

Call for Proposals

Recruiting Innovation Grants

Program Description

The Graduate School is pleased to continue its partnership with departments/programs to promote a comprehensive and holistic overhaul of the recruiting process with the overarching goal of increasing the number and quality of students applying to and ultimately enrolled at NC State University. An additional outcome is the expectation that those who receive these awards will disseminate the results and develop a set of best-practice guidelines in collaboration with the Graduate School. To achieve these goals, the Graduate School is planning to offer up to five one- or two-year grants of up to \$10,000 that require a 50% match from the program and/or college.

Eligibility & Selection Criteria

All graduate programs are eligible to submit one proposal for funding. Proposals must include a letter of support from the department or college indicating a commitment to provide the 50% match for the award.

Proposals will be evaluated by The Graduate School based on: 1) the potential to directly increase graduate enrollment, and 2) the ability to retain graduate students once recruited.

Submission Guidelines

The application must be completed in its entirety for consideration. Please include the following items and submit the application as a single PDF file by **September 15, 2025**.

I. Cover Page

Please include the following:

- Graduate program name and contact information for the person responsible for managing the project
- A brief abstract of the proposal that includes information about its recruitment goals and activities

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 program components/recruitment methods to be employed
- Reasons why the components of your project will be effective in helping the program achieve its goals and objectives
- A timeline of recruiting activities and for achievement of the goals and objectives
- Identification and description of any budgetary, time, or other constraints that may have an adverse impact on achievement of the goals and objectives

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.

- Proposals are funded for up to \$10,000 per project and require a 50% match. In-kind services do not count towards the match.
- Please note that all state guidelines apply for expenditure of these funds.

Timeline

- September 15, 2025 – Proposal Deadline
- Late October 2025 – Notification of Awards
- May 15, annually – Interim Reports, if applicable
- June 1 in second year of funding – Final Reports

Post-Funding Requirements

Recipients must submit a detailed analysis of their recruitment plan's efficacy. Each report must include the completed activities, goals and objectives, and the extent to which you met your goals/expectations for the project. Specific data collected from your program that is applicable to the activity should be provided, as well as a broader analysis of the successes of the recruitment plan's various components. Include information on application submissions, acceptances, yield and enrollments from your initiatives, in addition to other, relevant data/narratives.

Submission of Proposals and Reports

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