

RECRUITMENT AND RETENTION

RECRUITMENT

Coordinating program recruitment efforts is frequently part of the graduate coordinator/director's responsibilities. Ideally, the recruiting of students into the graduate program should be a task shared by all program faculty. However, it will probably be the program coordinator/director's responsibility to lead this effort. The DGS graduate recruiter is available to work with individual graduate programs to assist them with promoting their academic programs to prospective students.

The DGS regularly sponsors or participates in special recruitment events. DGS-sponsored events may be held on campus or within the university's service area. Department chairs, graduate program coordinators/directors, and their representatives are frequently invited to participate in these recruitment activities. At other times, recruitment materials from each of the graduate programs are requested, as appropriate. Division staff also participate in recruitment opportunities outside of the San Joaquin Valley, such as Graduate School Information Days.

The following is a partial listing of recruitment opportunities:

- Graduate Info events for your own undergraduate students
- Program open houses
- Alumni events or newsletters
- Graduate fairs
- Community organizations
- Local/state chapters of professional organizations
- Local media
- Other institutions with undergraduate programs, but no graduate program

The implementation of PeopleSoft has provided a new way for us to record and process the prospective student inquiries we receive in the Graduate Office. We are now able to enter all of our inquiries into PeopleSoft on a daily basis, whether originating by e-mail, Web site, or phone. On a weekly basis, you are forwarded an Excel (MS Office) spreadsheet via e-mail. The document is sorted by graduate program so you can easily identify your particular area's potential students. This listing will cut down on duplication and provide a more efficient way to generate university information to prospects. You can create a merge to generate letters, labels, and also e-mails, without having to enter the relevant information individually into your database. In addition, a PeopleSoft generated report can be obtained of all potential applicants that inquired about your program, as well as those who have applied to your program. Please go to <<http://training.csufresno.edu>>, then click on "+PeopleSoft" for information on how to generate this report.

RETENTION

Retention is often as important as recruiting in maintaining a critical mass of students in the graduate program. Commitment of the entire graduate program faculty to student advising and mentoring is essential to ensuring that all students are successful in the timely completion of the program. Again, the DGS sourcebook, *The Mentoring Relationship in Graduate Education*, is a helpful resource in this regard for all graduate program faculty. Some specific suggestions for helping students to complete their graduate degree include:

- Develop a strong support system, including faculty mentoring and student support groups.
- Develop handbooks and orientation sessions to help students understand the critical steps leading to a graduate degree and the many campus facilities and services available to meet their needs.
- Encourage students to select an adviser early and meet with them regularly.
- Create opportunities for new graduate students to meet the program faculty and other fellow graduate students.
- Encourage graduate student participation in department student organizations such as student chapters of discipline-related professional organizations.
- Keep students well informed about all opportunities for funding. Refer to “Financial Assistance” (Section E of this handbook).
- Develop and maintain a list of all funding opportunities for students within the department, school/college, university, community, and professional organizations (local and national).
- Seek special opportunities to establish scholarships, fellowships, and assistantships through grants and private funds. Your school/college development officer can assist with this.
- Assure that students are informed on an updated basis about available graduate student services, campus support programs, and facilities (e.g., the Learning Resource Center, Disabled Student Services) for meeting their special needs.