

# Tips for Recruiters: Using Grad Maps for Program Recruitment

## What are the Grad Maps?

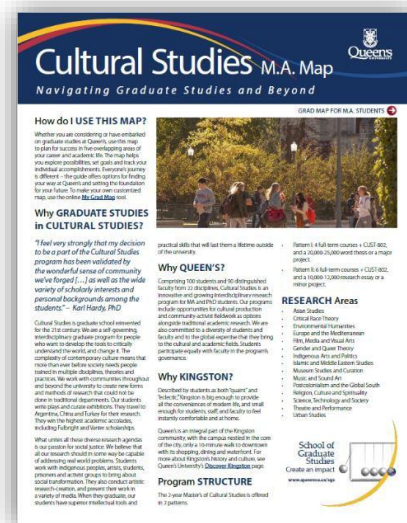
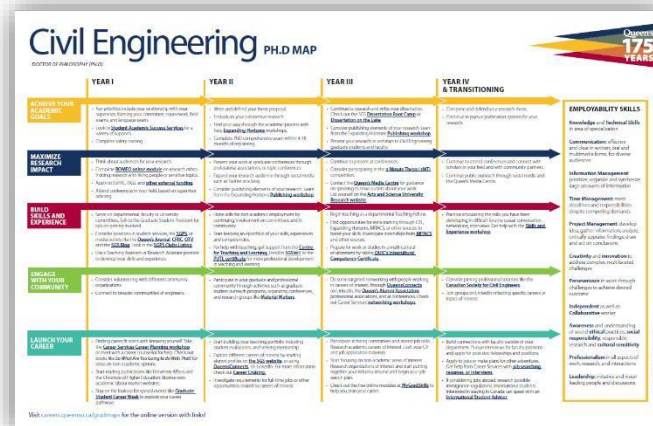
Each grad map provides students with program-specific information, activities, and resources related to academics, research, experience and network building, and career planning – all laid out in a visual timeline.

The maps provide students with structure that supports success in their program, and encourages earlier career exploration and preparation to help them navigate and be ready for the broad range of options including academic, alt-ac, and non-academic jobs after graduation.

## How you can use them

Embedding the Grad Maps in activities and interactions with prospective students will foster increased awareness of program timelines and the activities and resources available for promoting success. To support this we suggest the following:

- 1. Ensure your Master's and PhD Grad Maps are up-to-date–** Obtain a copy online at <http://careers.queensu.ca/gradmaps> and contact [majormap@queensu.ca](mailto:majormap@queensu.ca) with program updates.
- 2. Embed Grad Maps on Program Websites-** To provide a graphic overview of graduate program timelines and indicate program support for student professional development.
- 3. Email the Grad Map to Prospective Students and Recent Applicants-** Use the Grad Map to highlight program milestones and professional Development opportunities.
- 4. Ask Graduate Faculty to Consult Grad Maps-** inform Faculty about the Program Grad Maps and the customizable [MyGradMap Worksheet](#) they can discuss with prospective students.
- 5. Use Grad Maps in Interactions with Prospective Students –** Provide and discuss program Grad Maps at recruitment events. Share Grad Maps on program social media channels. Discuss the Grad Map and its uses in webinars and conversations with prospective students.



For questions about the Grad Maps, please email [majormap@queensu.ca](mailto:majormap@queensu.ca)