

# Tools for Designing an Effective Recruitment Plan

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# Step 1: Research

- ☞ *Situation*
- ☞ *Quantity*
- ☞ *Quality*
- ☞ *Positioning*
- ☞ *Target audiences*
- ☞ *Budget*

# What are your recruitment goals?

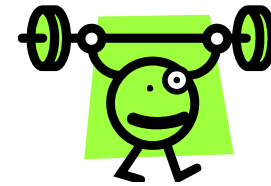
- ☞ Underrepresented minorities
- ☞ Out-of-state applicants
- ☞ Men
- ☞ Program-specific
- ☞ Full-time vs. part-time
- ☞ Experienced vs. new graduates (Assoc. vs. Bacc.)
- ☞ Campus vs. online
- ☞ Others?

# When does recruiting start?

- A) Once application is received.
- B) As soon as I wake up in the morning.
- C) Who needs to recruit? Applicants flock to us.
- D) At every internal and external event; with every phone call, in-person meeting, and marketing initiative.
- E) All of the above.

# SWOT Analysis

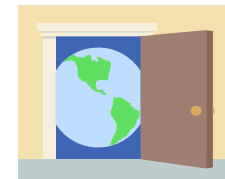
∞ Strengths



∞ Weaknesses



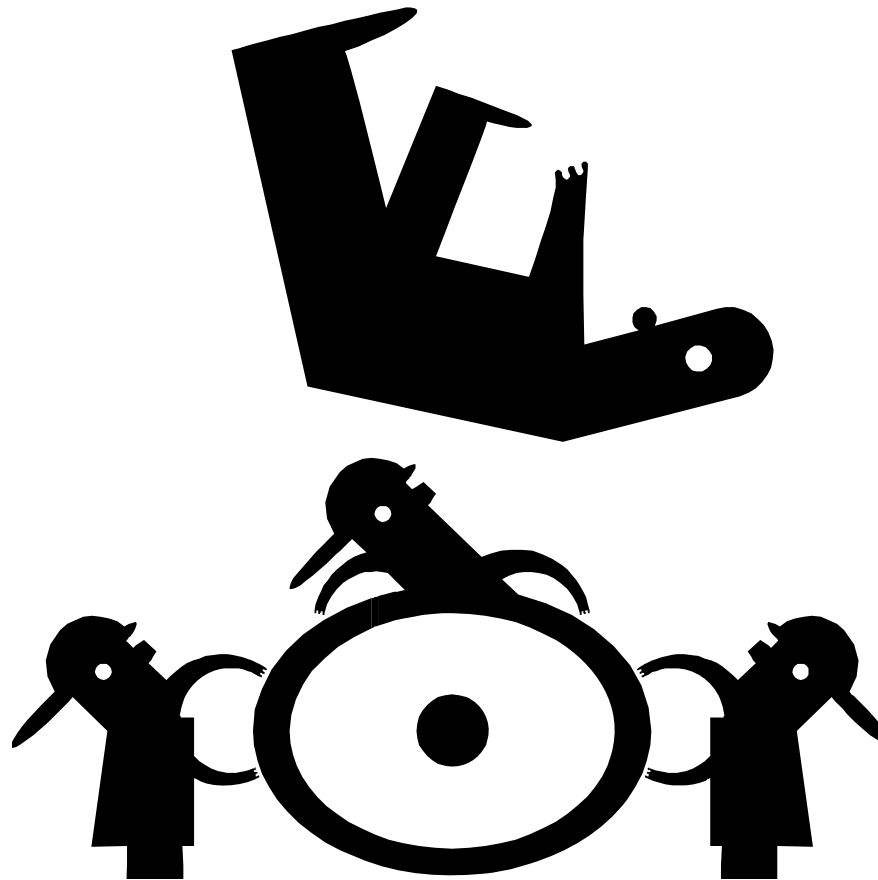
∞ Opportunities



∞ Threats



# Funnel Analysis



2014 Graduate Nursing Admissions  
Professionals Conference

# When does recruiting end?

- ∞ As soon as the prospect applies.
- ∞ As soon as the admission interview/offer letter is sent.
- ∞ Once the individual matriculates.
- ∞ After the first day of class.
- ∞ Never.

# Steps 2-4: Objectives, Plan, Evaluation

## Objectives:

- ∞ Establish enrollment objectives.
- ∞ Set clear, actionable, measurable goals.

## Recruitment plan:

- ∞ Strategy, tactics, calendar/timetable, budget

## Evaluation:

- ∞ Determine whether objectives were met.



# Round Table Activity

For the next 20-25 minutes, each table should identify one current challenge and come up with one or two potential recruitment strategies.

We will then go around to each table and have one person identify their table's challenge and their strategies for improving outcomes.

# Round Table Synopsis

## ☞ Group 1:

- **Challenge:** Recruitment to DNP PMHNP/ need for quality applicants
- **Strategies:** “Day in the life of...” videos; testimonials/success stories published online; participation in a public health conference

## ☞ Group 2:

- **Challenge:** Setting up vibrant social media/website and having the manpower to maintain them
- **Strategies:** Student assistant, DNP/PhD student, business school student to assist with these efforts
- **Challenge:** Selling the value of social media/vibrant website to dean and administration
- **Strategies:** Show them the conference presentations/support data.

# Round Table Synopsis

## ∞ Group 3:

- **Challenge:** Creating a diverse applicant pool
- **Strategies:** Holistic faculty review/workshop to help students with their applications; offer non-degree courses
- **Challenge:** Recruiting graduate students
- **Strategies:** Encourage current students to consider graduate education; build mentorship opportunities

## ∞ Group 4:

- **Challenge:** Following up on prospective student leads
- **Strategies:** Set up a call system with various staff/students; establish a recruiter system for tracking applicants

# Round Table Synopsis

## ∞ Group 5:

- **Challenge:** Recruiting diverse students
- **Strategies:** Partnerships with diverse community groups; pipeline programs; targeting younger audiences; bringing students to the simulation center; videos highlighting diversity; word-of-mouth promotion of programs by current students

## ∞ Group 6:

- **Challenge:** Maintaining long-term relationships with students
- **Strategies:** Utilize social media; maintain continuous contact via webinars and chats; develop a communications plan for multiple years; develop an alumni mentorship program (ask them to help make follow-up calls)

# Round Table Synopsis

## ☞ Group 7:

- **Challenge:** Selling BSN-DNP option when it competes directly with the MSN program
- **Strategies:** Customize approach; have individual conversations with prospective students to determine the best fit for them

## ☞ Group 8:

- **Challenge:** Programs that are created so quickly that they leave little to no time for marketing them
- **Strategies:** Host events at area hospitals (bring food); host webinars (live feed); distribute e-newsletters to nurse practitioners
- **Challenge:** Small prospective student attendance at hosted events
- **Strategies:** Greater advertising; earlier promotion of event

# Round Table Synopsis

## ∞ Group 9:

- **Challenge:** Building rapport with initial prospective student inquiries (competition uses call centers)
- **Strategies:** Enlist students to help return calls; host blitz nights from 4 p.m. to 7 p.m. to make calls; utilize automated emails; mail brochures; host information sessions more frequently; update FAQs more often. Emails are no substitute for real conversations.

## ∞ Group 10:

- **Challenge:** Communication
- **Strategies:** Hold monthly meetings with program directors to assess problem areas/areas in need of improvement; regularly update the website; utilize an analytics software to help identify strengths/weaknesses.