

Email Communication to GPD's

December 2011

December 19, 2011: Graduate Recruitment

Good Afternoon,

As things are wrapping up for the holiday season, we thought we would touch base regarding recruitment once again.

Program Website

The main page of your program website should have a few key elements designed to attract prospective students to your program.

- 1) We recommend that you take the opportunity to showcase the areas of excellence and success within your program and identify compelling reasons why an applicant should choose your program.
- 2) Another element is research. When making their decision, prospective students want to know what the areas of research are, who the faculty members are, and who will be accepting students for the upcoming year.
- 3) An additional element is your contact information. Prospective students, particularly from other institutions, want to know how to get in touch with you. Invite them to email / phone / visit you to discuss their research options here at Brock.

We will be following up in the new year with additional information and resources pertaining to program websites.

We are continuing to work on improving our own [Future Student](#) site (which has had favourable response) and new developments will be unveiled in the new year.

If you have something that you would like highlighted to prospective students, just send the information/link to us and we would be happy to offer you prime real estate on our [main page](#) under the heading News and Events.

Conversion from admitted student to accepted student

As part of the offer of admission package, we would like to include a program piece to further encourage students to accept our offer. In previous years, some programs have included a program brochure, a letter from the GPD or some other program piece. Please send those items to our office in January. We will be sending you a sample copy of the offer of admission package in the new year.

Social Media

As mentioned previously, please let us know what is happening in your graduate program so we can post it to our [Facebook](#) and [Twitter](#) accounts.

Recruitment Responsibilities

At this time of year, we hope that you have taken the opportunity to contact the students we sent to you in a previous email - many of you have which is great!

We also hope you have been able to reach out to your own Brock UG students and either hosted an information session or taken time out of a class to speak with your students. We encourage you to respond to any inquiries you receive and cultivate the relationship with those you have already spoken with.

Targeted Communication

If you would like us to contact your prospective students through exbu using HTML email, let me know and I would be happy to draft something and send that out for you.

Happy Holidays!
Tammy

Tammy Woodhouse-Gilby

Graduate Recruitment Officer

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