1. **Identify The Best Strategies for Your Program.** Every year do a survey of students in their first semester, when memories are fresh, to ask what parts of your recruitment strategy were most effective. How did they find out about the program? What made them want to apply? What factors were influential in accepting admission? Share the results with Admissions.

2. **Identify Your Best Sources of Applicants.** Keep track of where your best applicants are coming from and be in contact with faculty and major advisors there to encourage more applications. Identify other schools that might be good feeders, especially for applicants from underrepresented groups. Make contact with faculty undergraduate major and master’s advisors there.

3. **Use Databases to Reach Potential Applicants:** for example, GRE Search Service, McNair Scholars.

4. **Identify and Develop networks:** through faculty**, students and alumni reach out to potential students and their advisors. Maintain relationships with alumni. Use national conferences to bring together faculty, students and alumni to meet potential students or faculty at schools that might send you students. Ask current students and faculty teaching at CUNY campuses to identify promising students, particularly from underrepresented groups, for doctoral study.

5. **Hold Open Houses for Interested and Accepted Applicants.** Keep track of who attends, including their research interests. Ask faculty in their areas of interest to contact them. Notify admissions of all events. Invite potential applicants to events on specific topics like writing the personal statement, faculty and student research; your curriculum. Hold special events for potential applicants from underrepresented groups. Consider streaming open houses and other events draw in more applicants.

6. **Get The Program Engaged in Diversity on A Continuing Basis.** Each program should now have a committee to engage faculty and students in addressing diversity, equity and inclusion in student recruitment, curriculum, faculty recruitment, public events and other program activities. Bring together your Diversity, Equity and Inclusion Committee with your Admissions Committee to develop a comprehensive strategy.

7. **Maximize The Effectiveness of Your Website.** Make sure your website is up to date: admissions requirements, available funding (including dissertation-year funding), program curriculum and activities. Include testimonials from current students and graduates. Faculty and student achievements should be prominent and up to date. Be sure your paths to degree are prominently posted. Include information on the placement of your graduates. Consider offering webinars about the program and the admissions process. Use web pages and social media to highlight events and speakers that could be of special interest to applicants from underrepresented groups. Make sure that the email provided for prospective students directs them to a specific faculty or staff contact rather than a general program email. Encourage faculty to keep their websites up to date and informative.
8. **Utilize Social Media**: publicize program news that would appeal to prospective students along with application tips and reminders. Use social media to reach out to prospective applicants as well as diversity practitioners, HBCUs, Ethnic Studies administrators at other colleges. Encourage dialogue in the use of social media. Respond to inquiries and start conversations rather than using social media exclusively as a platform for pushing your message outwards.

9. **Advertising**. See if that’s made a difference in attracting applicants (no. 1 above). Consider targeting program advertising/mailings to departments in historically black colleges/universities and those with predominantly Asian and Latino student bodies, and to professional associations of minority academics such as the Ph.D. Project (business), Association for Biomedical Research Careers for Minority Scientists and the Association of Black Anthropologists. Develop, monitor, and assess use of Google Adword campaigns. The Office of Admissions can assist in implementing and assessing Google Adword efforts.

10. **Utilize Professional Conferences**. Many academic conferences have opportunities to participate in graduate student recruitment fairs. Reach out to potential applicants to let them know faculty and students from the program will be presenting at the conference and alert them of those presentations. For conferences that utilize poster presentations ask program faculty to attach program brochures on their poster boards for distribution.

11. **Personalize Contact with Prospective Applicants**; keep track of them and their interests, invite them to visit the Graduate Center and forward their names to admissions.

12. **Get to Know Your Top Applicants Before Making A Final Admissions Decision**. This will help insure a good fit and real interest among those you admit. Interviews with groups of faculty are an excellent way assess the applicants and for them to get to know the program. Follow up with phone calls, Zoom, Skype or e-mail.

13. **Follow Through on Admission Notification**. To Maximize the Possibility Of Matriculation. Reach out to admitted applicants with e-mail, Skype and phone calls. Have faculty in their area contact them. When you send out offers of admission, consider including a list of current students willing to talk about various areas of study in the program as well as student life. Invite them to visit classes and to a special event for admitted applicants. These events should include a session featuring current faculty and student research as well as a students-only session where applicants can ask the questions they might not want to ask faculty.

14. **Admissions is a Twelve-Month Undertaking**. Waiting until the fall is too late, remember that many potential applicants are starting to look a graduate schools the spring before they apply and that may be a good time to reach out to them. Consider that in your recruitment plans. Contact your graduates and colleagues at other schools to encourage them to have their students apply.

*Please remember that all offers of admission or financial aid must be made through the Offices of Admissions and of Financial Aid and Fellowships. You’re encouraged to sound out applicants before an offer is made and to follow up on the offer—but don’t
make the offer. Remember that applicants offered financial aid have until April 15 to respond. You can’t require them to respond before that.