

2016-2017 GRADUATE RECRUITMENT FUNDING REQUESTS

Activities should be directed primarily toward recruitment for Summer or Fall 2017 entry.

Please provide a plan of proposed recruitment activities, with specific items, costs, intended audience, and justification for each activity.

Although plans should be developed within a program or department/school, *please submit them to the Graduate College through your College Dean's office.* Reviewing the plans at department/school and college levels will help identify activities that may be consolidated to more efficiently and effectively use the available funds. Programs may request funds for activities that support recruiting across disciplines.

Types of activities could include (but are not limited to): advertisements in publications relevant to a discipline, electronic mailings to targeted audiences, personal meetings with faculty and students at targeted institutions, attendance at discipline specific recruiting fairs, printing of special materials, etc.

Creativity is encouraged in developing plans to reach the best prospects for your program. However, cost and efficiency are critical considerations. Small amounts of money can have a big impact if used creatively and efficiently.

AN IMPORTANT DETAIL WE NEED FROM YOU IS THE PROJECTED NUMBER OF STUDENTS YOUR RECRUITMENT ACTIVITIES INTEND TO DRAW TO YOUR PROGRAM.

We will process recruitment fund requests in the following manner:

- Provide purpose for recruitment funding with specifics, including costs, to Graduate College (Attention: Laura Jacobsen) for approval. We need to see copies of:
 - a. vendor estimates
 - b. invoices
 - c. expected publication/insertion dates
 - d. specs for advertisements etc.
 - e. travel request form
- Provide Graduate College with *copies* of all recruitment invoices and, for publications, a sample of published work for verification of appropriate financial support. These will need to be presented at the October meeting (see attached samples).
- By the end of January 2017, we will be in touch with you about any remaining uncommitted funds. Funds not utilized or encumbered by this time may be converted back to the Graduate College to be put towards a collective advertisement campaign.
- A recruitment effectiveness summary must be submitted to the Graduate College by April 30, 2017.

Recruitment funding requests are due in the College of Graduate Studies and Research by **August 15, 2016** (Earlier submissions accepted). Programs will be notified in early September of what funding, if any, will be made available to support the program's proposed activities. Programs, departments/schools, or colleges may be asked to modify or consolidate activities depending on the scope and costs of the funding requests.

- If the recruitment request is for traveling to recruitment events, complete required RU forms for travel approval/reimbursement through your department and (see links section for appropriate forms).
- If the recruitment request involves publication:
 - a. provide preliminary copies of publications to be approved by the Graduate College (send to Laura Jacobsen, Associate Dean) and University Relations
 - b. Generally, brochures have been recommended to electronic over print, unless special circumstances make printing a better option.
 - c. If your department needs help with design, please complete a project request form for University Relations, available at <https://app.smartsheet.com/b/form?EQBCT=6137cf6ea21b48149d413869dee3f8cc>.

Degree Program: Agriculture

Program Delivery Site(s): Campus

PROGRAM COORDINATOR: Dr. Agriculture

PROJECTED NUMBER OF STUDENTS RECRUITED

FOR FALL 2017: 150

Activity/ Description	Audience	Timetable	Responsibility	Budget (provide copies of supporting documents)	Total Cost	Control/ Evaluation Procedure
Update program website: Recreate main graduate information page and links to programs, enact webinar option for recruitment	Undergraduate students and institutions with relevant undergraduate programs	prior to fall semester start	Program webmaster	\$900	\$900.00	
Ads in professional newsletters. Quarter page ad black and white	5000 members of the Eastern Cows R US professional organization	Design ad with UR over summer to be approved for publication dates: October 15 and January 30	Program coordinator with UR program rep	\$575	\$575.00	
Travel to 18,000 undergraduate institutions that are most likely to have good prospects for RU's agricultural program	Approximately 1,400,000 undergraduate agriculture majors and their faculty members.	3 trips Tentative dates: MIT Oct 1; Yale and Harvard Oct 9-10; Texas A&M and Baylor Oct 20-21	Shared between Program Coordinator, Professor ABCD, Professor EFGH	Mileage \$300; hotel 1 night \$75, meals, \$50 totaling \$425	\$425.00	
				GRAND TOTAL	\$1,900.00	

PROGRAM CHAIR _____

PROGRAM COLLEGE DEAN _____

GRADUATE COLLEGE DEAN _____

2016-2017 RECRUITMENT FUNDING REQUEST (FOR ACADEMIC YEAR 2017-2018)

DEGREE PROGRAM: _____

PROGRAM DELIVERY SITE(S): _____

PROGRAM COORDINATOR: _____

**PROJECTED NUMBER OF STUDENTS RECRUITED
FOR FALL 2017: _____**

Activity/ Description	Audience	Timetable	Responsibility	Budget (provide copies of supporting documents)	Control/ Evaluation Procedure
				GRAND TOTAL	

PROGRAM CHAIR _____

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