Recruiting and Mentoring Graduate Students at Texas State

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Recruiting and Mentoring Graduate Students

This workshop will address information germane to graduate student recruiting and mentoring. The presenters will discuss resources and strategies designed to

1) support programs in their recruitment efforts and
2) provide faculty with best practices in mentoring graduate students.
Recruiting Graduate Students

- Marketing Communication Model
- Identifying Potential Graduate Students
- Providing Relevant Information
- Using Effective Communication Strategies
- Graduate College Resources
Marketing Communication Model

- Awareness/Attention
- Interest
- Desire
- Action
Recruitment Process

1. Application
2. Admission
3. Enrollment
4. Follow up if not registered
5. Drop out/Stop out
Know Your Potential Audience

- Age ranges normally from 21-60+
- Includes baby boomers, generations X, Y, Z
- Technology use, lifestyle, jobs
- First generation graduates, veterans, disabled
- Race, ethnicity, gender
- Cognitively diverse
- Diverse experience
- Residency
- Other
Know Your Potential Audience

- Current undergraduates, at Texas State
- Undergraduates at other institutions
- International students
- Professionals
- Institutions
- Undergraduate advisers
- Opinion leaders
- Decision makers (financial)
- Parents, spouses, etc.
- Students in community colleges
Know Your Potential Graduate Students

Source of data: Institutional Research, Fall 2017

Race and Ethnicity

- White
- Hispanic
- African-American
- Asian
- International
- Other
Where are they from?
Nearly 500 Colleges and Universities
Source: IR

Percentage of Graduate Students

- Texas State
- UT, Austin
- UTSA
- Tx A & M
- Others
Provide Relevant Information

- What information about your program do you want to convey to your audience?
- What are the strengths of your program?
- What are the criteria for admission?
- What should a student do to get into your program?
Prompt Communication is Key

- Prompt response to inquiries and prompt follow-up
- Prompt Response to specific information requests
- Prompt processing of applications
- Offer of assistantship/scholarship
- Prompt follow up with admitted students to make sure that they enroll.
- Connect potential students with current graduate students
- Provide tour of program facilities if needed
Web Presence

- How informative is your Web site?
- How easy is it to find information on your web site?
- Are you marketing the high points of your program?
- Do you have testimonials? Are they representative?
- What do current students like about your program?
- Program reputation?
- Slide show/video clips/Photographs?
- Graduate Student Showcase
Graduate College Resources to Support Recruitment

- Graduate and Professional School Fair
- Graduate Information Sessions
- The Graduate College Test Fee Scholarship
- Scholarships and Assistantships
- External Funding
- Recruitment Handout
- Brochures
Graduate and Professional School Fair

- [http://www.gradcollege.txstate.edu/events/fair.html](http://www.gradcollege.txstate.edu/events/fair.html)
Graduate Information Sessions

- http://www.gradcollege.txstate.edu/events/info.html
The Graduate College Test Fee Scholarship

Http://www.gradcollege.txstate.edu/funding/scholarships/test-fee.html

A one-time, competitive award of $200 will be given to select applicants once they have been admitted to a Texas State University graduate program and registered for classes. The scholarship will be disbursed after the census date for the applicable semester.

Deadlines to apply for these scholarship are as below:
• Fall: October 15
• Spring: April 15
Graduate College Scholarships
March 1, 2018 deadline
http://www.gradcollege.txstate.edu/funding/scholarships.html

• Receiving a $1,000 scholarship on a competitive basis entitles out-of-state students to pay in-state tuition for the remainder of the academic year.

GC Scholarships:
• Celebrity Classic Scholarships ($1,500 per semester for the remaining hours that apply to the degree)
• Graduate College Scholarships (minimum of $1,000).
Fellowships and Assistantships

Nominated outstanding incoming students:
Doctoral Merit Fellowships ($9,000)
Graduate Merit Fellowships ($2,500)

Current doctoral/master’s thesis students:
• Doctoral Research Support Fellowships up to $5000
• Thesis Research Support Fellowships, up to $2,000

Graduate Student Travel Funds:
• Partial funding for student conference travel requests

Graduate Assistantships:
• Varies by the program/department
Mentoring Graduate Students

- Roles
- Mentoring Support Includes…
- Recommendations
- Resources (and references)
Combinations of Roles

- Mentoring
  - Keep timelines on track
  - Motivate
  - Help students see and plan how their degree work fits into their career trajectory

- Coaching
  - What classes to take…

- Advising
  - Institutional Requirements…
  - Apprentice into disciplinary writing expectations
  - Demystify the academy
What Does Mentoring Support Include?

❖ **Mentor**
  - Setting benchmarks with a timeline for students – and supporting their progress in meeting those benchmarks.
  - Providing students with timely and useful feedback on their work.
  - Encouraging conversations about the academy.
  - Socializing students into what it means to be a scholar in your discipline.
  - Modeling scholarly activity, ethics, service.
  - Pulling back the curtain on graduate education in general.
  - Looking ahead to students’ professional career – conferences, jobs, etc.

❖ **Department**
  - Orienting students to the department and university
  - Providing handbooks for students
    • Process & Procedure, especially in terms of program-specific information
    • Timelines & Info for different stages of students’ master’s and doctoral work
    • Who to Contact for What
  - Requiring *formal* reviews of progress at least once a year (and encouraging *informal* meetings with advisees regularly)
  - Discussing a shared understanding of mentoring expectations across faculty in the department
  - Providing mentors for the mentors! Pair newer and more experienced faculty mentors to develop the former
Some Recommendations

- **Inventory requirements and resources** at the program, Graduate College, and university levels regularly – especially in terms of specific degree phases.
- Set a regular **meeting schedule** with your advisee, whether it’s in person, on the phone, or online.
- **Reach out** – if it’s been more than a couple weeks since you last had contact with your advisee, contact them and check in.
- Set **next step benchmarks** for your advisee. The *next step* can be anything from when to register for classes to when you need to see the third chapter of their thesis draft to when you’ll provide feedback on their comps project proposal. *Next steps* always depend on where they are in their program.
- Benchmarks without **dates** get passed by. If there aren’t already dates set for the *next step* benchmarks, set them.
- Promote **shared academic experiences** to provide a foundation for mentoring discussions – for example: read a book about the academy; watch & discuss a professional webinar/presentation together; invite to read one of your papers and then discuss (& vice-versa)
- Promote a high level of **awareness of academic and non-academic resources** at the university students can benefit from – for example, health center; writing center; rec center; counseling center.
- And…graduate school can be extremely stressful. Be mindful of **helping with that stress** where you can!
Resources!
Grad College
Shop Talks

www.gradcollege.txstate.edu/events/shoptalks.html
International Research Conference for Graduate Students
November 7-8, 2018
http://www.gradcollege.txstate.edu/events/conference.html
Career Prep and Networking Event
February 7, 2018
4p.m.—6p.m. LBJSC 3-15.1
http://www.gradcollege.txstate.edu/events/networking.html
Graduate Student Research Support Fellowships

- **Graduate College Doctoral Research Support Fellowship**
  The Graduate College provides Doctoral Research Support Fellowships to support dissertation research at the doctoral level for students in applicable programs. Each award of up to $5,000 is to be used to cover expenses directly related to conducting dissertation research. There are two rounds of funding applications each year.

- **Graduate College Thesis Research Support Fellowship**
  The Graduate College provides Thesis Research Support Fellowships to support graduate student research at the master’s level. Each award of up to $2,000 is to be used to cover expenses directly related to conducting thesis research. There are two rounds of funding applications each year.

- Graduate College Scholarships and Fellowships Web Page: [http://www.gradcollege.txstate.edu/funding/scholarships.html](http://www.gradcollege.txstate.edu/funding/scholarships.html)
References and Resources (All Online!)