

Program Description

In order to increase graduate student enrollment, while maintaining and increasing student quality, the Graduate School funds proposals submitted by departments/programs to support graduate student recruitment initiatives. Funding is available to departments/programs to aid in recruitment of new graduate students expected to enroll in either fall 2021 or spring 2022. Examples of previously funded projects include campus visitation programs/recruitment weekends, travel to recruitment fairs/conferences, development of recruitment displays/materials, etc.

For 2021-22 recruitment, proposals for “virtual” recruiting projects are strongly encouraged. Examples include web site development and improvements, participation in virtual conferences, recruiting videos, etc.

Funding

Up to \$2,000 per proposal may be requested. These funds may be used to pay for travel (including meals at the per diem rate during travel), but *not for food and refreshments*. A request for funding requires a 1:1 match from departmental/graduate program funds. Proposals must include a letter of support from the department or college indicating a commitment to provide the 1:1 match for the award. Funding must be expended by June 1, 2021.

Highest priority will be given to proposals for initiatives to increase graduate student diversity.

Submission Guidelines

Please include the following items and submit the application by **August 31, 2020**. Award decisions will be made by September 30, 2020.

I. Cover Page

Please include the following:

- Title of your project
- Name of your graduate program
- Contact information for the person submitting the proposal

II. Recruitment Plan

Please provide a clear description of the recruiting effort that includes the following:

- Rationale, approach to, and need for the proposed recruiting plan
- Description of the objectives and measurable goals of your project
- Description of the components of your project/recruitment methods to be employed
- Reasons why the components of your project will be effective in achieving your goals and objectives
- A timeline of recruiting activities

III. Budget

Each proposal must contain an itemized budget including the specific costs of the proposed recruitment activities. Applicants may utilize their own budget format. A brief written justification of each budget item is required. Also, include how the matching funds or other program recruitment funding provided by other sources will augment the Graduate School funding. *Please note that all state guidelines apply for expenditure of funds.*

IV. Assessment of Effectiveness of Previously Funded Recruiting Initiative (if applicable)

If applicable, please provide an assessment of effectiveness of recruiting initiatives (one page maximum) for which your department received funding under this program in previous years. Include the completed activities, goals and objectives, and the extent to which you met your goals/expectations for the project. Data collected from your program that is applicable to the activity should be provided. Include information on application submissions, acceptances and enrollments from your initiatives, in addition to other, relevant outcomes.

Submission of Proposals

Submit your proposal as a PDF file to **Dr. David Shafer, Assistant Dean, at dshafer@ncsu.edu**.