The State University of West Georgia
Graduate School
Report of Recruitment Activities
2003-2004

The Graduate School completed the following recruitment activities during the 2002-2003 academic year:

Pool Enhancement Strategies:

A) Southern Company Open House - Georgia Power Headquarters - August 8, 2003; June 20, 2004 - Graduate School Office personnel attended the Southern Company’s Open House for its employees.

B) Atlanta University Center, Inc., Atlanta, GA - October 14, 2003 - Graduate School Office personnel attended Graduate & Professional School Information Day at the AUC.

C) University of Georgia - October 16, 2003 - Graduate School Office personnel attended Graduate & Professional School Day at the University of Georgia.

D) Fort Valley State University, Fort Valley, GA - November 2003 - Graduate School Office personnel attended Graduate & Professional School Information & Recruitment Day at Fort Valley State University.

E) Albany State University, Albany, GA - October 2003 - Graduate School Office personnel attended Graduate & Professional Schools Day at Albany State University.

F) LaGrange College, LaGrange, GA - October 1, 2003 - The Dean of the Graduate School attended LaGrange College’s Graduate School Forum.

G) UWG Visitation Days - Graduate office personnel were in attendance at Fall, Winter and Spring Visitation Days this year.

I) Graduate School Recruitment Luncheon - November, 2003 - The Graduate School Office hosted its fifth university-wide graduate student recruitment luncheon. Departments were asked to nominate undergraduate students for the luncheon who might be interested in their graduate programs.

J) Jekyll Island Leadership Development Seminar - March 2004 - The Graduate School took six minority students (juniors) to the Leadership Development and Graduate Recruitment Seminar held at the Plaza hotel in Macon. This was the 9th year that the Graduate School Office has participated in the seminar. The Graduate School Office has
successfully recruited approximately a number of students as a result of this program. Criteria for being selected was a one-page essay and cumulative GPA.

K) UWG Juniors - In January 2004, the Graduate School Recruitment Office wrote to all juniors and seniors with a grade point average of 2.5 and higher informing them about opportunities in graduate education at the State University of West Georgia.

L) Lockheed Aircraft-Marietta - The Graduate Dean attended a recruitment fair at Lockheed on May 20, 2004.

‡ Other Pool Enhancement Strategies:

A) Radio Ads on Georgia Public Radio - To reach more potential students in our service areas, the Graduate School ran radio ad campaigns on Georgia Public Radio in the spring.

B) Radio Ads on Smaller Market Stations - To reach more potential students in our service areas, the Graduate School also ran radio ad campaigns on WBTR 92.1 FM and KISS 102.7 FM (stations based in Carrollton, GA) and Clear Channel radio stations WMGP-FM and Classic Country 1400 AM - WCOH (stations based in Newnan, GA). Combined, these radio stations reached listeners in Troup, Coweta, Douglas, Fayette, Carroll, Heard, Harris, Meriweather, and Fulton Counties. We also were able to reach listeners in Randolph County, AL, Calhoun County, AL, and Cleburne County, AL.

C) Graduate School Billboard, Paulding County, GA - The Graduate School Billboard ad ran until December of 2003 in Paulding County. Since Paulding County is one of the fastest growing counties in the nation, we decided to put up a billboard ad in the area on Highway 278.

D) Graduate School Web Site - The Graduate School continues to keep its web site updated with the most current information.

E) Distribution of Materials to UWG Departments and Organizations and other colleges and universities - The Graduate School continues to provide departments and other organizations on campus with application materials, graduate catalogs, and brochures in an effort to assist us in our recruitment efforts. For example, materials were given to the Office of Public Relations to provide to visitors who come into their office for information. We also continue to provide departments, particularly in the College of Education, with information to distribute to prospective students they are looking to recruit to their programs. The Graduate School also mails copies of the Graduate Catalog to other GA institutions and others across the country when they are requested.
Strategies to increase applicant pool and yield:

A) Use of Personal Contact as a Recruitment Technique - The Director of Graduate Admissions and other Graduate School Office personnel are very responsive to requests for information, questions about applications, and etc. Surveys of graduate recruitment techniques over the years have reinforced the fact that personal contact and the personal touch are powerful recruitment strategies.

B) Online Applications Database - The Graduate School Recruitment Office maintains a database of all online applications. In an effort to increase the number of completed applications, the names and contact information of individuals completing online applications are sent to the departments for further follow-up.

Recruitment Enhancement Strategies:

A) Reviewing of literature on the recruitment of graduate students - The Dean of the Graduate School and the Director of Graduate Admissions continue to review the literature on graduate student recruitment in an effort to determine which strategies and techniques are most effective in the recruitment of graduate students. It also keeps them informed about what variables positively and/or negatively affect recruitment.

B) Follow-up with Leadership Development Seminar Participants - Each year the Graduate School Office reviews its records to determine the effectiveness of the Leadership Development Seminar. Files are reviewed to find out how many participants eventually apply and enroll at UWG. Thus far, the seminar has been proven to be quite effective.

C) Inquiry Lists - The Graduate School Recruitment Office continues to send departments lists of prospective students who call to inquire about graduate programs at UWG. Departments receive names, addresses, programs of interest, and expected date of enrollment every two to three weeks so that they can write to them.

Enrollment Enhancement Strategies:

A) Graduate Research Assistantships & Other Funding - The Graduate School continues to seek funding for students it is attempting to recruit.