

Balancing Recruitment & Awareness: The Winning Combination for Graduate Recruitment

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Presented by:

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Welcome

Sophia

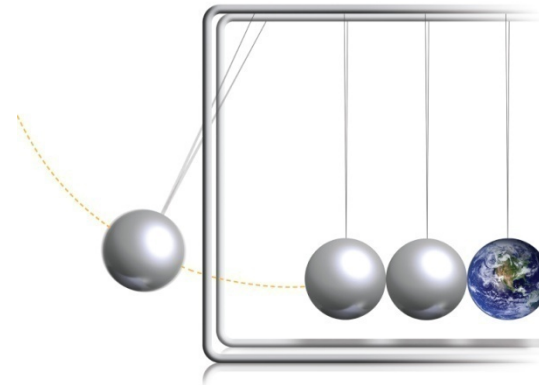


Colette

School of Graduate Studies



Create an impact



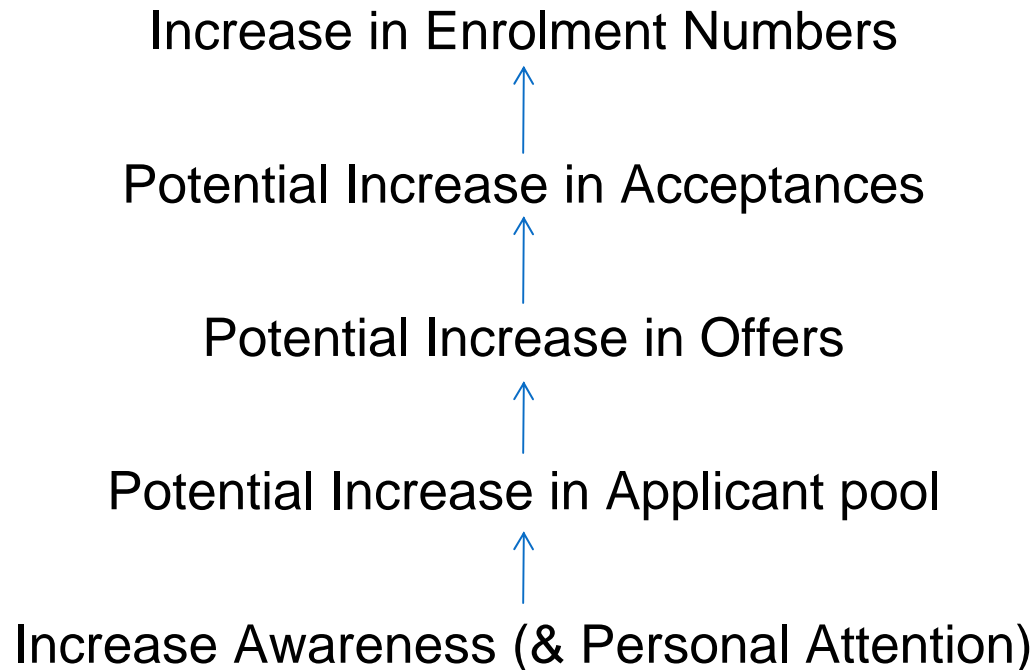
Set your ideas in motion

Overview of Presentation

The intent of our presentation is to offer suggestions, ideas and strategies that may assist you in improving your University's graduate recruitment strategy

- Branding
- Advertising
- Graduate Fairs
- Viewbooks/Prospectus
- Website
- Open House Events
- Lessons Learned & Moving Forward
- Questions & Sharing Audience Ideas

The Recruitment Process

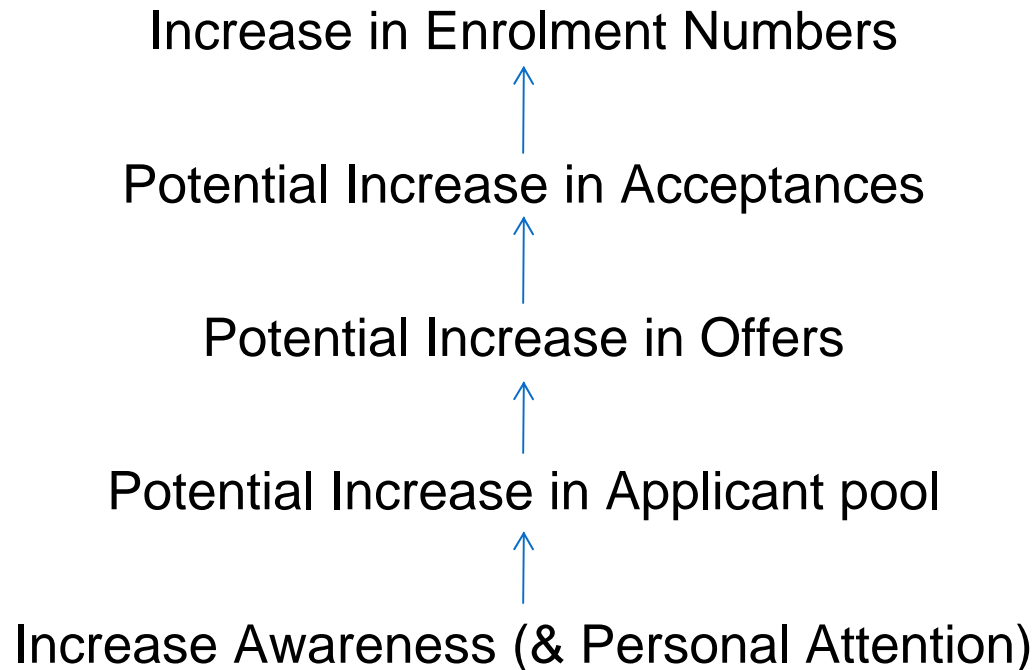


Q's 2006 Survey Results

Areas where Queen's Needed Improvement:

- Optimize web user functionality
- Access to financial information
- Communication

The Recruitment Process



Q's Strategy

Based on 4 measures:

- Awareness among potential students
- Applicant quality
- Engagement of departments in recruitment strategies
- Internal support for graduate studies

Creating a Brand & Image

- Identity
- Consistency
- ***To Be*** or ***Not to Be*** distinguishable from the University

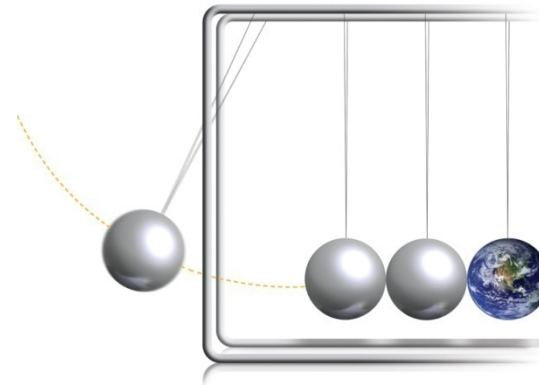
Our Brands



School of Graduate Studies



Create an impact



Set your ideas in motion

Advertising

- Flooding the market
- Cost effectiveness
- Other options to establish your brand

Where do ideas that change the world come from?



Safer drugs, smarter energy

In the stunning new Chernoff Hall chemistry building, Dr. Richard Oleschuk and his students help world healthcare leaders create safer, more effective drugs. Find more efficient ways to extract oil from the tar sands. Or discover more accurate tests for prostate cancer.

Some of Dr. Oleschuk's biggest breakthroughs have come in lively discussion with his students on the patio at the Graduate Club. His approach is simple, and effective: "I don't ever say no to something a student wants to try".

Looking for a place to put yourself and your ideas to the test? Come to Queen's.

To learn more about Queen's Graduate Studies, or to apply, visit www.queensu.ca/sgs



CREATE AN IMPACT

Examples

Where do ideas that change the world come from?



Big Brother is watching you.

Identity theft. Cyberstalking. Spy satellites. Surveillance cameras. These are among the most critical issues facing 21st century life. For Emily Smith, an M.A. graduate of Sociology and Research Associate on Queen's New Transparency Project, the answers are sometimes found on an inspiring waterfront walk.

Emily chose Queen's for her graduate work because of the close interaction between faculty and students, and the high level of academic discourse that comes from it. "Your eyes get opened to a lot of new perspectives", she says.

Looking for a place to put yourself and your ideas to the test? Come to Queen's.

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CREATE AN IMPACT

Advertising

Guelph's Approach:

- Budget Restrictions
- Using Social Utility Networks
- Book: *Groundswell* by Li Bernoff

Graduate Fairs

- Why Attend?

Guelph's Perspective:

- Raising awareness- ***Think Guelph!***
- Strategy
- Application numbers determine attendance

Graduate Fairs

Queen's Perspective:

- How many should we attend?
- Cross promotion
- Undergraduate events
- Reputation

Prospectus

- Purpose

- **Queen's approach**
 - Is there a need for hard copy brochures?
 - Old brochure vs New brochure
 - Program inserts

Graduate Studies View Book

- Appropriate information for your Viewbook
- Two goals:
 - what info do prospective students want? and
 - where does Guelph excel?
- Focus groups and results
- Viewbook highlights
- Biggest challenges
- Paperless option-bookmark
- One pagers- getting information from dept's and branding

One Pager:

UNIVERSITY of GUELPH
 CHANGING LIVES
 IMPROVING LIFE

Graduate Studies
Animal and Poultry Science: MSc, PhD

Our faculty have a reputation for being approachable and easy to talk to. Our graduates conduct interesting and challenging research while gaining practical experience working with animals.

Program Overview

Animal and Poultry Science (APS) is a research oriented Department with dynamic hands on educational programs for both undergraduates and graduate students. Research and teaching programs in APS revolve around the basic sciences relevant to animal development and wellbeing. Our Department receives \$6-7million in research funding each year which is used in part to support over 110 graduate students at any one time enrolled in MSc and PhD programs. Our graduate student population represents over 20 different countries which reflects our many international connections and collaborations.

We have four centres of excellence:

- Aquaculture Centre
- Centre for Genetic Improvement of Livestock
- Centre for Nutritional Modeling
- Centre for the Study of Animal Welfare

APS offers two different flavours of MSc programs; an MSc by Coursework and Major Paper and an MSc by Thesis. We also offer a PhD program. Our MSc by Coursework and Major paper program is a one-year program for advanced training in specialized aspects of the animal sciences. The MSc by Thesis program is a two-year program designed for students interested in advanced research and potentially heading for an academic path. Our PhD program is a three-year program for advanced academic and specialized research training. All of our graduate programs offer "hands on" experiential learning opportunities for research with animals to complement our wide range of graduate courses. Faculty in our Department carry out research in the broad areas of animal nutrition, physiology, genetics and behaviour and welfare.

General Admission Requirements (MSc)

- An honours bachelor's degree in the sciences or equivalent
- A minimum 73% ("B") average during the last two years or equivalent of undergraduate study

General Admission Requirements (PhD)

- An honours bachelor's degree in the sciences and a recognized master of science degree
- A minimum 73% ("B") average in a master of science program
- Transfer to the PhD program after partial completion of the MSc by Thesis program is possible

CONTACT INFORMATION

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Program Specific One pager



UNIVERSITY OF GUELPH
CHANGING LIVES IMPROVING LIFE
Graduate Programs
Environmental Science: Which program is right for me?

Graduate Programs
Environmental Science: Which program is right for me?

Animal & Poultry Science MSc, PhD
 Student can explore the characteristics of livestock product outputs and how those characteristics can be influenced to improve human health as well as the impact of animal production on the environment and ways to mitigate those impacts in a sustainable manner.

Aquaculture MSc (Aquaculture)
 Aquaculture is the farming of aquatic organisms, including fish, molluscs, crustaceans and aquatic plants. Graduate programs permit study in a range of topics including: nutrition, fisheries & aquatic sciences, disease management, business & economics, welfare etc.

Biomedical Sciences MSc, PhD
 Research in the Department of Biomedical Sciences utilizes cell lines and tissues from animals and humans as well as animal models. It understands topics such as: biometrics, cancer biology, endocrinology, neuroscience, pharmacology, toxicology, and expands the biotechnology that impact animal and human physiology and health.

Capacity Development & Extension MSc
 CDE focuses on processes of change, including both social and environmental change, and a recognition of how the social and the environment are implicitly linked to one another. As a field of practice, our mission is to help people, organizations and communities to detect and/or adapt to change. As researchers, we are interested in investigating the nature and processes of change, how individuals, organizations and communities adapt to and create change, and to determine the efficacy of various strategies of intervention in terms of assisting individuals, communities and organization with meeting the challenges of change.

Chemistry MSc, PhD
 Graduate opportunities in environmental chemistry involve analytical chemical characterisation. Researchers in this field develop new methods to detect and quantify natural and artificial compounds of environmental concern.

Economics MSc, PhD
 Many environmental issues have economic aspects. Economists seek to understand how the growth and development of human societies gives rise to pollution, resource depletion and other environmental stresses, as well as how policies can be developed to minimize these stresses in the most sustainable way.

Engineering MEng, MAsc, PhD, GDip
 Engineering is the application of environmental science to the solution of complex problems facing the very local to global communities. Engineers design, create and optimize the physical process to solve environmental problems related to ecology and human health. Engineers also assist law makers in appropriate policies dealing with environmental issues.

Environmental Biology MSc, PhD
 Environmental Biology is the focus for graduate education in the environmental, biological, and toxicological aspects of pesticide use, agriculture and pollution biology, environmental quality as related to waste management and utilization, agro-toxicity, stream restoration, and environmental microbiology.

Food, Agricultural and Resource Economics MSc, PhD
 Food, Agricultural and Resource Economics provides students with the theoretical and applied skills needed to examine how humans with society influence environmental quality. Also, the effect of environmental quality on humans and human decision making is examined. Graduate courses cover a variety of topics which include: agricultural production, land use, fisheries, forestry and water quality.

Geography MA, MSc, PhD
 Geography at the University of Guelph brings a distinctive perspective to human and ecosystem health. Graduate students study ecosystem processes, global change, and societal processes that influence human health. Links between social and environmental systems are a key concern.

Integrative Biology MSc, PhD
 Ecology is one area of emphasis in the graduate program and faculty associated with it have an extensive range of interests including theoretical, applied, population, community, physiological and evolutionary ecology, as well as wildlife biology and management in both aquatic and terrestrial ecosystems.

International Development Studies MA, MSc, PhD
 The collaborative International Development Studies (IDS) Masters and PhD programs permit students to combine development studies with training in a selected academic discipline. Added to the Masters (MA, MSc, MBA, MEng) or PhD departmental degrees is the designation "International Development Studies". The degrees provide extra flexibility on the job market as well as the disciplinary specialization required for PhD studies and academic careers.

Land Resource Science MSc, PhD
 The Department of Land Resource Science aims to understand the earth's land surface, its history and its great importance to society, so that we may manage, maintain and sustain an environment in which the biotope and humankind will continue to flourish. Our graduate degrees are granted in one of four fields: Atmospheric Science, Environmental Earth Science, Land Resources Management and Soil Science.

Molecular & Cellular Biology MSc, PhD
 The Department of Molecular and Cellular Biology is comprised of many faculty with research interests related to many areas of human health. Some of this research includes: virulence mechanisms of pathogens, immune responses at the host and the characteristic molecular components as vaccine candidates against particular pathogens. There is a main focus on the study of bacterial cell surface and its role in pathogenesis.

Pathobiology MSc, PhD, GDip
 A diverse range of graduate programs, ranging from bench-top to patient, involving animals, humans or the interface between them, await graduate students in the Department of Pathobiology. Experts in pathogenesis, molecular epidemiology, clinical and forensic pathology, immunology and infectious disease have direct independent research and collaborative studies with colleagues in various scientific fields.

Philosophy
 The philosophy department teaches courses that are directly related to environmental science, such as: philosophy of the environment, philosophy of technology, philosophy of science, philosophy of biology/psychology, philosophy of law. These courses are able to provide the student with a detailed conceptual perspective on the environment and environmental issues.

Plant Agriculture MSc, PhD

Political Science MA
 The Department of Political Science offers MA and PhD degrees, and both programs include a specialization in the study of public policy and governance. Several faculty members involved in this stream are active researchers in health politics. Students may pursue a thesis (MA or PhD) or major research paper (MA) in this area.

Population Medicine MSc, PhD
 A healthy human population needs a healthy environment and safe supplies of food and water. Our department focuses on the challenges of health and disease at the intersection of human, animal and environmental health.

Rural Planning & Development MSc (Planning), MPlan
 The Rural Planning and Development Program offers several areas of concentration including: Water Resources Management, Environmental Impact Assessment, Disaster Planning and Management, Environment and Development, GIS, Agro-farming systems and Planning, Industrial Ecology.

Toxicology MSc, PhD
 The MSc and PhD in the "Collaborative Toxicology Program" permit students to combine toxicology studies with training in selected academic disciplines. Participating departments, include Animal & Poultry Science, Biomedical Sciences, Chemistry & Biochemistry, Environmental Biology, Human Health & Nutritional Sciences, Land Resources Science, Mathematics & Statistics, Pathobiology, and Zoology. Added to the Masters or PhD departmental degree is the designation "Toxicology". The degrees provide extra training and flexibility for an expanding job market.

Environmental Science

Environmental science is the study of ecosystems and human/environment interactions. It is inherently multi-disciplinary and is often applied in the resolution of a particular environmental problem. At the University of Guelph, environmental research is embedded in a variety of graduate programs ranging from the social sciences to ecology, human, and biophysical processes. We encourage you to explore the many graduate opportunities in environmental science at Guelph. This chart summarizes the main graduate programs that focus on or may relate to the environment, environmental protection and remediation and social environments. Please visit us online at: www.uoguelph.ca/graduatestudies

Economics, Philosophy, Policy & Social Change	Ecology & Environmental Impacts	Human Health Impacts	Physical Processes
Capacity Development & Extension MSc	Animal & Poultry Science MSc, PhD	Animal & Poultry Science MSc, PhD	Chemistry MSc, PhD
Economics MA, PhD	Aquaculture MSc (Aquaculture)	Biomedical Sciences MSc, PhD	Engineering MAsc, MEng, PhD, GDip
Engineering MASc, MEng, PhD, GDip	Engineering MASc, MEng, PhD, GDip	Engineering MASc, MEng, PhD, GDip	Geography MA, MSc, PhD
Food, Agriculture & Resource Economics MSc, PhD	Environmental Biology MSc, PhD	Molecular & Cellular Biology MSc, PhD	Land Resource Science MSc, PhD
Geography MA, MSc, PhD	Geography MA, MSc, PhD	Pathobiology MSc, PhD, GDip	
International Development MA, MSc, PhD	Integrative Biology MSc, PhD	Population Medicine MSc, PhD	
Philosophy MA, PhD	Plant Agriculture MSc, PhD	*Toxicology MA, MSc, PhD	
Political Science MA, PhD			
Rural Planning & Development MSc (Planning), MPlan			
Rural Studies PhD			

* Indicates a collaborative program, must be taken in conjunction with another program

Websites

Guelph's Graduate Program Services Website Our Main Recruitment Tool

- Our approach-focus groups
- General information listed on homepage
- Department websites
- Information request button
- Training faculty & staff about recruitment
- Next steps-review what we have via survey

Websites

Queen's Graduate Websites

- Survey results
- Who promotes what?
 - (Grad Studies vs program)
- How can we help
- Importance of home pages

Open House & Other Events

- What is an Open House?
- Are they effective?
- Plans for the future

Open House & Other Events

Guelph's Graduate Studies Preview Day

- What we offer
- Promotion
- Attendance
- Future

Lessons Learned

- Branding: without raising awareness recruitment is difficult
- Random advertising can be extremely costly, it's important to research before you buy the product and to establish your goals and measure before you proceed
- Although Graduate Fairs may not have the desired effect we hope for, they are a great way to increase awareness of your school and appeal to students considering graduate studies
- Viewbook/Prospectus: there is still a place for hard copy materials-select appropriate contents
- Website: User friendliness & informative number one priority for recruitment purposes

Lessons Learned

- Program specific information is essential for prospective students
- Open Houses: A work in Progress
- Word of Mouth is your number one recruitment tool, be nice to your students
- Recruitment is constantly changing it's important to have a flexible recruitment model
- Improving recruitment capacity of faculty is key to recruiting students
- External factors may have a huge influence on your final numbers

See you next Fall!