

## Recruitment and Outreach Workshops Summer and Fall 2020

The Graduate Division is holding a series of workshops throughout the summer and early Fall quarter aimed to provide information on planned recruitment and outreach efforts, including a virtual Open House in the Fall and utilization of new UCR logos in Slate communication flows and events.

*Workshops will take place via Zoom on the specified dates 10 – 11am.*  
*Please RSVP via the SLATE links below.*

### **June 17th: Revisiting Open House Planning**

Group discussion to plan a Virtual Open House tentatively scheduled for Saturday, October 17, 2020. In addition, the group can discuss what Fall recruitment could look like, including potential recruitment events and targeted recruitment utilizing e-mail campaigns such as GRE list, UC LEADS summer program participant list, McNair programs list, national conference attendance (e.g., SACNAS) and recruitment allocation from Graduate Division.

<https://connect.ucr.edu/register/RevisitingOpenHouse>

### **June 23rd: Virtual Recruitment Events**

Now that in-person open houses are a thing of the past, at least for now, hear from some colleagues who have hosted a variety of recruitment events online.

Large Scale Virtual Events: Feedback from Kathy Redd (CNAS) and Maria Franco Gallardo about running online sessions for the large Southern California Diversity Forum. Organization and planning, student numbers, zoom etiquette and follow-up will be discussed.

Virtual Info Sessions/Virtual Open Houses: Heather Killeen will host a quick tutorial on hosting a virtual open house event on Zoom, including tips for avoiding Zoombombers, and proven marketing strategies to increase leads.

<https://connect.ucr.edu/register/VirtualRecruitmentEvents>

### **July 7 Alternate to the GRE**

Presented by Emma Wilson from the Graduate Division; Omar Safe from the Office of the Provost and Eddie Comeaux Professor in GSOE and member of the systemwide committee on the use of the SAT in admissions. This workshop will discuss the history and background to the use of GRE and the reasons and processes for holistic review for graduate admissions.

<https://connect.ucr.edu/register/AlternateGRE>

### **July 15th Rubric Generating Workshop**

Presented by Omar Safe from the Office of the Provost. This workshop will walk programs through the generation of their rubric aimed to find an alternate to GRE dependency. Those programs wanting to participate require a minimum of 3 people from each program preferably Graduate Advisors for Recruitment or equivalent, Directors and Student Affairs Staff. Admissions committee faculty are also invited. Space is limited.

<https://connect.ucr.edu/register/RubricGenerating>

### **July 21 Online Recruitment Tools**

Update on Recruitment Grant initiatives and online tools. Presented by Kathy Redd and Laura McGeehan/CNAS; and Paul Talavera Mechanical Engineering and Benjamin Liu, Hispanic Studies. Kathy will share do and don'ts from CNAS' recent virtual fair as we prepare to host our virtual Open House in the Fall.

<https://connect.ucr.edu/register/OnlineRecruitmentTools>

### **July 28 Recruitment Marketing: Leveraging the power of Slate to nurture and generate student leads. New Slate templates and new UCR logo**

Presented by Julie Porter, GSOE. In this workshop, Julie Porter will share the best-practices in connecting Slate to your website to nurture and capturing leads; share suggested marketing messaging from student research, including Noel-Levitz; and proven recruitment marketing strategies including digital ads. Learn about the new UCR logos and how you can incorporate them into your Slate communication flows and events.

<https://connect.ucr.edu/register/RecruitmentMarketing>

### **October 17: Virtual Open House?**

### **November 17: Fellowships and Financial Packaging**

Presented by Elisa Gutierrez from the Graduate Division. Template creation, NRT, revised offers, PSA and creating support types are some of the topics that will be covered during this workshop. A Q&A session will follow.

<https://connect.ucr.edu/register/FellowshipsandFinancial>

### **December 15: Fellowships**

Presented by Emma Wilson from the Graduate Division. This workshop will cover the fellowships that students are awarded competitively. The timing of this workshop is aimed at providing guidance for the upcoming DYP and GRMP deadline at the end of January. It will also cover quarterly awards, gift and development awards.

<https://connect.ucr.edu/register/Fellowships>

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