The State University of West Georgia
Graduate School
Report of Recruitment Activities
2001-2002

The Graduate School completed the following recruitment activities during the 2001-2002 academic year:

♦ Pool Enhancement Strategies:

A) Southern Company Open House - Georgia Power Headquarters - June 28, 2001 - Graduate School Office personnel attended the Southern Company’s Open House for its employees. One student was recruited to the WebMBA program as a result of our being represented.

B) Atlanta University Center, Inc., Atlanta, GA - October 9, 2001 - Graduate School Office personnel attended Graduate & Professional School Information Day at the AUC.

C) University of Georgia - October 11, 2001 - Graduate School Office personnel attended Graduate & Professional School Day at the University of Georgia.

D) Fort Valley State University, Fort Valley, GA - October 17, 2001 - Graduate School Office personnel attended Graduate & Professional School Information & Recruitment Day at Fort Valley State University.

E) Albany State University, Albany, GA - October 18, 2001 - Graduate School Office personnel attended Graduate & Professional Schools Day at Albany State University.

F) State University of West Georgia, Carrollton, GA - November 4, 2001 & February 10, 2002 - Graduate School Office personnel attended Fall and Winter Visitation Days at HPE Building.

G) Morris Brown College Department of Psychology’s 1st Annual Grad Fair - November 7, 2001 - The Dean of the Graduate School and the Director of Graduate Admissions attended the 1st Annual Grad Fair of the Department of Psychology at Morris Brown College.

H) UWG Grad Fest 2001 - November 8, 2001 - The Graduate School was represented at the Bookstore’s 1st Grad Fest program for graduating seniors this year. The Grad Fest was held in the University Community Center.

I) Day of Recruitment in the TLC Building - November 13, 2001 - The Graduate School set up a display table in the atrium of the TLC Building to recruit UWG undergraduate students. The table was set up from 9:00 a.m. - 2:00 p.m.
J) Graduate School Recruitment Luncheon - November 17, 2001 - The Graduate School Office hosted its third university-wide graduate student recruitment luncheon. Departments were asked to nominate undergraduate students for the luncheon who might be interested in their graduate programs. We had a record number of students to attend.

K) Jekyll Island Leadership Development Seminar - April 12-14, 2002 - The Graduate School is planning to take ten (10) minority students (juniors) to the Jekyll Island Leadership Development and Graduate Recruitment Seminar held on Jekyll Island. This was the 8th year that the Graduate School Office has participated in the seminar. The Graduate School Office has successfully recruited approximately 16 students as a result of this program. Criteria for being selected was a one-page essay and cumulative GPA.

L) Leadership Development Applicants Dinner - During late April, 2002, the Graduate School Office hosted a dinner for students who were not selected to go to Jekyll Island for the LDS. Unfortunately, while several students agreed to come to the dinner, none came.

L) UWG Juniors & Seniors - In February 2002, the Graduate School Recruitment Office wrote to all juniors and seniors informing them about opportunities in graduate education at the State University of West Georgia.

M) Georgia Responds Information Session - January 2002 - The Dean of the Graduate School and the Director of Graduate Admissions attended an information session for individuals interested in GA Responds. This program resulted in a large number of students for summer 2002.

N) National Job Fair 2002 - On April 20, Ms. Alice Wesley, Graduate School Admissions Specialist, attended the National Job Fair at the World Congress Center in Atlanta where more than 30,000 persons were in attendance. Ms. Wesley returned to campus with a long list of names of individuals requesting information concerning our graduate programs.

Pool Enhancement Strategies:

A) Radio Ads on WSB Radio - Radio ads were run on WSB 750-AM during January 2002. In addition, the Graduate School placed an advertisement banner on WSB-750 AM News Radio’s website. This campaign proved to be effective. As a result of this campaign, the Graduate School received approximately phone calls and over 80 web page hits.

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.
Magic 98.1 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, Meriwether, and Fulton Counties. We also were able to reach listeners in Randolph County, AL, Calhoun County, AL, and Cleburne County, AL.

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

D) Graduate School Online Application - The Director of Graduate Admissions, with the assistance of Ms. Stacy Gilley of ITS, has made significant changes to the Graduate School’s online application. The online application was given a new appearance and is more user-friendly.

E) Distribution of Materials to UWG Department and Organizations - 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 Distance Learning to take to the Coca-Cola Company’s Education Fair. 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.

F) Letters Written to Alumni - During August 2001 letters were mailed to all alumni who had graduated from UWG during the past five years providing them with news of graduate education at UWG. Several requests for information about graduate programs were received as a result of these letters.

♦ Strategies to increase applicant pool and yield:

A) Standard Recruitment Letters - The Graduate School Office continues to send prospective students that request information a standard letter giving more information on graduate education at the State University of West Georgia. Prospective students who apply electronically receive this letter immediately after submitting the application.

B) 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.

C) Online Applications Database - The Graduate School Recruitment Offices maintains 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.
D) Teacher Interview Day - March 25, 2002 - The Graduate School plans to set up its display in the College of Education during Teacher Interview Day to provide information and to answer questions about applying to graduate school.

♦ Recruitment Enhancement Strategies:

A) Survey of Graduate Students - A survey was conducted during spring semester 2002 that provided information useful in the recruitment of graduate students.

B) Reviewing of literature on the recruitment of graduate students - The Dean of the Graduate School and the Director of Graduate Admissions receive mailings such as those from the National Association of Graduate Admissions Professionals which allow them to remain up to date on current strategies for the recruitment of graduate students.

C) 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. Approximately 12 students participating in the event have enrolled. A recent USG analysis conducted at the request of the Administrative Committee on Graduate Work revealed that UWG had done quite well in the recruitment of graduate students who had attended the seminar when compared to other institutions.

C) Inquiry Lists - The Director of Graduate Admissions 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.

♦ Enrollment Management Strategies:

♦ Other

A) Graduate Student Website - The Graduate School will develop a web site devoted to topics and issues of concern and interest to graduate students.