

Grad Recruitment Worksheet: Unique Selling Propositions

AHEM*

What sets you apart from other institutions? (1/2)

Rate (/5):

☐

Reputation for strong and supportive supervision

☐

Career placement for graduates post-graduation

☐

Academic progression (MA > PhD, PhD > Post-doc)

☐

Strong and unique funding sources (named scholarships, notable funds, etc.)

☐

General funding and overall financial support

☐

Laboratories, research facilities, libraries

☐

School location (proximity to other opportunities, culture, etc.)

☐

School aesthetics

☐

Cost of living in your area

☐

Variety of courses, opportunities available to graduate students

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What sets you apart from other institutions? (1/2)

Name three:

Firsts

Bests (empirical superiority; quantifiable, ties to clear goals)

Only (unique attributes)

Mosts (quantifiable but not necessarily tied to goals - largest library, for instance)

Bluffs (not unique or distinct, but important; under-reported by other institutions)