

Recruitment Ambassadors:

Partnering with SGS to recruit & enroll a diverse graduate cohort

- **Identifying prospects**

- Graduate Fairs & Conferences where undergraduates from diverse backgrounds present work:
 - SGS runs exhibit booths at and regional events. Faculty and graduate student Recruitment Ambassadors team with us to staff the booth and to connect with prospects who fit with their programs.
 - For programs that exhibit at professional society meetings, SGS can share best practices for recruiting and provide content to showcase Rutgers strengths and commitment to DEI.
- Campus visits (can be virtual) to feeder schools, including Minority Serving Institutions (MSIs)
 - SGS leaders and graduate student Recruitment Ambassadors co-lead workshops on applying to graduate school and summer internships at Rutgers
 - Workshops can also be tailored to a specific graduate program. Along with an SGS leader, speakers can include the GPD, 1 or 2 other faculty members, and 1 or 2 graduate students (ideally alumni of the target school)
- Program-initiated recruitment events: We can provide contact lists to promote event (e.g. department chairs & program directors at MSIs and prospective invitees), general RU and DEI slides, and best practices. At GPD request, SGS can also participate in the event.
- Databases and prospect lists from SGS membership in diversity-focused consortia, programs, or societies, e.g. National Name Exchange, McNair, GEM, LSAMP: SGS can mine and provide contact info and demographics for prospective applicants.

- **Converting prospects → applicants**

- Follow up with prospects – SGS sends general info; Recruitment Ambassador sends program-specific follow up.
- Pair a prospect with a graduate student near-peer or faculty Recruitment Ambassador who mentors the student on application preparation.
- Contact SGS re fee waivers for certain groups

- **Converting admits → enrollees**

- Recruitment Ambassador and GPD maintain active contact with admit. SGS can augment with DEI-focused info.
- GPDs work closely with SGS to explore funding such as Dean's Fellowships to Broaden Participation.

For more info, contact Associate Dean Evelyn Erenrich, erenrich@rutgers.edu