Question 12 (Recruitment Challenges)**

What are the main obstacle that your program faces with respect to graduate student recruitment? (you can comment on challenges with respect to different components of recruitment, such as getting applications, having students accept your offer of admission, etc.)

<open ended response>

**Question 13 (Other)**

Please share any other thoughts or requests related to graduate student recruitment at ISU.

<open ended response>