



2009-10 NMT Graduate Recruitment RFP

The Graduate Office will again make funds available for graduate recruitment on a competitive basis. The President has committed up to \$50K for this undertaking. In addition to these recruitment efforts, the Graduate Office is investing in online and print media exposure for our graduate programs including Gradschools.com, Hobson's and Peterson's.

Overall Goal - The goal of this initiative is to positively impact graduate recruitment and matriculation for Fall 2010 for full-time, resident graduate students at NMT. Positive impacts include both increased numbers and greater quality within the applicant pool.

Components - To help structure your plan so as to meet this goal, please divide your strategies temporally as outlined in the next two bullets.

- Through December 31, 2009 – strategies intended to maximize the visibility of your graduate program and **increase the number and quality of applicants to your program** (recruitment trips, paid advertisements in professional media, targeted interactions with colleagues at other universities, etc.).
- January 1, 2010 through May 15, 2010 – expenditures for strategies that are intended to **maximize the conversion of admitted students to paid admitted students** (i.e. subsidizing campus visits from prospective students).

These awards will require a commitment from departments to rapidly process applications so that offers to admitted students are made quickly. I will expect that departments will provide admission decisions by March 1 for all applications sent to the department on or before February 8. Thereafter admissions decisions must be communicated to the Graduate Office no later than 3 weeks after the department receives an application. For departments that will argue that they may not know of the availability of funds at these early stages, you are encouraged to consider the option of **admission as an alternate for support**.

Monies from these awards must be encumbered in the Graduate Office by 4/16/10. Charges posted after 5/3/10 will be the responsibility of the department.

These monies are not intended to provide for faculty travel, web page design and other activities not directly related to the goals of the RFP. Monetary incentives (enhanced stipends, summer support, etc.) are not practical given the fact that students will arrive for the Fall semester after the deadline for expenditure of funds.

Proposal Components – The reviewers will expect to see each of the topics below addressed in your proposal.

1. **Prior Efforts** - If your department had a coordinated recruitment strategy last year, outline that strategy and report on your success.
 - a. If you received an award last year, explain in detail how the money was spent. Make specific reference to your proposed activities.
 - b. What were the recruitment goals set in last year's proposal and how well were those goals met? If you did not meet them, why not?
 - c. If you received an award last year, but did not take advantage of the award, explain why you did not and how this year's request will be different.

2. **Detailed plan** for positively impacting graduate recruitment and matriculation for Fall 2010. We are not going to give you money and then let you figure out how to spend it later.
 - a. If you are requesting money for recruitment trips, which schools are targets, when and why?
 - b. If you plan to advertise in professional media, which ones? When? How often?
 - c. What specific activities are planned for student visits? When will the visits take place? Will students come as a group or singly?
 3. What contributions will the department make (who are the faculty participants and what will their contributions be)? Will current graduate students be used? If so, how?
 4. **Fall 2010 Recruitment Goal** – How many new graduate student's can your program accommodate and how many do you seek to recruit as part of this endeavor?
 5. **Detailed budget** for the activities related to your proposal.
- The deadline for receipt of your proposal in the NMT Graduate Office is **5:00 pm on July 15, 2009**. Digital copies (pdf or Word) of proposals are required.
 - Preference will be given to proposals that demonstrate:
 - an **efficient use of funds** to maximize the probability of impacting graduate student enrollments,
 - A **well thought out plan** for success, and
 - **broad departmental participation** in recruitment activities by faculty and current students.

Evaluation

- Proposals will be reviewed by a team including NMT faculty and administrators.
- We hope to announce awards by August 21, 2008.