2013 GRADUATE STUDENT RECRUITMENT PROGRAM GRANT
Proposal Information and Preparation Instructions

Grant Program Goals: Funding is being provided to support recruitment activities that directly contribute to increasing the number of qualified graduate students to the applying graduate program.

Eligibility: Any graduate program at WTAMU that is willing and able to increase graduate student enrollment is eligible to participate. Curriculum, accreditation, course and instructor availability should be considered in your ability to increase enrollment.

A proposal may be submitted jointly by multiple programs, in cases of cross-disciplinary opportunities. In such cases, one joint proposal is required (not multiple proposals). There is a limit of one submission per program per year with the following exception: A program may also participate in the submission of a separate cross-disciplinary recruitment grant.

Award Criteria: All awards are dependent upon funding availability. Proposals will be evaluated by Graduate School in conjunction with the associated college dean. Graduate Council may be utilized to provide feedback on proposals. Proposals will be evaluated on: a) the potential to directly increase graduate student enrollment for 2013, b) the ability to retain recruited graduate students, c) the quality of applicants to be recruited, and d) the ability to meet the grant timeline/deadlines.

Proposal Requirements: To be considered for funding, please include the following items and submit before the established deadlines (see timeline for deadlines):

1. Cover Page: Please include the following on the cover page:
   - Identification of Graduate Program(s), Program Director(s), Department(s), and associated College(s)
   - Abstract
     Please include a brief abstract of the proposal to include pertinent information about the specific recruitment goals, activities, total budget request, and estimated enrollment increase.
   - Time Line
     Include a timeline of your recruitment activities. Note: This funding is for the following recruitment cycle: Spring, Summer, and Fall. All funds must be expended before the end of the fiscal year to comply with university fiscal year procedures. Please note any requests that would fall in future years, such as in the case of assistantships awarded for multiple years.
   - Signature of Approvals/Dates
     The cover page must include signatures of approval by the associated graduate program director(s), department head(s), and dean(s).
2. **Abridged Recruitment Plan**

The proposed recruitment plan narrative should provide a clear description of the context of your graduate program and the recruitment effort to be undertaken. Please include the following 10 arrow points in your discussion.

- **Describe the distinctive elements about your program. Why would someone want to get this graduate degree from WTAMU rather than another institution?**
- **Career potential:** Tell us about the graduates of your program. For example, what kinds of jobs/salaries do they obtain? What is your placement rate?
- **Tell us about your competitors. If students didn’t enroll in your program, where do/could they typically go instead?**
- **For the past 5 years, provide the enrollment data for your program. What trends do you find? (Gary Kelley can assist with this information).**
- **Describe your overall recruitment goals and how this request for funding connects to those goals; please be as specific as possible.**
- **What method(s) will you use to conduct your recruitment? Include an explanation of why these are the most appropriate methods.**
- **Who will be the responsible program administrator for this project? This person will be responsible for the proposal submission, completion, and the follow-up report.**
- **Describe the budgetary, time constraints or other recruitment constraints in your program. How you will be able to utilize this grant to achieve recruitment increases within these constraints.**
- **How will you measure accountability for the results of this proposal?**
- **Are there recruitment activities that you would like to propose that require no budgetary funding? For example, curriculum redesign, online offerings, accelerated bachelor’s to master’s programs? If so, please describe.**

3. **Budget**

Final approval of proposals is contingent on the availability of funds. The maximum amount allowable for a proposal is **dependent upon the number of proposals received and approved.** As such, budgets should be created utilizing cost efficiencies while garnering the most effective enrollment increase. Funding minimums and maximums are not mandated. However, please note that there is a limited funding pool. A program could request as little as a hundred dollars or thousands of dollars to accomplish recruitment goals.

Each proposal must contain an itemized budget prepared to represent the specific costs of the proposed recruitment activities. Applicants may utilize their own budget format. A written justification of each budget item is required. Please also include any matching funds or other program recruitment funding provided by other sources.
Funds may be used for student scholarships, assistantships, marketing, feeder school visitation, etc. Travel expenses may be considered only if travel is integral to the direct increase in graduate enrollment. Funds are not provided for attendance at a conference for presentation purposes, or for faculty salary. Funds must be directly connected to graduate student recruitment and enrollment increases. Recruitment activities and associated funding is for new graduate student recruits, not current students.

Keep in mind: Graduate School has recruitment table/booth cloths and banners. Print recruitment flyers and folders are also available and can be tailored to your recruitment needs. Additionally, using EMAS, Graduate School can electronically set up a communication plan to follow up with your potential recruits. We can tailor messages to reflect your recruitment needs. This support is of no cost to programs.

Requests for budgetary changes after the grant award must be reviewed and approved by the Dean of Graduate School. It is not guaranteed that requested budget changes will be approved. Budget items must be expended by August 1 (in the case of scholarships and assistantships which must be awarded to a specific student and all associated financial paperwork completed by August 1).

**Unspent funds cannot be carried forward into the next fiscal year** and will be reallocated to other graduate student needs by Graduate School. No exceptions. No extensions.

4. Appendices
   Additional information that is pertinent to your graduate student recruitment application may be attached in an appendix.

**Assembly Instructions & Timeline**

**Assembly Instructions**
Please assemble your proposal in the following order:
1. Proposal Cover Page
2. Recruitment Plan
3. Budget Justification
4. Appendices (if needed)

Please submit your proposal (hard copy or electronically) to Teresa Schrock, Graduate School, Killgore Research Center, tschrock@wtamu.edu, before the deadline. 806.651.2738
Timeline

- **November** – Deadline proposal submissions (To Graduate School or tschrock@wtamu.edu)
- **November** – Proposal Deliberations
- **December 1** – Notification of awards
- **August 1** – Deadline for Final Report and funding expenditures

If accepted proposal requirements are not met, the grant may be terminated, funding and reimbursements cancelled.

**Final Report**

Upon completion of the project, please submit a Final Report that discusses how your recruitment efforts impacted your program enrollment. Please submit the report to Graduate School (Teresa Schrock) by August 1.