

Best Practices in Graduate Outreach FLC

Summary

In the past years Fresno State has implemented to great effect a number of initiatives focused on the improvement of undergraduate student services. Similar efforts have been developed at the graduate level through the Graduate Net Initiative, a U.S. Department of Education Title V-B grant housed under the Division of Research and Graduate Studies. The program aims to attract more students to Fresno State, and strengthen and expand current programmatic outreach and recruitment efforts among other objectives. The proposed Faculty Learning Community, to be facilitated by the Initiative's Graduate Outreach Specialist and the Division of Research and Graduate Studies Outreach Coordinator, will bring together graduate coordinators to consider and strengthen their outreach efforts. The main objective of the FLC will be to develop an outreach plan, enhance department websites, and update other program marketing materials.

Innovativeness or the need for the FLC topic including a description of goals/objectives. Address a need from priority one and/or four of the 2016-2020 Fresno State Strategic Plan

The results of a graduate student needs survey, deployed in spring 2015, indicated that the majority of students (69%) are aware of at least some available graduate services, particularly those advertised through their program's website. However, an overwhelming number of students felt that services are neither advertised well nor easily accessible. For example, many students responded that websites are not user friendly, have outdated content, are not welcoming, and do not have useful information. Clearly, more needs to be done at the programmatic level to attract students and to support enrollment growth. Priority one on the Fresno State Strategic Plan mentions the need for *"innovative programs and high-impact experiences that attract talented and diverse students."* This FLC is needed in order to achieve this important university priority at the graduate level.

Learning Objectives/ Participant Deliverables

The learning objectives of this FLC are:

1. Learn about best practices related to student outreach and recruitment
2. Formulate and implement an outreach plan
3. Learn about graduate faculty and coordinator resources
4. Learn how to use OU Campus (university website system)
5. Assess own website using a website rubric
6. Implement website rubric changes
7. Assess and update current outreach/recruitment materials

Selection criteria for applicants selected to the FLC

Graduate Coordinators and Graduate Pathway Facilitators who have not previously participated in the Enhancing Graduate Student Services Faculty Learning Community are encouraged to participate. A meeting poll will be sent to try and accommodate all applicants, however, priority will be given to those whose availability is similar to the majority of the group.

Participant Funds

Participants will receive a total of \$500 dollars after the FLC is completed and after work has been evaluated.

Schedule and modes of meeting

Fall 2017

Meeting one

Assigned reading: *Is it Time to Redesign Your Website?*

Date: Location:

House cleaning: Introductions, attendance, MOU

Article discussion (Imelda)

Overview of Website Rubric

Recruitment Sheets, Catalog program description, Student Handbook

Adjourn

Meeting two

Date: Location:

OU Campus 1st training

Adjourn

Meeting three

Date: Location:

Library hands on workshop

Adjourn

Spring 2018

Meeting one

Assigned reading: *The Do's and Don'ts of Marketing to Graduate Students*

Date: Location:

Article discussion (Rodrigo)

Elements of an Outreach/Recruitment Plan

Example Outreach/Recruitment Plan

Adjourn

Meeting two

Date: Location:

One-on-one follow ups and status of progress with FLC facilitator(s)

Meeting three

Date: Location:

Report out