



# College Wide Recruitment

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# Graduate Recruitment Plans



# Public and Nonprofit Administration Marketing Plan

Our program appeals to both pre-service and in-service students. Therefore, our recruitment activities are shaped to reach these two student populations. Recruitment activities include:

- 1) **Pre-service (undergraduate) recruitment.** Department faculty teach undergraduate courses in the University College's minor public administration where there are students likely to be interested in the MPA. There are 3 to 4 such classes per semester.
- 2) **Graduate Recruitment Fair.** There are two campus sponsored graduate recruitment fairs each year – one in fall and one in spring. In addition, faculty attend the university information program held by ALSAC / St. Jude Children's Research Hospital each spring. We also attend graduate fairs of the three private colleges in Memphis. These have been held virtually for the past few years.
- 3) **In-service recruitment.** We have found that we have the best success in reaching in service students by conducting informational sessions, both on-campus and at strategic locations throughout the city. We present a PowerPoint that communicates the curriculum, admissions process, internships, recent placement of graduates, and degree costs. We also emphasize the professional development and networking opportunities made available through the program. Working with the university Marketing and Communication, we are increasing our visibility on social media, and we have created new marketing materials suitable for snail mail and email. We maintain open and private Facebook pages, a departmental LinkedIn account, and a robust university website.

# Urban Affairs Marketing Plan

- Email blast to HBCUs, Regional Programs, and Suggested Contacts (October 2022)
- Email blast to McNair Scholars (October 2022)
- Email blast to all CAS Graduate Advisors (October 2022)
- Attend Graduate Recruitment Fair (October 2022)
- Mailer follow up to HBCUs and Regionals (November 2022)
- Email blast to American Political Science Association's Diversity Research Scholars List (January 2023)
- Rotating Web Banner Ad: UAA 2023 Annual Meeting
- November 2022: Virtual Info Session
- February 2023: Virtual Info Session
- May 2023: Virtual Info Session (hosted by UM)



An aerial photograph of a large, multi-story brick university building with a classical portico of white columns. Several large banners featuring a tiger's face and the letters 'U of M' are hanging from the columns. The building is surrounded by green lawns, trees, and a paved walkway. The sky is blue with scattered white clouds.

# Summer 2023 NSO Recap

This past summer we expanded out and invited departments to attend New Student Orientation Information Fairs

- Opportunity to attend 15+ freshman Orientations
- 4 Transfer or Adult Sessions

An aerial photograph of a university campus during sunset. The sky is filled with vibrant orange, pink, and purple clouds. The campus below features numerous brick buildings, green lawns, and a dense canopy of trees. A prominent white cable-stayed bridge is visible in the lower right corner. Overlaid on the center of the image is the text "Undergraduate Recruitment Expansion" in a large, bold, white sans-serif font.

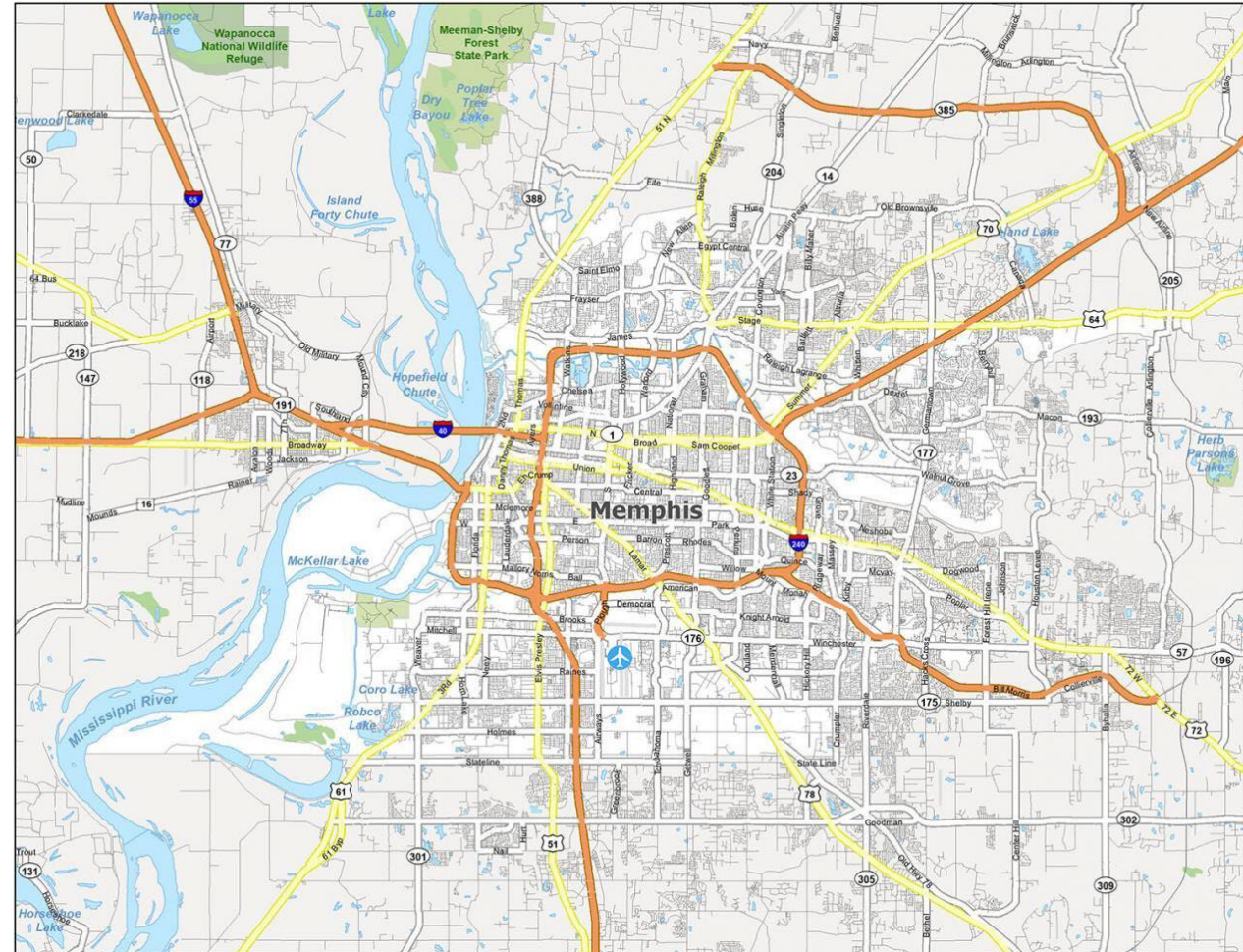
# Undergraduate Recruitment Expansion

# City



## Already Booked to Attend

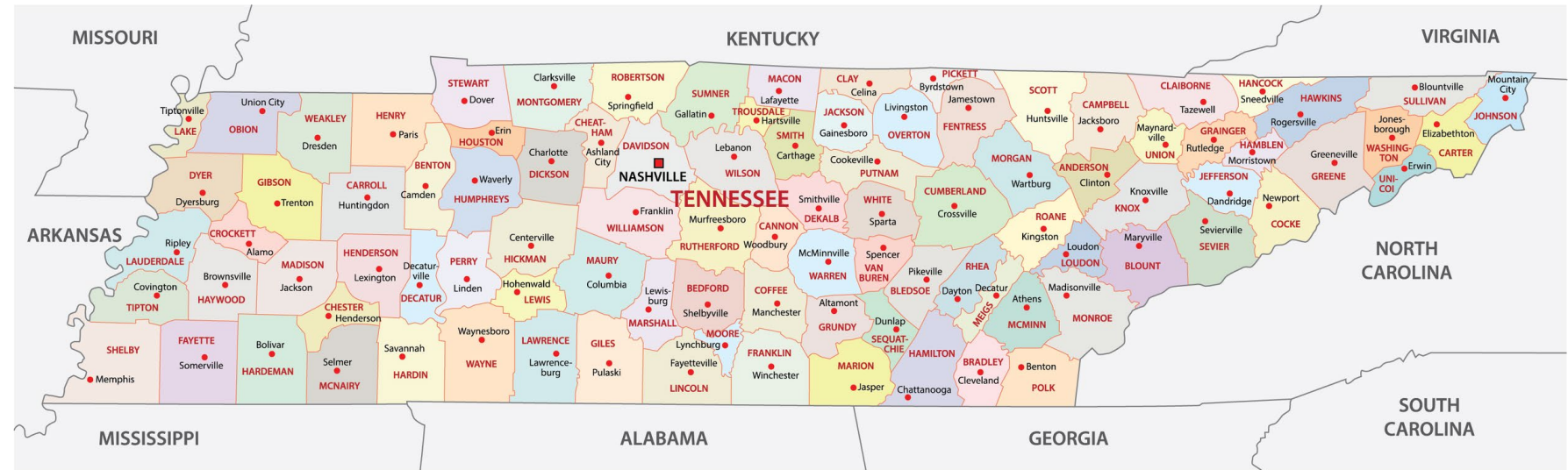
- Kingsbury High
- White Station High
- St Benedict at Auburndale
- Memphis Academy of Science and Engineering
- Cordova High
- Arlington High
- Houston High
- Bartlett
- Memphis Area College Night\*



# State

## Planning to Attend this Academic Year

- Jackson\*
- Nashville\*
- Chattanooga\*
- Knoxville\*
- Dyersburg
- Bolivar
- Munford
- Lexington
- Brownsville





# National



## Continued Activity

Northwest MS\*

Northern AL\*

Little Rock, AR\*

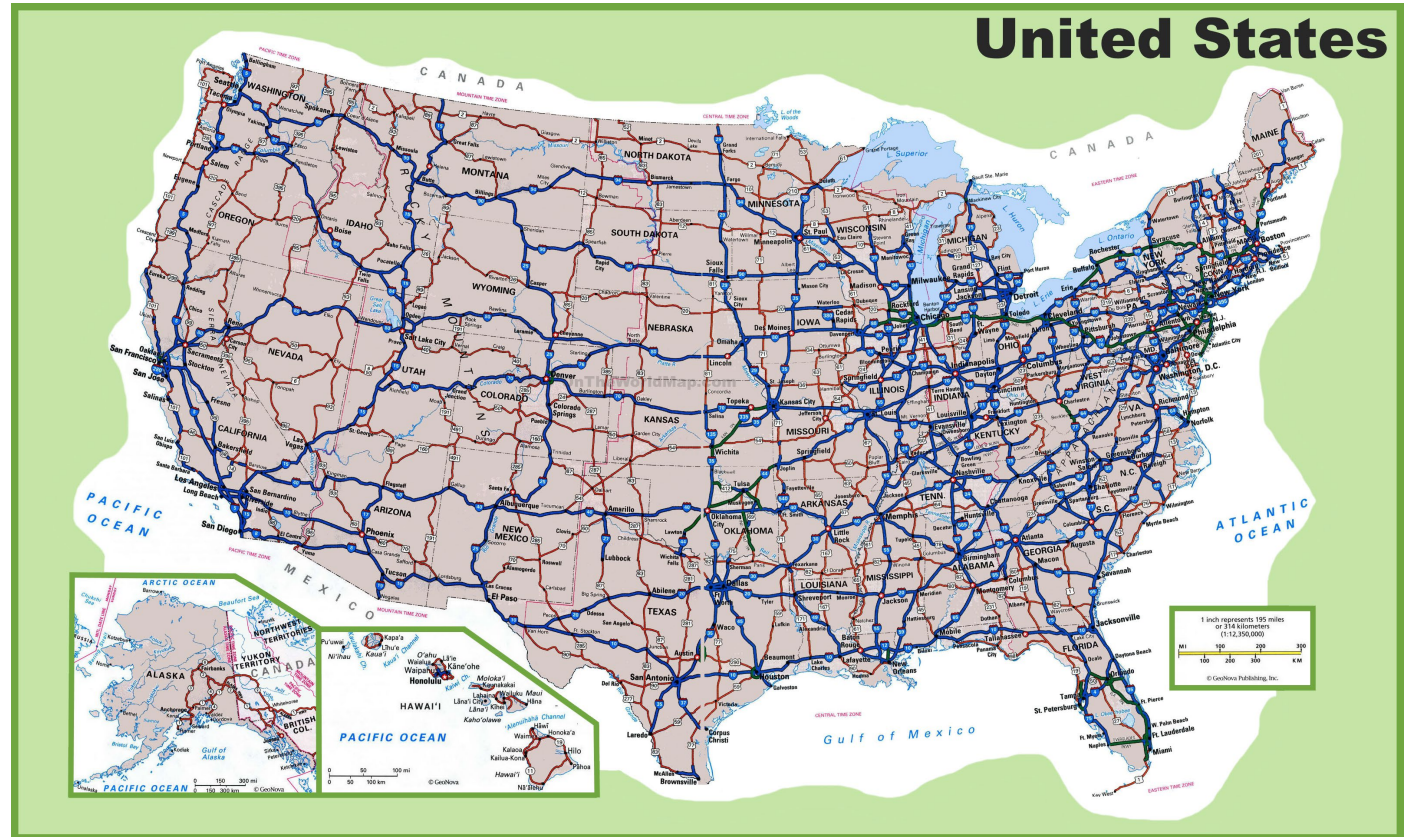
Chicago, IL\*

St Louis, MO\*

## Emerging Markets

Dallas TX

Houston TX



# Upcoming On Campus Events

All CAS departments are invited to attend the below events

- September 28th - Discover Your Major Day\*  
Departments are encouraged to create interactive displays
- September 30<sup>th</sup> - Fall Preview Day
- November 11<sup>th</sup> - Fall Preview Day
- Two Spring Events – Dates tba

# Basics of an Appealing Table

- Table should be inviting from a distance
- Information should be concise, but not overwhelming
- Organization and attention to detail matter
- Multidimensional, varying heights to draw in and stimulate the eye
- Meet UofM brand standards



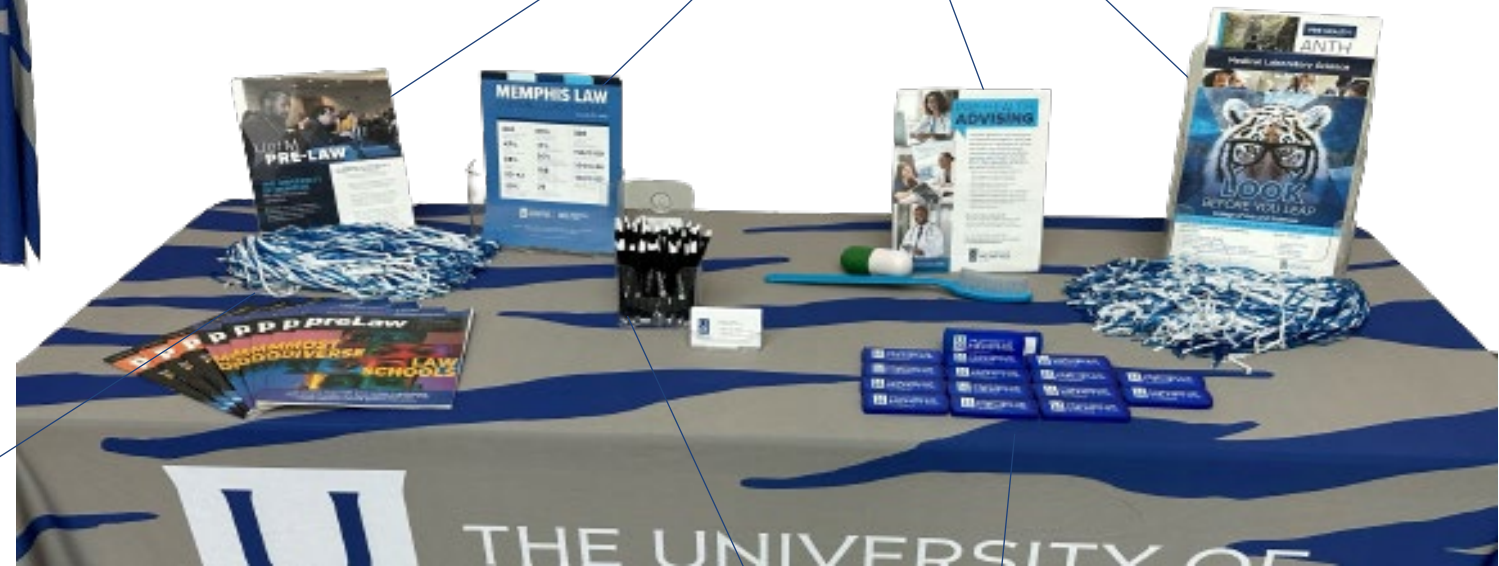
# Components of an Appealing Table



Branded  
tablecloth

Display  
Items

Approved  
Flyers  
(upright)



Branded  
Giveaway  
Items



# Guaranteed Interview Agreements

This fall we are proud to announce partnerships with UTHSC College of Medicine and the Baptist University College of Osteopathic Medicine.

- Increased collaboration
- New Interactive Programming
- Guaranteed Interview



# Upcoming Hire!

This fall the College of Arts and Sciences will begin the hiring process for a new Coordinator of Marketing

WORKforUM



THE UNIVERSITY OF  
MEMPHIS.