Marketing to Alumni:
Recruiting Your Graduates to Become
Graduate Students

How It Started
What Came Next
Starting from the Beginning

Devon George, MSN, RN
About the Next 20 Minutes

- Part 1 – How It Started...
  - Early Payoff - Alumni Express Application Option

- Part 2 – What Came Next...
  - Connecting with Our Current Alumni

- Part 3 – Starting from the Beginning
  - Setting the Stage with our Undergrads
But First…

Our University

Duquesne University

Fast Facts

But First....

Our School of Nursing

- Our School of Nursing
  - Our Programs
    - On Campus Undergraduate
    - Online RN-BSN & Graduate
  - Our Students
    - Undergrad & Grad
  - Our Recruitment Team
    - Solid Support
Part 1 – How It Started

New to the Job

- Nursing Recruiter - 2016
- Reviewing Applications
- Head Tilt Moment
Part 1 – How It Started

Proposal of Simplifying Process

- Eliminating Submission Requirements
  - References

- Limited Transcript Review
  - Pre-Requisites

- Additional Benefits
  - License Submission
  - Deadline Extension
Part 1 – How It Started

Trial for Our DNP Applicants

- Applicant Evaluation Impact
  - Rubric Score
  - Ongoing Evaluation
  - Concern with Undesired Applicants

- Administrative Impact
  - Tracking Applicant Type
  - Tracking Document Receipt
## Part 1 – How It Started

### Alumni Express Application Review

<table>
<thead>
<tr>
<th>RATINGS</th>
<th>PERSONAL GOAL STATEMENT (PGST) - Scale of 1-3 for each of 4 items</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0=missing, unacceptable, or very poor; 1=beginning or superficial; 2=developing with some depth; 3=mature and thorough</td>
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<tr>
<td>1.</td>
<td>Describes reasons for pursuing MSN and strong career direction</td>
</tr>
<tr>
<td>2.</td>
<td>Relates past experiences to advancing career. Includes purpose for undertaking or continuing graduate study,</td>
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<tr>
<td></td>
<td>reasons for wanting to study at DUQ, professional plans and career goals</td>
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<td>3.</td>
<td>Describe any past achievements in nursing including any professional organizational memberships or positions,</td>
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<td>awards, scholarships, certifications, committee/project work, or other accomplishments</td>
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<tr>
<td>4.</td>
<td>Special circumstances applicable to background and professional history and elaborate on any scholarly</td>
</tr>
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<td></td>
<td>publications, achievements, and/or abilities</td>
</tr>
<tr>
<td>5.</td>
<td>Grammar, spelling, organization, thought clarity and overall writing skills - a few tense, punctuation, and typos.</td>
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</tbody>
</table>

0 Total Goals Score of Items 1-5 - Maximum Score 20

0 GOALS FINAL WEIGHTED SCORE (Maximum weighted score=20; Formula: (Total/15*20)

<table>
<thead>
<tr>
<th>REFERENCES</th>
<th>Total Score Noted on Reference Form</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Average scoring: 4=outstanding, 3= very good; 2= average; 1 = below average</td>
</tr>
<tr>
<td>4.00</td>
<td>Reference Letter 1 average score (Total 1-4) - Type &amp; Notes: alumni express</td>
</tr>
<tr>
<td>4.00</td>
<td>Reference Letter 2 average score (Total 1-4) - Type &amp; Notes: alumni express</td>
</tr>
<tr>
<td>4.00</td>
<td>Average of Reference Letter 1 and Reference Letter 2 (Total 1-5)</td>
</tr>
<tr>
<td>20.00</td>
<td>REFERENCES FINAL SCORE (Maximum weighted score=20; (Avg*5)</td>
</tr>
</tbody>
</table>

GPA - For MSN Note School Attended and Total GPA Here:

QPA last 60 credits for MSN Applicants, MSN GPA for PMC Applicants.

0.00 UNIVERSITY QPA FINAL SCORE (Maximum weighted score=60; QPA*15)

20.00 TOTAL SCORE on Scale of 100 (Goals/max 20 + References/max 20; University QPA/max 60)
Part 1 – How It Started

Quick Promotion

- Email to Recent & Pending MSN/PMC Grads
  - Address reliability
- Email via Advancement to All Nursing Alumni
  - Target & Elimination as Available
- Social Media Posts
  - School of Nursing
  - Alumni
- Deadline Extension
Part 1 – How It Started

Initial Results

- Proactive Inquiry from BSN Grad
  - Agreed to Review at Close of Application Period
- Concern with Undesired Applicants Unwarranted
  - Minimum Requirements
  - Shared Experience
- Evidence
  - Anecdotal
  - Completed Applications
Part 2 – What Came Next

From Summer to Fall....

- Expanded Alumni Express Option
  - Available for MSN, PMC, & DNP Programs

- Trending Response
  - 8% - 13% - 15% of applicants

- Built Into Communication Plan
  - Website Link & Promotion
  - Collateral Materials
  - Timed e-messaging
  - Link to Alumni Express App at Events
Part 2 – What Came Next

Moving Forward

- Ongoing Results Review
  - Completed – Accepted – Deposited – Registered
  - Program Performance in Key Courses

- Connecting with Alumni
  - How
  - When

- Setting the Stage with our Undergrads
  - As a future alumnus
  - As a future graduate student
Part 3 – Starting from the Beginning

Undergrad Recruitment Stuff...

- Double-check yourself...
  - Website
  - Printed materials
  - Campus Signage
  - Visitor Presentations
Part 3 – Starting from the Beginning
Undergrad Recruitment Stuff...
Part 3 – Starting from the Beginning

While They Are Undergrads....

○ Recruitment + Student Affairs = Alumni Inclusion

○ Nursing Alumni Board in Student Lounge
  ○ Annual bulletin board feature of alumni who are currently graduate students

○ Faculty/Staff Alumnus Liaison

○ Alumni Participation in Scholarly Student Events

○ Homecoming Breakfast with Nursing Students & Alumni
Part 3 – Starting from the Beginning

As They Move Towards Graduation…

Opportunities for Undergrad/Grad Interaction:

- Invite to Dissertation Defenses & DNP Project Presentations
- Recruit as Standardized Patients for Graduate Residencies
  - These same graduate students may also be their clinical instructors!
- Undergraduate Research Project
  - Pair with grad students as their project mentors
Part 3 – Starting from the Beginning

Transition & Grad Events...

- Select as Speaker:
  - White Coat Ceremony
    - Recent Grad enrolled in graduate program
  - Senior Celebration Day
    - New Grad Entering graduate program
  - Pinning
    - Established graduate of undergrad & grad programs
Part 3 – Starting from the Beginning

On the Right Track...

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