

# RECRUITMENT STRATEGIES

## **Develop a plan and set specific goals.**

Implement, review and adjust your recruitment and retention plan as needed. Be sure and set deadlines and assign faculty and staff to specific tasks. Involve your staff, faculty and students. Check to make sure you are achieving your goals. A draft recruitment plan is available at [www.pathwaystoscience.org](http://www.pathwaystoscience.org), under the link for Faculty and Administrators.

## **Review your admissions and enrollment processes.**

Is the pathway through your admission and enrollment process friendly, clear and efficient? Are your admissions criteria appropriate? Does your program follow up promptly and thoughtfully with interested faculty and students?

## **Use the resources on your own campus.** Do they know who you are? Use the Institution Hub on [www.pathwaystoscience.org](http://www.pathwaystoscience.org) to find contacts.

- o Office of Graduate Recruitment and Diversity
- o Graduate Studies Office
- o Student Career Services
- o Office for Campus Diversity
- o Office of Minority Affairs
- o Women Students' Office
- o Minority and women's student chapters
- o Other NSF Programs!

## **Increase your visibility on campus.**

- o Host bi-weekly or monthly seminars open to the university community.
- o Host student brown-bag lunches (with REU students, for example).
- o Find out about, and participate in, Diversity and Recruitment events.

## **Turn your website into a recruitment tool.** Post on your site:

- o FAQs about your program
- o Photos and bios of the students in your program
- o The contact information for specific individuals, with name, email and number provided
- o A printable brochure – even a simple 8.5x11 pdf
- o Links to collaborating institutions and research centers

## **Build real partnerships with individuals at other institutions.** Reach out to:

- o Relevant departments at an HBCU (Historically Black College or University), HSI (Hispanic Serving Institution), Tribal College or women's college or community college.
- o Women's organizations and minority serving organizations (MSOs).
- o Go there to meet faculty and present to students face-to-face!
- o Use the Partners Directory and Institution Hub on [www.pathwaystoscience.org](http://www.pathwaystoscience.org) to find institutions and programs in your region and identify contacts.

## **Collaborate with other programs on recruitment.** Use the Partners Directory and Institution Hub on [www.pathwaystoscience.org](http://www.pathwaystoscience.org) to identify contacts:

- o at your institution
- o in your region
- o with a similar focus or application

## **Use the recruitment tools available at *www.pathwaystoscience.org*.**

- o Submit student and leader/mentor profiles to help students imagine being in your program.
- o Calendar of recruitment events, and promotion of your events!
- o Searchable directories of contacts for thousands of programs, organizations and institutions.
- o Request list of potential students from student directory of 35,000+
- o Printable and informational materials in support of mentoring, recruiting, and retainment.

## **And lastly, remember to recruit broadly.** If a student's interests don't fit your program, they will fit someone else's. Refer them to [www.pathwaystoscience.org](http://www.pathwaystoscience.org), toll free 866-593-9103, or email [contactus@ibp participation.org](mailto:contactus@ibp participation.org).



**Institute for Broadening Participation**  
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