

# Notes on the Breakout Session on Recruitment

## Joe Gardella, University at Buffalo, Facilitator

- The key issues identified by the participants were:
- Recruiting underrepresented groups, minority/majority and women
- Imbalances in applicants among minority groups
- Dealing with pricing issues for the cost
- What is the role of recruiting for international students
- The role of part time students versus full time students
- The role of industry sponsorships
- The role of internships as a recruiting tool, managing internships
- Recruiting/marketing strategies: the role of the web, local websites, mass mailing, emailing, buying GRE interest lists
- Trade shows and graduate fairs
- Differentiating/Branding the PSM.

A short presentation focusing on the University at Buffalo's recruiting program was discussed (slides 5-12).

Participants in the both sessions were very concerned with issues surrounding specific outreach plans for under represented groups, each program has a variety of experiences. Various groups shared the regional results; it seems that program areas have very different experiences. The UTEP program to identify minority serving institutions and share strategies may offer workshops in successful techniques. The expanding program with Puerto Rican institutions might offer some experiences to building specific pipelines. A few programs already had relationships with HBCU's; but the observation was made that getting faculty at predominantly minority serving institutions to think about PSM versus Ph.D.'s would be a challenge. Many institutions have dedicated funding/fellowships for minority students targeted to the PSM.

A second issue of interest to both groups was the role of international students. While Sloan envisioned PSM's for domestic students, but institutional experiences varied as did the different disciplines; mathematics for example had needs for TAs and would recruit using TA's for both domestic and international students in the PSM programs.

Recruiting part time students versus full time students appeared to be an issue related to the nature of the location of the program with respect to a large urban area or a high density of industry that would hire students from the program. Many PSM's have worked out part time programs. A key issue would be whether courses could be offered at night. Again, this appears to be more common in smaller institutions already comfortable with the market for masters degree students.

Time to degree is a key set of data to help recruiting students; to show that the fixed, two year, thesis-less masters program can be a help to recruiting students versus longer masters programs. Getting data about time to degree is important.

As for most of the issues, a number of recruiting issues were considered specific to certain types of programs at different institutions; there appears to be flexibility and variability. It is hoped that the networking at the session can connect people to other program managers to help support programs across the US.



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## Breakout Session on PSM Recruiting

Thoughts about UB's Program  
Special Features



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- Faculty Visits and Outreach
  - Building Feeder Schools
- Connection to Industry
- Increasing Participation of Minorities and Women: Building Pipelines

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- Four Departments:
  - Chemistry: Ph.D., feeders, outreach
  - Geography: NCGIA, established MA/MS
  - Geology: established MS thesis, MA
  - Biology: MA/MS
- Each with own methods/experiences



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- Website
- Publicity, Brochures
- On Campus (BS/MS)
- Application → Gradmit

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  - Former MS, Ph.D. students
- Industry Contacts
  - Advisory Board
  - Pharmaceutical, Environmental Companies



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*College of Arts and Sciences*

- Minority Recruiting: Faculty, Alum
  - Puerto Rico: Prof. Luis Colon, UPR Cayey
  - Asian/Pacific Islanders: Prof. Diana Aga
  - HBCU: Xavier Univ. LA, Prof. Beverly Wright, Alumnae

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- Minority Recruiting: Faculty, Alum
  - Puerto Rico: Prof. Luis Colon, UPR Cayey
  - Two Visits, Jan 03, Jan 04
    - US Citizens
    - Pharm Industry
    - Brain Drain
    - Vieques, Environmental

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- Key Issues
  - Separation from Ph.D. recruiting
  - Firewall: Ph.D. vs. MA accept?
  - Faculty Attitudes re: Ph.D. Priorities
  - Dept. vs. Interdisciplinary Recruiting
  - Feeder School MS Competition