

---

## General Body Meeting – Meeting Minutes

Theme: Recruitment to Yield Practices

October 12, 2017 @ 10:30am-12pm, Cunz Hall 160

### Welcome

#### Nyya Jones.5208 (Office of International Affairs)

- The majority of offerings of study abroad at OSU are geared towards undergraduate experience, but there are opportunities for graduate and professional students; some programs are just for grad/prof, some are open to all students
- Can search for programs on OIA website; use advanced search and select grad/prof
- There is funding available; funds can be tied to research/area of study
- Some programs can be more tailored to student's research
- Resident director positions can be an opportunity for graduate students to participate in study abroad; often tied to faculty member and area of expertise; faculty select resident directors
- Certain OIA staff work with specific programs/colleges, so contact your rep for more info
- International students can travel abroad; can take more planning because there may be a need to secure a visa

#### Panel Sharing, moderated by Miranda Johnson.5987

- **Ashley Bertran.1 (MD/PhD Professional/Graduate Program Director)**
  - 80% of students who come for visit do matriculate; visits are fully funded
  - Matriculate 10 new students/year; fully fund all years; very competitive; 300 applicants; interview 60; 25 admits; most admitted students are admitted to 10 other programs
  - Conference traveling, specifically for underrepresented in medicine students; leadership team (faculty and 2 staff) split conference travel and bring current student; prospects identify with the student more; pays off
  - Phone calls; ask a current student who's from the same undergrad institution or geographical area to call; Dean and other leadership call each admitted applicant
  - Personal attention is lots of work, but when they come, they feel like they have been tailored to and been cared for
  - Interviews – 4 sessions/year; admitted applicants have to come; fit is very important; helps to see how they interact with people; 8 separate interviews during visit
  - Don't accept international applicants
  - Applicant backgrounds have changed over time; before almost all came straight from UG; now seeing more students taking gap years doing research, working, gaining skills
  - There's no cookie cutter approach to recruitment; survey your landscape, resources, vision, etc. and think about what's feasible and a good fit for your specific program
  - Trying to figure out how to make this work – reverse recruiting – bring in undergrad advisors to educate them on our program (educating the influencers); obstacles - limited funds and staffing; if admit, write to people who wrote letters of rec for the

---

applicant; if students are going home or back to undergrad institution, ask to spread the word about our program

- **Manny Jacquez.4 (English PhD Student and McNair Scholar)**

- PhD and master's programs each accept 30, yield 15-20
- When prospects visit, they ask the applicant what they have looked at on their website, as specific as "do our grad student photos look friendly?" (very transparent in trying to shape the department's identity, wooing the student, personalized, make sure we're a good fit for the student)
- When student applies, start communicating, emails/phone, follow-up; applicants are more willing to continue communication when the department is personalized
- Students don't have to declare advisor until end of year 1; at initial level identify if the applicant has an idea of who they would want to work with and potential advisors (who then send follow-up email)
- Even if applicant is applying to ivy league programs, doesn't stop them from trying to attract prospects; focuses more on fit and what they can provide in terms of the individual student's priorities
- One of the hardest things to mobilize – getting current graduate students involved (they're busy) and enthusiastic; grad students participating and willing to sell the program is very good for recruitment because it shows the students enjoy the program

- **Lisa Downing.110 (Professor and Graduate Studies Committee Chair in Philosophy)**

- Small PhD program, goal is 5 first years; 80 applicants; admit about 15, somewhat rolling to manage risk (10-12 at once)
- Recruitment is mostly email – by faculty and grad students
- Encourage admitted students to visit campus; funding for travel; 1/3-1/2 visit; current grad students manage the visit
- Application indicates area of interest; get faculty and students with similar interests to contact
- Have to trust that faculty will stay on message; start with certain faculty
- Admit applicants who might be applying to OSU as backup, and still get some of them; have to be strategic in fellowship nominations and occasionally don't nominate those who seem out of their league; if the applicant is interested, could offer college fellowship
- 2 CAFs the past 3 years; tend to hold onto them and use for students who seem interested who are considering multiple programs; process of negotiation can last months; maybe offer one in late March and others up to April; sometimes add to university fellowship
- Wish list – more fellowships and more control over them; more resources for negotiating

- **Jillian Baer.87 (GP Admissions Associate Director of Enrollment Services)**

- Common terminology: "Conversion" – converting prospect to applicant; "Yield" – admitted to matriculated

# AGPA

Association of Graduate and  
Professional Administrators

at The Ohio State University®

- 
- Important to benchmark, think about current peers (who we're losing students to), and aspirational peers (who we want to be competing with, tier up, where we want to grow) and find out how do they fund and recruit students to make sure we are on par
  - Conference travel – (recruited for College of Engineering and Glenn College) some disciplines don't have conferences, so could look for more general conferences: McNair conference (underrepresented students), SROP conference (here on campus); Idealist (public service)
  - GP Admissions is creating calendar "ESUE grad/prof travel" so we can see where outreach is going and what fairs exist; some are online, so we can participate in some without even traveling; contact Rachel Foltz.95 with questions
  - Can add application question to ask what schools the applicant is applying to (not mandatory); at Glenn when applicant declines, send email with survey to gather data on evaluation of our services, process, where they're going (good response rate; attribute to good customer service; can compare analytics from year to year)
  - Some programs encourage applicants to identify potential faculty advisors in statement of purpose (can put in prompt)
  - Return on investment is good to track (how many calls, emails, etc.) to track data and see what works to improve moving forward
  - Before matriculated, not protected under FERPA; can contact a recommender
  - Undergrad admissions does a great job of going to high schools and working with high school counselors; might be a good model for grad/prof to look at
  - Wish list – advanced technology for us to automated communication, to-do lists, tracking analytics, etc.; building in workday; notes where members across the university can indicate what communications they've had with the applicant
  - Dentistry - Hosts alumni receptions at conferences to interact with prospects; positive effect
  - Dance – Cultivated a culture of everybody pitches in for recruitment visits; grad students remember how nice it was to be welcomed during their own process

---

## **2017-18 AGPA CALENDAR**

*(All meetings are the second Thursday of every month) Join AGPA: [go.osu.edu/joinagpa](http://go.osu.edu/joinagpa)*

### **Morning Meetings (10:30am-12:00pm)**

December 12 & Dec 14 in Derby Hall 029

### **Mini Tech Tools Workshops on Social Media and Awesome Resources**

February 8 in PAES 109A

### **Student Wellness Resources**

April 12 in Cunz Hall 160

### **Professional Development Activity**

### **Afternoon Meetings (3:30-5:00pm)**

November 9 in Sullivant Hall 141

### **Professional Development Activity**

January 11 in Cunz Hall 160

### **Enterprise Project Update**

March 8 in University Hall 056

### **Cultural Sensitivity**

### **To Be Determined**

May 2018 – **Membership Social Event**

June 2018 – **AGPA Conference**

July 10 & 12 – **Mini Tech Tools Workshop**