

# Marketing to Alumni: Recruiting Your Graduates to Become Graduate Students

**How It Started**  
**What Came Next**  
**Starting from the Beginning**

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# About the Next 20 Minutes

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- o **Part 1 – How It Started...**
  - o *Early Payoff - Alumni Express Application Option*
- o **Part 2 – What Came Next...**
  - o *Connecting with Our Current Alumni*
- o **Part 3 – Starting from the Beginning**
  - o *Setting the Stage with our Undergrads*



*But First....*

# Our University

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- o **Duquesne University**

- o **Fast Facts**

- o *<http://www.duq.edu/about/departments-and-offices/finance-and-business/planning-budgeting-and-institutional-research/fast-facts>*



*But First....*

# Our School of Nursing

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- o **Our School of Nursing**
  - o **Our Programs**
    - o **On Campus Undergraduate**
    - o **Online RN-BSN & Graduate**
  - o **Our Students**
    - o **Undergrad & Grad**
  - o **Our Recruitment Team**
    - o **Solid Support**



## *Part 1 – How It Started*

# **New to the Job**

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- o **Nursing Recruiter - 2016**
- o **Reviewing Applications**
- o **Head Tilt Moment**



## *Part 1 – How It Started*

# Proposal of Simplifying Process

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- o **Eliminating Submission Requirements**
  - o *References*
  
- o **Limited Transcript Review**
  - o *Pre-Requisites*
  
- o **Additional Benefits**
  - o *License Submission*
  - o *Deadline Extension*



## *Part 1 – How It Started*

# **Trial for Our DNP Applicants**

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- o **Applicant Evaluation Impact**

- o *Rubric Score*

- o *Ongoing Evaluation*

- o *Concern with Undesired Applicants*

- o **Administrative Impact**

- o *Tracking Applicant Type*

- o *Tracking Document Receipt*



## Part 1 – How It Started

# Alumni Express Application Review

RATINGS	PERSONAL GOAL STATEMENT (PGST) - Scale of 1-3 for each of 4 items
	0=missing, unacceptable, or very poor; 1=beginning or superficial; 2=developing with some depth;3=mature and thorough
	1. Describes reasons for pursuing MSN and strong career direction
	2. Relates past experiences to advancing career. Includes purpose for undertaking or continuing graduate study, reasons for wanting to study at DUQ, professional plans and career goals
	3. Describe any past achievements in nursing including any professional organizational memberships or positions, awards, scholarships, nominations, certifications, committee/project work, or other accomplishments
	4. Special circumstances applicable to background and professional history and elaborate on any scholarly publications, achievements, and/or abilities
	5. Grammar, spelling, organization, thought clarity and overall writing skills - a few tense, punctuation, and typos.
	<u>0</u> Total Goals Score of Items 1-5 - Maximum Score 20
	<u>0</u> GOALS FINAL WEIGHTED SCORE (Maximum weighted score=20; Formula: (Total/15*20)
REFERENCES	Total Score Noted on Reference Form
	Average scoring: 4=outstanding, 3= very good; 2= average; 1 = below average
	<u>4.00</u> 1. Reference Letter 1 average score (Total 1-4) - Type & Notes: alumni express
	<u>4.00</u> 2. Reference Letter 2 average score (Total 1-4) - Type & Notes: alumni express
	<u>4.00</u> 3. Average of Reference Letter 1 and Reference Letter 2 (Total 1-5)
	<u>20.00</u> REFERENCES FINAL SCORE (Maximum weighted score=20; (Avg*5)
	GPA - For MSN Note School Attended and Total GPA Here:
	QPA last 60 credits for MSN Applicants, MSN GPA for PMC Applicants.
	<u>0.00</u> UNIVERSITY QPA FINAL SCORE (Maximum weighted score=60; QPA*15)
	<u>20.00</u> TOTAL SCORE on Scale of 100 (Goals/max 20 + References/max 20; University QPA/max 60)



## *Part 1 – How It Started*

# Quick Promotion

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- o **Email to Recent & Pending MSN/PMC Grads**
  - o *Address reliability*
- o **Email via Advancement to All Nursing Alumni**
  - o *Target & Elimination as Available*
- o **Social Media Posts**
  - o *School of Nursing*
  - o *Alumni*
- o **Deadline Extension**



## Part 1 – How It Started

# Initial Results

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- o **Proactive Inquiry from BSN Grad**
  - o *Agreed to Review at Close of Application Period*
- o **Concern with Undesired Applicants Unwarranted**
  - o *Minimum Requirements*
  - o *Shared Experience*
- o **Evidence**
  - o *Anecdotal*
  - o *Completed Applications*



## Part 2 – What Came Next

# From Summer to Fall....

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- o **Expanded Alumni Express Option**
  - o *Available for MSN, PMC, & DNP Programs*
- o **Trending Response**
  - o *8% - 13% - 15% of applicants*
- o **Built Into Communication Plan**
  - o *Website Link & Promotion*
  - o *Collateral Materials*
  - o *Timed e-messaging*
  - o *Link to Alumni Express App at Events*



## *Part 2 – What Came Next*

# **Moving Forward**

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- o **Ongoing Results Review**
  - o *Completed – Accepted – Deposited – Registered*
  - o *Program Performance in Key Courses*
- o **Connecting with Alumni**
  - o *How*
  - o *When*
- o **Setting the Stage with our Undergrads**
  - o *As a future alumnus*
  - o *As a future graduate student*

## *Part 3 – Starting from the Beginning*

# **Undergrad Recruitment Stuff...**

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- o **Double-check yourself...**
  - o Website
  - o Printed materials
  - o Campus Signage
  - o Visitor Presentations



- About the School
- Become a Student
- Accreditation and Rankings
- Military and Veterans
- Undergraduate Programs
- Graduate Programs
- Accepted Students
- Faculty
- Administrative Offices
- McGinley-Rice Symposium
- Carfang Nursing & Healthcare Ethics Conference
- Research Study
- Distinguished Alumni
- Alumni Association
- Diversity and Inclusion
- Nursing Advisory Board
- > Donate to the School

# Part 3 – Starting from the Beginning

# Undergrad Recruitment Stuff...

**UNDERGRADUATE SUPPORT**

**Learning about Campus Life**

- School of Nursing
- Nursing Preview Day (for accepted BSN students)
- Duquesne University
- New Student Orientation and Retention Programs

**Financial**

- School of Nursing
- Nursing Scholarships and Financial Aid Programs
- Duquesne University
- Financial Aid Office

**Professional/Personal**

- School of Nursing
- Faculty Mentors, Tutors, Academic Advisors, Center for Research for Underserved and Vulnerable Populations, Student Nursing Organizations, Networking Opportunities
- Duquesne University
- Learning Skills Center, Career Services Center, Computing and Technology Services, Writing Center, University Counseling and Wellbeing Center, Spiritan Campus Ministry, Office of Diversity and Inclusion, Office for Military and Veteran Students

**Student Organizations**

- School of Nursing
- Alpha Tau Delta, Chi Eta Phi, National Student Nurses Association, Nurses Christian Fellowship, Sigma Theta Tau International
- Duquesne University
- More than 200 student organizations on campus

**GRADUATE SUPPORT**

Pursuing an advanced nursing degree can be both rewarding and challenging, which is why you'll find a range of specialized services designed to meet your needs as an online graduate student.

- One-on-one faculty mentorship
- Research assistance through the Center for Research for Underserved and Vulnerable Populations
- Technical support for Blackboard
- Distance continuing education and conference opportunities
- Online support from the Writing Center
- Professional networking
- Dumberg Library

**SERVING THOSE WHO SERVE**

Duquesne University participates in the Yellow Ribbon program and has many students using their Post-9/11 GI Bill benefits. We are honored to include veterans as well as active duty personnel and members of the National Guard and Reserves among our students.

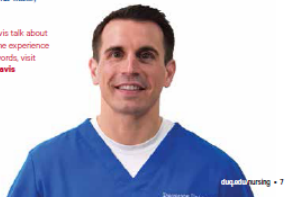
Our Veterans to BSN program provides personalized support systems, customized to the unique needs of military and veteran students. In its Best Colleges for Veterans rankings, *U.S. News & World Report* put us at no. 126, among the top in the nation, for helping veterans pursue a college education under the Post-9/11 GI Bill. And, for the support we provide veterans and military students, the School of Nursing has been recognized as a Gold Military Friendly School by Victory Media.

**16**

"After I was accepted to Duquesne, I was immediately contacted by the Duquesne Nursing Military Recruiter. We were in constant contact. She answered a lot of questions I had, some before I even knew I had them, and kept me on the right track to the admissions process."

**Travis Ling**  
Second Degree BSN student and Intelligence Spec. 2nd Class, U.S. Navy

**1** To hear Travis talk about his Duquesne experience in his own words, visit [duq.edu/travis](http://duq.edu/travis)



**U.S. News & World Report Rankings**

Best Online Graduate Nursing Programs for Veterans: **16<sup>th</sup>**

Best Graduate Schools: **67<sup>th</sup>**

Best Online Graduate Nursing Programs: **26<sup>th</sup>**

School of Nursing is an **NLN Center of Excellence**

- National League for Nursing

**#16** Best Online MSN Degrees

**#25** Best Online BSN Programs

CollegeChoice.net

**Rankings & Recognition**

As a testament to our mission-driven commitment to academic excellence, the School of Nursing has earned numerous accolades for our programs and initiatives.

**#10** Most Military Friendly Colleges

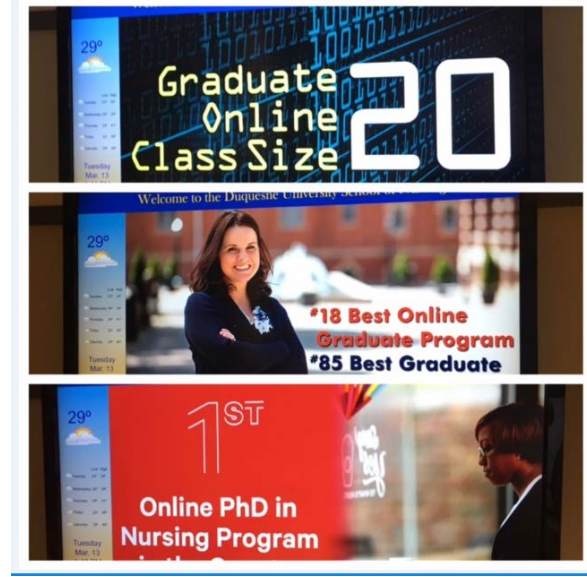
**#14** Best Online Accelerated Nursing Degrees

**#38** Best Online Nurse Practitioner Program

AffordableCollegesOnline.org

**#62** Top 100 Nursing Schools in the U.S.

- Nursing Schools Almanac



## Part 3 – Starting from the Beginning

# While They Are Undergrads....

- o **Recruitment + Student Affairs = Alumni Inclusion**
  - o Nursing Alumni Board in Student Lounge
    - o *Annual bulletin board feature of alumni who are currently graduate students*
  - o Faculty/ Staff Alumnus Liaison
  - o Alumni Participation in Scholarly Student Events
  - o Homecoming Breakfast with Nursing Students & Alumni

 Duquesne University Nursing Alumni Association posted 4 photos.

October 7, 2017 · Instagram · 🌐

Good morning from @duquesneuniversity Homecoming 2017! A huge thank you to our student volunteers and alumni association board members for making today possible. Join us throughout the day for our story! @ Duquesne University #duqhomecoming #myduqstory



## *Part 3 – Starting from the Beginning*

# **As They Move Towards Graduation...**

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- o **Opportunities for Undergrad/Grad Interaction:**
  - o Invite to Dissertation Defenses & DNP Project Presentations
  - o Recruit as Standardized Patients for Graduate Residencies
    - o *These same graduate students may also be their clinical instructors!*
  - o Undergraduate Research Project
    - o *Pair with grad students as their project mentors*



## *Part 3 – Starting from the Beginning*

# Transition & Grad Events...

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- o **Select as Speaker:**
  - o White Coat Ceremony
    - o *Recent Grad enrolled in graduate program*
  - o Senior Celebration Day
    - o *New Grad Entering graduate program*
  - o Pinning
    - o *Established graduate of undergrad & grad programs*

## Part 3 – Starting from the Beginning

# On the Right Track...

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- o **What are we missing:**
  - o Connecting with Alumni
  - o Setting the Stage with our Undergrads
  - o Streamlining Processes for our Alumni Grad School Applicants
  - o ***Sharing Ideas and Successes.... Thoughts?***

Even if you're  
on the right  
track, you'll  
get run over if  
you just sit  
there.

—Will Rogers

*Thank You!*

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