

Grad Recruitment Worksheet: Key Messages & Areas

AHEM*

Program:

In your own words, what is the **one key thing** that is most important for this audience to know about your program? Assume they know *nothing* and are hearing about it for the very first time. Don't write a slogan, write it out in full.

What kind of image can **reinforce** that message – say the same thing as a picture? If your key idea is “great student-supervisor relationships,” it might be a photo of a student and supervisor working or presenting together. Describe one or more images that might reinforce your key message: consider who we see, where they are, what they're doing.

What specific topics / subject areas do you want to focus on? For instance, if you're a chemical engineering department, it might be bioengineering, process systems, etc.

What are some adjacent areas of focus that could be a precursor to grad studies in your area? For instance, if you're a faculty of law, it might be policy studies, economics, or commerce.