



Graduate School

UNIVERSITY OF GEORGIA

In a continuing effort to recruit the brightest and most diverse cohort of graduate students, the Graduate School will again be offering **Recruitment Enhancement Grants** during the 2023 – 2024 admissions cycle. The goal of this program is to encourage academic units to develop and implement strategic and effective recruitment plans to recruit new graduate students. These funds can be used to pay for a variety of recruitment initiatives including, but not limited to:

- Hosting an Open House or Information Session
- Paying for registration fees to a graduate recruitment fair
- The creation and production of marketing materials, such as recruitment brochures or videos, and purchasing marketing tokens (aka swag) such as keychains or pens
- Updating your website to better align with your recruitment goals
- Purchasing a list of names from (ETS) GRE.

FRIENDLY REMINDER: These funds may not be used to purchase food or to pay application fees, and must be used during this fiscal year (2023 – 2024). Please be sure to check with your Business Manager that what you are proposing is financially feasible. Lastly, requests must be in whole dollar amounts.

NEW: The maximum award allocation has been increased to up to \$5,000.

Academic units interested in applying for *Recruitment Enhancement Grants* should complete the brief application form and submit a strategic recruitment plan proposal in pdf format by **Friday, October 20, 2023, at 12:00pm**. *Departments with multiple programs and/or degree objectives should submit a single request.* Here is the link to the online application:
https://gradapply.uga.edu/register/grad_enroll_grant

Proposals that include the recruitment of students from populations underrepresented/underserved within the discipline* and/or at least \$500 in matching funds will be favorably considered. All submissions must include the signatures of the Department Head/Director, Graduate Coordinator, and your Dean. ***Without these signatures, your application will not be considered complete and will not be evaluated.***

Proposals should be limited to three pages in length that:

- 1) Clearly describe the **recruitment initiative(s)**
- 2) Provide a **detailed description of estimated costs** and justification
- 3) Explain how the initiative(s) plays a role in your unit's **strategic recruitment plan**
- 4) Identify and explain the **assessment measures** that you will employ in fall 2024 to determine the effectiveness of the initiative(s).

Assessment of Previous Year's Initiative

If you received a *Recruitment Enhancement Grant* during the 2022 – 2023 cycle, please **submit a one to two-page evaluation using the assessment measures identified in your submission from last year** and include a copy of the completed table below with your specific data. For information on recruitment data, please visit the [Graduate School dashboard](#) on the webpage of the Office of Institutional Research.

	Fall 2021	Fall 2022	Fall 2023
Total number of Applicants			
Total number of Offers			
Total number of New Enrollments			
Total number of URM Applicants			
Total number of URM Offers			
Total number of URM New Enrollments			

Assessments are due **Friday, October 20, 2023 at 12:00pm**, and, if you created a brochure or video, please include a copy. New submissions will not be reviewed until your assessment from last year has been received.

Funding awards will be allocated in November 2023.

Please contact Dr. Lisa Sperling, Senior Director of Recruitment and Diversity Initiatives, at 706-542-6413 or sperling@uga.edu, with any questions or concerns.

*Underrepresented/underserved within the discipline may include personal characteristics such as race/ethnicity, gender, first-generation in higher education, non-traditional age, disability status, veteran status, rurality, and/or a self-identified aspect of a uniquely diverse background. *Please provide justification for how underrepresented/underserved status is appropriately defined within your discipline.*