

Grad Recruitment Worksheet: Goals

AHEM*

What's your motivation for improving grad student recruitment?

Revenue growth

Amount revenue needs to grow by:

Breakdown of program seats to achieve target growth:

Novel research increase

Success factors: number of papers written or co-authored, conferences attended, talks given, etc.

Breakdown of program seats to attain these academic goals:

Research support increase

Number of students required to fill current/projected gaps:

Breakdown of program seats to fill identified needs:

If you've selected more than one category, which category is your #1 priority, and why?

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Key issues inhibiting success in grad recruitment (1/2)

■ Your program is relatively new and unknown vs. other options

List three things that your program's relative youth might offer as an advantage (i.e. innovative courses, young faculty keen to supervise, etc.)

■ Your program is relatively old and is seen as behind the times or uninteresting

List three areas in which you innovate, that may not be well known outside your school (or even inside your school):

■ Your program is only known for X and you need to attract students to Y

List three attractors that will draw students to Y:

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Key issues inhibiting success in grad recruitment (2/2)

- Your program is a great program in a school that isn't known for being good in your field, thus overlooked

List three areas in which you can grow your reputation in your field in ways that will reach academics, and through them prospective grad students (or reach industry, and through them professionals seeking a graduate degree):

- Your program is a great program in a less-than-great school and you're fighting against the school's own brand

(Same as previous): List three areas in which you can grow your reputation in your field in ways that will reach academics, and through them prospective grad students (or reach industry, and through them professionals seeking a graduate degree):

- Your funding packages are not competitive with similar schools*.

List three factors that might make a grad student say "damn the torpedoes, I want to study at this school even if money will be tight":