2015-2016 GRADUATE RECRUITMENT PLANS/REQUESTS FOR FUNDING

Activities should be directed primarily toward recruitment for Fall 2016/Spring 2017 entry (or Summer 2016, if appropriate).

Please provide a plan of proposed recruitment activities, with specific items, costs, intended audience, and justification for each activity.

Although plans should be developed within a program or department/school, please submit them to the Graduate College through your College Dean’s office. Reviewing the plans at department/school and college levels will help identify activities that may be consolidated to more efficiently and effectively use the available funds. Programs may request funds for activities that support recruiting across disciplines.

Types of activities could include (but are not limited to): advertisements in publications relevant to a discipline, electronic mailings to targeted audiences, personal meetings with faculty and students at targeted institutions, attendance at discipline specific recruiting fairs, printing of special materials, etc.

Creativity is encouraged in developing plans to reach the best prospects for your program. However, cost and efficiency are critical considerations. Small amounts of money can have a big impact if used creatively and efficiently.

**AN IMPORTANT DETAIL WE NEED FROM YOU IS THE PROJECTED NUMBER OF STUDENTS YOUR RECRUITMENT ACTIVITIES INTEND TO DRAW TO YOUR PROGRAM.**
We will process recruitment fund requests in the following manner:

- **Provide purpose for recruitment funding with specifics, including costs, to Graduate College (Attention: Director, Graduate Recruiting, Donna Spradlin) for approval.** We need to see copies of:
  a. vendor estimates
  b. invoices
  c. expected publication/insertion dates
  d. specs for advertisements etc.
  e. travel request form
  f. This requires you to be proactive as you prepare this request.

- **Meetings will be scheduled in October 2015 with the Director of Graduate Recruiting, each program coordinator, and the purchase processor for each department.** The purpose of this meeting will be to ensure encumbrance of your monies. Since your allocation will be “completely spent” on that day, you will be required to provide the Graduate College a copy of all of your invoicing, travel request forms, and other estimates ready for presentation at the meeting. Any expenditure without supporting documents after the meeting will be taken on a case-by-case basis, assuming there are any funds remaining. After the October meeting, funding will then be transferred to your college department budget so recruitment items can be purchased, paperwork processed and paid through eVA/Banner.

- **Provide Graduate College with **Copies** of all recruitment invoices and, for publications, a sample of published work for verification of appropriate financial support.** These will need to be presented at the October meeting (see attached samples).

- **By the end of January 2016, we will be in touch with you about any remaining uncommitted funds.** Funds not utilized or encumbered by this time will be converted back to the Graduate College and will be put towards a collective advertisement campaign.

- **We will expect to see a recruitment effectiveness summary submitted to the Graduate College by April 30, 2016.**

Recruitment plans and funding requests are due in the College of Graduate and Professional Studies by **August 15, 2015** (Earlier submissions accepted). Programs will be notified in early September of what funding, if any, will be made available to support
the program’s proposed activities. Programs, departments/schools, or colleges may be asked to modify or consolidate activities depending on the scope and costs of the funding requests.

- If the recruitment request is for purposes such as traveling to recruitment events, complete required RU forms for travel approval/reimbursement through your department and (see links section for appropriate forms).
- If the recruitment request involves publication:
  a. provide preliminary copies of publications to be approved by
     i. Your College Dean
     ii. Graduate College (send to Director of Recruiting)
     iii. Provost
     iv. University Relations
     v. President
  b. Generally, brochures have been restricted to electronic over print—be aware of this as you plan.
  c. Please allow at least 6 weeks for development and approval process.
  d. If your department needs help with design, please contact Kelly Hilsey in University Relations with concept for draft and design assistance.
     i. Provide specifics:
        1. Print size
        2. Quality
        3. Language/Verbage
        4. Photos
        5. Ad type (color, b&w)
        6. Manner of submission

**Note to programs delivering to extended sites: If activities relate specifically to recruitment for extended sites, please note these in your request or discuss your ideas with Eulah Price and Gerald Blankenship who are also submitting recruitment requests for “global” activities for their sites.**

**Below is an example of a recruiting request for funds from the fictitious RU agricultural program and a blank template (add as many rows as needed).**
**Degree Program:** Agriculture  
**Program Delivery Site(s):** Campus  
**PROGRAM COORDINATOR:** Dr. Agriculture

<table>
<thead>
<tr>
<th>Activity/Description</th>
<th>Audience</th>
<th>Timetable</th>
<th>Responsibility</th>
<th>Budget (provide copies of supporting documents)</th>
<th>Total Cost</th>
<th>Control/ Evaluation Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update program website: Recreate main graduate information page and links to programs, enact webinar option for recruitment</td>
<td>Undergraduate students and institutions with relevant undergraduate programs</td>
<td>prior to fall semester start</td>
<td>Program webmaster</td>
<td>$900</td>
<td>$900.00</td>
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<tr>
<td>Ads in professional newsletters. Quarter page ad black and white</td>
<td>5000 members of the Eastern Cows R US professional organization</td>
<td>Design ad with UR over summer to be approved for publication dates: October 15 and January 30</td>
<td>Program coordinator with UR program rep</td>
<td>$575</td>
<td>$575.00</td>
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<tr>
<td>Travel to 18,000 undergraduate institutions that are most likely to have good prospects for RU’s agricultural program</td>
<td>Approximately 1,400,000 undergraduate agriculture majors and their faculty members.</td>
<td>3 trips Tentative dates: MIT Oct 1; Yale and Harvard Oct 9-10; Texas A&amp;M and Baylor Oct 20-21</td>
<td>Shared between Program Coordinator, Professor ABCD, Professor EFGH</td>
<td>Mileage $300; hotel 1 night $75, meals, $50 totalling $425</td>
<td>$425.00</td>
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| GRAND TOTAL | $1,900.00 |

**PROJECTED NUMBER OF STUDENTS RECRUITED**  
FOR FALL 2015: 250,000

**PROGRAM CHAIR** ________________________________

**PROGRAM COLLEGE DEAN** ____________________________

**GRADUATE COLLEGE DEAN** ____________________________
**2015-2016 Recruiting Plan (for Academic Year 2016-2017)**

**Degree Program:** ____________________________

**Program Delivery Site(s):** ____________________________

**Program Coordinator:** ____________________________

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**Projected Number of Students Recruited for Fall 2016:**_________

**Grand Total**

**Program Chair** ____________________________

**Program College Dean** ____________________________

**Graduate College Dean** ____________________________