

Grad Recruitment Worksheet: Rivals and Aspirations

AHEM*

What schools are your greatest rivals in terms of recruiting grad students you could (or should) have? (1/2)

School 1:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

If you were talking to a prospective graduate student, what would you say to convince them to choose your program instead?

School 2:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

If you were talking to a prospective graduate student, what would you say to convince them to choose your program instead?

Grad Recruitment Worksheet: Rivals and Aspirations

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What schools are your greatest rivals in terms of recruiting grad students you could (or should) have? (2/2)

School 3:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

If you were talking to a prospective graduate student, what would you say to convince them to choose your program instead?

School 4:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

If you were talking to a prospective graduate student, what would you say to convince them to choose your program instead?

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What schools do you think do an excellent job recruiting graduate students in your field? (1/2)

School 1:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

What's one thing they do in grad recruitment that you think is very successful, and could be feasibly emulated by your school?

School 2:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

What's one thing they do in grad recruitment that you think is very successful, and could be feasibly emulated by your school?

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What schools do you think do an excellent job recruiting graduate students in your field? (2/2)

School 3:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

What's one thing they do in grad recruitment that you think is very successful, and could be feasibly emulated by your school?

School 4:

Program:

URL:

What makes them successful at grad recruitment?

Looking at their website / social media / other sources, what are the key messages in the story they tell about their graduate programs?

What's one thing they do in grad recruitment that you think is very successful, and could be feasibly emulated by your school?