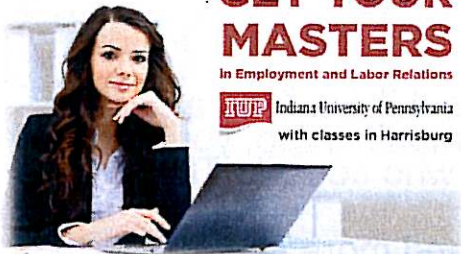




# RECRUITING GRADUATE STUDENTS



## GET YOUR MASTERS

In Employment and Labor Relations

**IUPUI** Indiana University of Pennsylvania  
with classes in Harrisburg



WEATHER WEATHER MIGRAINE RESPIRATORY ALLERGIES DRIVING TRAVEL SINUS CC

Home Radar & Maps News & Video Severe Weather Climate Social

Weather Radar for the U.S.

Recent Locations

Indiana	Partly Sunny	24°
Orlando	Mostly Sunny	RealFeel®
Blacksburg	Light Snow	27°

**STORM WATCH**

A wintry system that will make a cross-country tour this weekend has the potential to develop into a powerful and very disruptive storm along the East Coast next week. Read about its possible paths here.

Read More >

**Too Cold to Snow?**  
March 3, 2013  
Is this popular saying really true?  
more >

National Live Feed  
Latest Videos News Blogs

**PH.D. IN ADMINISTRATION AND LEADERSHIP STUDIES**

**IUPUI**





# WHAT WORKS AND WHAT DOESN'T IN YOUR RECRUITING

- **WHAT WORKS:**
  - Visiting feeder schools- great idea!
  - Hosting 'on-campus' recruiting visits by prospective students.
  - Post cards- inexpensive and goes directly to the prospective student. List the website on it to drive them to your pages.
  - A one-pager- prepared by you, printed by either you or the SGSR on a color laser printer. You can print as many as you need, fast. Use this for information sessions, or send to a feeder school for distribution to prospective students. Don't over print.
- **WHAT DOESN'T**
  - Posters to hang on wall, with tear-off cards- Like asking a Ford Dealer to post a Chevrolet Advertisement. Also, you have no control over where it is posted or who sees it. This is blind, shotgun-approach marketing.
  - Tri-fold brochures- expensive to produce and more expensive to mail. Hobson's Connect sends the same information with images. We can add audio and video to Hobsons Connect but not to a brochure. Old and outdated. Especially bad if old brochure is being sent while Hobsons is sending new curricular information.
  - 'SWAG'- pens, coasters, t-shirts create awareness for the program but do not materially increase the number of inquiries or completed applications.
- **REMEMBER THAT THE SGSR SPENDS OVER \$500,000 PER YEAR MARKETING GRADUATE PROGRAMS, exclusive of the \$3,000 that you may receive.**