

Graduate Studies Recruitment Plan

1. Update website to include testimonials from alumni regarding experience in the Graduate Program and subsequent benefit.
 - a. Identify possible contributors through direct mail requests
 - b. Record and review testimonials, choose which will be used on GS website. If an adequate number are acceptable hold some in reserve to be changed out on website every semester.

2. Undergraduate interest survey
 - a. Freshman orientation
 - b. Online access
 - c. Continual review of online survey results

3. Update program brochures

4. Seek, select and purchase promotional materials to be used for recruitment.

5. Direct mail: GS program information and application information to (1) undergraduates that have achieved their UG degree within the past three years; and (2) potential UG graduates of this.

6. Outreach Recruitment Efforts
 - a. LMEA: send emails to reservation schools informing and inviting current teachers (non-native as well) to consider the Education Administration Master's Degree.
 - b. LakM: develop a relationship with Tribal Program Directors to inform and invite employees interested in obtaining a MA in Leadership and Management.

7. Outreach to TCU's and SD BOR Schools
 - a. Build partnerships
 - b. Possible program expansion opportunities -- collaboration

8. Seek, identify and obtain funding resources to support recruitment plan