“Getting applicants to accept your offer; making Queen’s the destination of choice”
RECAP of Recruitment Cycle

1. Awareness & promotion
2. Applications in
3. Offers out
4. Offers Accepted
5. Registered & started
6. Retention

Flow diagram showing the cycle of recruitment.
Awareness/Promotion

Of program, faculty, students, Queen’s

• Website
• Grad Fairs
• Conferences
• Open Houses/Info sessions
• Program Inserts – highlight employment possibilities, other opportunities w/in the program, what’s special about this program, testimonials + general info
Recruitment

• External Funding opportunities
• Advertising
  – Web
  – Print
• Conferences, Fairs, Open Houses
  – SGS gives brief overview and contact details
  – Departments should follow up directly
• Inserts - update

• Face to Face
• Paper

  • Potential students should have an idea about their research interests and who their supervisor might be
    • Websites facilitate this research
  • Undergraduate Student Conferences
  • Summer NSERC awards (applying for external awards)
  • Info Sessions – preparing undergrads transition to graduate study
    • Application process
    • Differences – what to expect
Applications In

- Continue the contact - Keep them in the loop
- 1 on 1 contact – email, phone
- If comfortable use social media
Offers Out

Still need to sell your program

• Letter of offer must be clear – funding, expectations, etc

• Phone calls from faculty

• Student Visits

• Invitation to program seminars/events
Acceptance

- Keep informed – newsletter/social media to new students?
- What they need to do next
- Orientation – Department/ SGS
- Importance of knowing early
Registration

• Recruitment does not end until the student has arrived, registered and started.
• Assist in registration/course selection/fee payment (by keeping them informed of processes).
Retention
A good student experience
=
Good word of mouth
=
Increased awareness/promotion of the program
RECAP of Recruitment Cycle

Awareness & promotion

Applications in

Offers out

Offers Accepted

Registered & started

Retention