Graduate Perspectives
Enrollment Management of Graduate Programs

Check sheet for current practices

Advertising
Do you advertise the goal of your program in a single sentence?
Where?
Is the typical length of the program stated for full or part-time students?
Do you use sample curricula?
Do you spell out prerequisites or skill sets needed for admission?
Is the requirement for a thesis or capstone activity clearly described?
Do you advertise the career path of graduates?
Do you use online materials as a primary recruiting resource?
When was your website last updated?

Please describe any other practice related to advertising that you find especially useful for your program that might be shared with others.

Recruiting
Do you use online tools to make early contact?
What other mechanisms do you use to make early contact?

Is information about aid available from the beginning of contact?
Do you use rolling admissions?
Do you specifically mention health insurance as part of the package?
Do you specifically mention funds for travel to professional meetings?
Do you have any group recruiting activities?
Is contact maintained with a student between admission and arrival?

Please describe any other practice related to recruiting that you find especially useful for your program that might be shared with others.

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Management of students in program
Do you have a written policies & procedures manual?
Do all students meet regularly with their advisory committees?
Are students engaged in departmental work?
If so, how?
Is there an active student organization engaging your students?
Are beginning students mentored by advanced students?

Please describe any other practice related to student management that you find especially useful for your program that might be shared with others.

Completion
Are student files regularly audited?
Are completion dates determined by faculty, students, or both?
Do students receive specific instruction to prepare a thesis/dissertation?
Are students recognized within the school for completing a degree?

Please describe any other practice related to completing a degree that you find especially useful for your program that might be shared with others.

Alumni
Do you have a formal newsletter that is regularly sent to alumni?
Do you specifically note accomplishments of current students?
Do you request donations/support from alumni?
When is the first financial appeal made?
Do you have alumni on advisory boards?
Do you use alumni on student committees?
Do you invite alumni as seminar speakers?

Please describe any other practice related to alumni relations that you find especially useful for your program that might be shared with others.

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