

# Grad Recruitment Worksheet:

## On-Campus Pals

# AHEM\*

Your unit:

Marcomms staff:

*Unit leader / email*

*Their manager*

*Your department  
news URL*

*Instagram?*

*LinkedIn?*

*Facebook?*

*Other social?*

Marcomms staff, central graduate recruitment/admissions:

*Unit leader / email*

*Their manager*

*Your department  
news URL*

*Instagram?*

*LinkedIn?*

*Facebook?*

*Other social?*

*Have you seen their  
marketing plan for grad  
student recruitment?*

*Have you asked if they have a  
budget for unit-level  
recruitment marketing?*

*Have you supported them in  
the past with their  
recruitment projects?*

## Grad Recruitment Worksheet: On-Campus Pals

# AHEM\*

Marcomms staff, central marketing and communications unit:

Unit leader / email

*Their manager*

*Your department  
news URL*

*Instagram?*

*LinkedIn?*

*Facebook?*

*Other social?*

## Other resources

*Website manager*

*Social media  
manager*

Which of your current graduate students have significant followers on social media (and which channels)?

Student

Platform

*Handle*

*Follower count*