Email Communication to GPD's

September 2009

September 28: 09/10 Graduate Recruitment
Forwarded on behalf of Gail Pepper
(included attachments: gradstudies-msthd-s09; gradstudies viewbook 09 layout)

Graduate Program Directors,

The Faculty of Graduate Studies has commenced its Fall 09 recruitment activities. Tammy Woodhouse-Gilby our Graduate Officer is in Ottawa today attending a Graduate Fair at Carleton University. She will be at the University of Ottawa Fair tomorrow and at Queen's University on Wednesday. Tammy will also represent Brock's 39 graduate programs at 10 other Ontario Graduate Fairs during October and November. The full list of Graduate Fairs the FGS will attend can be found at: https://experience.brocku.ca/Graduate_Study/gradfairs.ezc Our Graduate Fair activity for 09/10 is focused on Ontario, our primary market. Attached is a pdf copy of our new Domestic Faculty of Graduate Studies Viewbook that Tammy will distribute at the Graduate Fairs. The pdf copy will also be placed on the Faculty and Staff section of our new website and the Future Students section of the website.

In addition to attending the Graduate Fairs, we have placed a Brock Graduate Studies advertisement in Grad School Planning Guide magazine which is distributed to all Canadian university and college campus career centres and typically made available for pick-up by students at the career offices and the Graduate Fairs hosted by the University Career Centres. We are also placing Brock Graduate Studies advertisements in as many Canadian University student newspapers as possible. All advertisements utilize the new Brock brand and hopefully drive interested students to the FGS website and your program websites.

Program specific material has not been developed this year as part of the Faculty of Graduate Studies marketing material. University Communications has developed the attached masthead for graduate programs to use to develop program specific brochures, one pagers, postcards, posters etc. The masthead is a jpeg file which you can take and drop into any word doc or any other file that uses images. University Communications has asked us to preview and approve program specific material developed by our graduate programs prior to it being printed and circulated. If you do decide to produce any program specific material for your use, we are available to consult with you regarding your plans and to preview your draft material.

Due to budget cuts and constraints we are unable to offer program recruitment financial assistance to all of our graduate programs this year as we have done in the past. What we are able to do this year is to work with a small targeted group of graduate programs to develop strategic communication, marketing/recruitment plans that address the specific recruitment challenges they face. Our work with these six graduate programs will be by

invitation, will involve consultation and assistance in developing strategies and plans specific to their program and may involve small monetary awards to support the recruitment strategy developed. This will be a new pilot program for 09/10 which we will evaluate following its delivery with the hope of refining and improving it for use in 10/11 with a new selected group of graduate programs. We will continue to be available to all of our graduate programs for assistance and advice if requested despite taking on more focused and specific work with this small group of graduate programs.

I will update you regularly on the 09/10 FGS recruitment activities over the next couple of months via Graduate Council meetings and encourage you to contact me at anytime with any questions/concerns.

Best regards,
Gail