



## CSUSB Graduate Outreach and Recruitment Guide



### Consider trends.

Do you notice that you receive a large applicant pool from a specific institution or area? See the Graduate Studies [Graduate Enrollment Dashboard](#) (p. 2) for this information. Are certain applicants not committing to your program? Consider these findings when creating your recruitment plan. Look at national trends to see if other institutions are experiencing something similar. Resources like [CGS Graduate Enrollment and Degree report](#) can help you compare.

### Identify your program's strengths.

Identify at least three points of pride for your program to use in outreach and recruitment. These could include rankings, research access, location, job prospects or student engagement. Use these points of pride when creating outreach and recruitment material or when having conversations with prospective students.



## Review your program's website.

As a prospective graduate student, how easy is it to find information on your webpage? How many clicks does it take to get there? Ask people who are not familiar with your page to try to find information. Ask current students for their input. Review your website each semester to ensure information is up to date and hyperlinks still connect.

## Be responsive.

Responsiveness can make or break an applicant's commitment. Try to ensure emails, phone calls and other methods of communication are replied to quickly and thoughtfully. Consider creating a standard initial response email faculty can use when they receive general inquiries. You might find [this template](#) to be helpful.

- **In-Progress Applicants:** Also, communicate with in-progress applicants in WebAdmit. You might find [this template](#) to be helpful.
- **Admissions:** Consider evaluating applications on a rolling basis and making early offers to strong candidates. Note that for graduate students, the institution that processes their admission decision first is often the one they choose. When engaging in rolling admissions, try to complete application review within seven days.
  - Consider Holistic Review, which is considered best practice in graduate admissions. You can find information about Holistic Review on in the [Graduate Coordinator's Toolbox](#). You can also read more about Holistic Review in the Council of Graduate Schools' report, [Holistic Review in Graduate Admissions](#). Additionally, you can contact Caroline Vickers ([cvickers@csusb.edu](mailto:cvickers@csusb.edu)) for workshops and individual consultation on holistic review practices.
  - Communicate relevant information to the Graduate Studies regarding your application review process so that we can communicate with the applicants accordingly.
  - Consider sending personalized messages to welcome admitted students to your program.



- Refer admitted students to Graduate Admissions (gradadmissions@csusb.edu) for any questions regarding processes to send final transcripts.
- Graduate Studies can also serve as a liaison to other departments for questions about graduate student resources. Contact April Lane (alane@csusb.edu).
- Connect new admits to current graduate students in your program.
- You could do this through email, Facebook groups, welcome videos with contact information, etc.

## Identify college or program recruitment representatives.

Identify current graduate students who can share and articulate the graduate student experience for your unit with prospective students through email, during campus visits or at recruitment events. Be mindful of the time commitment you are asking from the student.

Also, identify faculty and staff who are skilled and successful at recruiting. Provide opportunities for them to pursue recruitment and outreach. While there may be primary recruitment representatives for your unit, remember that EVERYONE can play a role in recruitment.

## Get your name out there.

External conferences are opportunities to promote your program through print ads, hosting an expo table or having CSUSB attendees share information while networking. Undergraduate poster sessions are a great place to interact and share information with qualified students as well. Whoever is representing your unit should be able to speak to your program's highlights and website and have a way to collect or share contact information. Send a follow-up email to collected contacts to keep dialog moving.

CSUSB undergraduates are a local recruitment source. Participate in different on-campus events (CSUSB Grad Fair, Grad Days, Homecoming, etc.) to spread awareness about your graduate programs. Advertise open lectures to undergrads, offer to speak to student clubs or organize a graduate programs info session. Social media and email communications are other ways to get your name out there.



## Continue outreach and recruitment post-admission.

Having a student apply and be admitted is just the first step. The next task is having the student commit and enroll. Continue communication with admitted/committed students. Faculty or program directors can call admitted students to congratulate them and answer any questions. Invite admitted graduate students to join a Facebook or Slack group where they can meet each other and converse before the term starts.

Host a campus visit for admitted students to connect with your program virtually or in-person. During the visit, allow opportunities for admitted students to interact with unit faculty, staff and students and to learn more about program specifics. Clearly communicate program orientation dates and activities to admitted students.

## How can the Office of Graduate Studies help?

### Recruitment and Outreach Materials

The Office of Graduate Studies works with programs to develop fact sheets. We also have our Graduate Studies brochure and the Graduate Studies Newsletter that you might find useful for outreach and recruitment. Please contact Shelby Reeder ([sreeder@csusb.edu](mailto:sreeder@csusb.edu)) if you would like a digital copy of these materials or would like to update them.

### Social Media

Please tag #gradstud when you create social media posts about your program so that we can help spread the word.

### Advertising Program Information Sessions

When you have program information sessions or other outreach and recruitment events or interesting workshops or talks, please let us know so that we can communicate them to prospects for your program in our CRM. In the [Graduate Coordinator's Toolbox](#), you can find a link to a [Smartsheet page](#) to submit your information session details and flyers.



Erma Cross ([erminia.cross@csusb.edu](mailto:erminia.cross@csusb.edu)) can help you design your information sessions. You might also find this [information session slide show template](#) to be useful.

## Cal State Apply Workshops

The Office of Graduate Studies offers [monthly Cal State Apply workshops](#) as well as one-on-one Cal State Apply and personal statement support for prospective CSUSB graduate students. Contact April Lane ([alane@csusb.edu](mailto:alane@csusb.edu)) for more information.

## Grad Fairs (CSUSB on the road!)

Erma Cross ([erminia.cross@csusb.edu](mailto:erminia.cross@csusb.edu)) attends Grad Fairs as well as HACU and the California Diversity Forum every fall. Reach out to her if you would like her to take your program brochures with her.

## CSUSB Grad Prep Week and Grad Fair

The Office of Graduate Studies teams up with the Career Center every September to host the CSUSB Grad Prep Week and Grad Fair. Be sure that your program is represented at the Grad Fair each year. Contact Erma Cross ([erminia.cross@csusb.edu](mailto:erminia.cross@csusb.edu)) for more information.

