

# THE UNIVERSITY OF ALABAMA GRADUATE SCHOOL

## RECRUITMENT ACTIVITIES REPORT 2003-2004

Each year, a marketing plan for graduate recruitment activities is designed. The purpose of this plan is to provide a guide for the Graduate School's recruitment activities and to provide assurance that staff and fiscal resources are being used in an effective and efficient manner. This recruitment activities report contains an assessment and overview of the Graduate School's 2003-2004 recruitment activities.

### OFF-CAMPUS EVENTS AND RECRUITMENT TRAVEL

While attempts are made to actively recruit graduate students from both national and international sources, Graduate School funds typically restrict travel for recruitment to Southeast U.S. locations. However, during the 2003-2004 academic year, graduate recruitment travel was increased. The Graduate School attended over 30 Graduate and Professional School Day Programs (recruitment fairs), McNair conferences, and other recruitment events across the Southeast. Each program throughout the state of Alabama is made up of prospective graduate students from colleges and universities in the surrounding area. The result is that one Graduate and Professional Day program allowed the UA Graduate School to recruit students from several colleges and universities who come together at one central location. Thus, 30 Graduate and Professional School Day Programs, McNair Conferences, and other off-campus recruitment events resulted in our recruitment staff making contact with over 2000 prospective graduate students from over 50 colleges and universities. Consistent with university-wide efforts to increase minority student enrollment, the UA Graduate School attended a number of events for minority recruitment.

During and following these recruitment visits, the Graduate School representatives developed a list of prospects, entered the prospects into the recruitment data base, sent a post card or email to each prospective graduate student (within two-weeks), and sent a memorandum to each graduate chairperson with a list of the names and phone numbers of those prospective students that expressed interest in their particular program. When these prospective graduate students apply, they are contacted by email or letter concerning any additional information they may need to complete their application.

### Graduate and Professional Day Programs Attended by UA Graduate School

| <b>PROGRAM</b>   | <b>LOCATION</b>                               | <b>DATE</b>        |
|--|---|--------------------|
| <ul style="list-style-type: none"> <li>Tennessee State University</li> </ul>   | Nashville, TN                                 | September 23, 2003 |
| <ul style="list-style-type: none"> <li>Fisk University</li> </ul>  | Nashville, TN                                 | September 23, 2003 |
| <ul style="list-style-type: none"> <li>Vanderbilt University</li> </ul>  | Nashville, TN                                 | September 24, 2003 |
| <ul style="list-style-type: none"> <li>University of Memphis</li> </ul>  | Memphis, TN                                   | September 25, 2003 |
| <ul style="list-style-type: none"> <li>Rhodes College</li> </ul>   | Memphis, TN                                   | September 25, 2003 |
| <ul style="list-style-type: none"> <li>University of Mississippi</li> </ul>  | Oxford, MS                                    | September 25, 2003 |
| <ul style="list-style-type: none"> <li>Alabama Minority Graduate Education Program (attended by undergraduates at 10-12 Alabama colleges)</li> </ul>   | Birmingham, AL (UAB / Hill Center)            | October 6-8, 2003  |
| <ul style="list-style-type: none"> <li>Huntsville Area:<br/>Alabama A &amp; M University<br/>Athens State University<br/>Oakwood College<br/>UAB<br/>University of North Alabama</li> </ul>  | Huntsville, AL (Alabama A&M campus)           | October 6, 2003    |
| <ul style="list-style-type: none"> <li>Birmingham Area:<br/>Birmingham-Southern<br/>Miles College<br/>Samford University<br/>UAB<br/>University of Montevallo</li> </ul>   | Birmingham, AL (Birmingham Southern Campus)   | October 7, 2003    |
| <ul style="list-style-type: none"> <li>Tuscaloosa Area:<br/>Stillman College<br/>University of Alabama</li> </ul>  | Tuscaloosa, AL (Stillman College campus)      | October 7, 2003    |
| <ul style="list-style-type: none"> <li>Auburn University</li> </ul>  | Auburn, AL                                    | October 8, 2003    |
| <ul style="list-style-type: none"> <li>Montgomery Area:<br/>Alabama State University<br/>Auburn University- Montgomery<br/>Faulkner University<br/>Huntington College<br/>Troy State Univ.- Troy<br/>Troy State Univ.-Dothan<br/>Troy State Univ.- Montgomery</li> </ul> | Montgomery, AL (ASU Campus)                   | October 8, 2003    |
| <ul style="list-style-type: none"> <li>Mobile Area:<br/>Spring Hill College<br/>University of Mobile<br/>University of South Alabama</li> </ul>  | Mobile, AL (Univ. South Alabama Campus)       | October 9, 2003    |
| <ul style="list-style-type: none"> <li>Society of Women Engineers National Conference</li> </ul>   | Birmingham, AL                                | October 9-11, 2003 |
| <ul style="list-style-type: none"> <li>Atlanta University Center:<br/>Clark Atlanta University<br/>Spelman University<br/>Morris Brown College<br/>Morehouse College</li> </ul>  | Atlanta, GA (Clark-Atlanta University Center) | October 14, 2003   |

|   |                  |                   |
|---|------------------|-------------------|
| • Florida State University                          | Tallahassee, FL  | October 13, 2003  |
| • University of North Florida                       | Jacksonville, FL | October 14, 2003  |
| • University of Florida                             | Gainesville, FL  | October 16, 2003  |
| • Tuskegee University                               | Tuskegee, AL     | November 22, 2003 |
| • Mississippi. State Univ.                          | Starkville, TN   | January 20, 2003  |
| • Alabama Jobs/Career Fair and Graduate School Fair | Montgomery, AL   | February 6, 2003  |
| • National Black Graduate Student Association       | Atlanta, GA      | March 19-23, 2004 |

### McNair Programs

McNair Scholars are highly motivated junior and senior undergraduate students engaged in scholarly activities with faculty mentors from fields in which they hope to pursue graduate study. The program is intended for scholars from first generation or disadvantaged backgrounds. The UA Graduate School conducts seminars for individual McNair programs on their campuses, hosts visits to our campus, exhibits at showcases at McNair Research Conferences, and recruits at the national Compact for Faculty Diversity Conference attended by McNair Scholars. Recruitment seminars and showcases were conducted at the following McNair programs during 2003-2004.

|  |   |   |
|--|---|---|
| • Alabama  | UAB<br>University of Alabama<br>Talladega College<br>University of Montevallo               | July 15, 2003<br>July 16, 2003<br>July 17, 2003<br>March 18, 2004 |
| • Mississippi  | University of Southern Mississippi<br>Jackson State University<br>University of Mississippi | June 19, 2003<br>June 20, 2003<br>June 13, 2003                   |
| • Tennessee  | University of Tennessee<br>McNair Research Conference                                       | July 10-12, 2003  |
| • Indiana  | Indiana State University McNair Research Conference   | July 31-August 1, 2003  |
| • Pennsylvania   | Penn State University McNair Research Conference  | July 31-August 1, 2003  |
| • National Compact for Faculty Diversity Conference in Miami Florida | McNair Scholars from across the United States   | October 24-26, 2003   |

### ON-CAMPUS EVENTS

#### The University of Alabama/Stillman College Graduate and Professional School Day

Graduate School recruiters participated in the annual Graduate and Professional School Day (October 7, 2003). Both UA and Stillman College students participated in this event visiting exhibits from graduate schools across the country.

## **Graduate School Preview Day**

The Graduate School conducted its annual UA Graduate School Preview Day on Thursday, September 25, 2003. The purpose of Preview Day is to provide information to undergraduate students and to other prospective graduate students, including non-traditional graduate students, who are interested in pursuing a graduate degree at The University of Alabama. There were over 400 prospective graduate students who attended this event. Students were provided with the opportunity to attend a general session on "Applying to Graduate School" as well as breakout sessions with representatives from the various UA colleges and divisions. Breakout sessions included the three divisions of Arts and Sciences, Commerce and Business Administration, Communication and Information Sciences, Education, Engineering, Human and Environmental Sciences, Nursing, and Social Work. Also, the Kaplan Education Center, Inc. (now offering graduate admissions test preparation classes through The University of Alabama Center for Teaching and Learning) was on hand to provide students with the opportunity to take a free practice test for the GRE, GMAT or LSAT.

## **Minority Student Seminar and Reception**

Each year the Graduate School holds a seminar and reception to honor outstanding minority students. This year over 300 junior and senior minority students from UA and Stillman College were invited to attend. During this event, Graduate School admissions staff, along with other prominent UA and Stillman College faculty and administrators, were available to meet and discuss the benefits of getting a graduate degree. The event took place in the Parlor Room of Alston Hall on Tuesday, March 9, 2004.

## **Monthly Seminars**

The Graduate School conducts a seminar on the 1<sup>st</sup> Wednesday of each month about the process associated with applying to graduate school. The seminars provide information about when and how to apply, transcripts, test scores, recommendation letters and other components involved in the application process.

## **Other On-Campus Events**

The Graduate School Admissions staff participates in every possible opportunity for on-campus recruitment and presents to various campus organizations about graduate admissions procedures and the benefits of investing in graduate education. Speaking engagements for this past recruitment year included prospective graduate students from the UA English Language Institute, National Science Foundation Research Experiences for Undergraduates summer program, McNair Scholars Program, Adult Student Program, housing groups, various classes, honor societies, and other UA groups and organizations.

## TOTAL PROSPECTIVE STUDENT CONTACTS FROM OFF-CAMPUS AND ON-CAMPUS RECRUITMENT EVENTS

When all on-campus and off-campus recruitment efforts (except in-office telephone calls, meetings, etc.) are combined, The University of Alabama Graduate School admissions staff had contacts with over 2,600 prospective graduate students. Recruitment fairs accounted for 1,300 (or 50%) of the contacts. Graduate School Preview Day and other on-campus events accounted for another 600 (or 23%) of the contacts, while McNair programs and seminars (both on and off campus efforts) accounted for the remaining 700 (or 27%) of the contacts.

## INTEGRATION BETWEEN DEPARTMENTAL AND GRADUATE SCHOOL RECRUITMENT ACTIVITIES

Attendance by Graduate School staff at off-campus and on-campus recruitment events, as described in previous sections, represent important activities in our recruitment plan. However, because research supports the effectiveness of *departmental* activities and personalized contacts from faculty members in reaching prospective graduate students, an equally important component of our recruitment activities includes our numerous collaborative recruitment efforts with departments across campus. The Graduate School supports departmental recruitment activities in the following ways.

### Graduate Department Recruitment Seminars and Focus Groups

Each year the Graduate School conducts a seminar for new department chairs and staff about Graduate School activities. The seminar focuses on collaborative activities between departments and the Graduate School and includes topics such as recruitment, admissions, enrollment, and retention of graduate students. The seminar took place on September 16, 2003.

The Graduate School sponsors several focus groups every year. The Graduate School conducted focus groups on domestic and international graduate student recruitment on March 16, 2004 for selected faculty members, department chairs and graduate program directors. The purpose of this event was to generate new and innovative ideas relating to the recruitment of graduate students. The major goal was an open discussion of what recruitment techniques work best for each individual department, what the Graduate School can do to help departments in the recruitment process, and recommendations for new Graduate School recruitment activities.

In addition, the Graduate School also conducted a focus group on minority graduate student recruitment, attended by graduate student leaders on campus, on April 20, 2004. The focus group generated a number of important suggestions for better recruitment and retention practices by graduate departments and the Graduate School. Additional graduate student focus groups are planned for summer 2004.

On March 5, 2004, the Graduate School sponsored UA's participation in a teleconference on issues in international recruitment. Topics included the nationwide concern about decreases in international graduate applications, immigration concerns, and funding opportunities. All UA graduate departments with large numbers of international applicants were invited to attend.

### **Provost's Recruitment Grants for Graduate Departments**

In fall 2003, Provost Bonner announced the availability of mini-recruitment grants for innovative departmental recruitment activities. A number of departments submitted grant proposals, and the Graduate School is assisting departments with implementation of their recruitment proposals, including departmental activities related to recruitment at professional conferences, website development, etc.

### **Updating and Use of Print Materials**

The Graduate School updates and uses a variety of print materials in off-campus and on-campus recruitment activities. In addition, the print materials are provided to graduate departments for their targeted recruitment activities at professional conferences, etc. Many of our recruitment publications highlight our "Explore Your Future" theme. Recruitment publications produced by the Graduate School include the following: Catalog (updated in 2003), Graduate School Brochure (updated in 2004), Graduate Student Financial Assistance Handbook (updated every semester), and Graduate School bookmark (updated 2003-2004). Print materials also are duplicated on the Graduate School's website.

In summer 2003, the Graduate School purchased new display board, banners, and photographs for use in exhibits at recruitment events. The display materials are also loaned to graduate departments for their display at professional conferences.

A recruitment tool produced in 2003-2004 is the *Graduate School Viewbook*, a self-contained source of information for prospective applicants. The viewbook is available on small CDs, which are produced in mass quantities for distribution by graduate departments and Graduate School staff at professional conferences and recruitment fairs. The viewbook is also found on the Graduate School's website (<http://graduate.ua.edu/viewbook/>). The viewbook includes information and internet links related to graduate study at UA, graduate departments, research and outreach, campus resources, campus and community life, the Graduate Catalog, and application materials.

Graduate departments also develop their own print materials (e.g., brochures, flyers, handbooks) and electronic resources (e.g., websites, CDs) that highlight specific qualities of their degree programs and support their recruitment efforts. The Graduate School staff members assist departments in design and development of effective recruitment activities.

### **Prospect Data Base, Follow-Up, Direct Mail Activities**

The Graduate School maintains a prospect database and also uses a number of national databases for targeted recruitment. The databases are used for direct mail activities from the Graduate School and are shared with departments for targeted recruitment. The Graduate School's primary prospect database consists of prospects who were identified at

recruitment fairs, contacted the Graduate School by phone or email, sent GRE scores to UA, or contacted departments. Since April 2003, the Graduate School has added 3,812 names to its prospect database, including the database of prospects identified by departments and Graduate School staff and the database of prospects submitting the “request for information form” from our internet site, resulting in over 38,000 students entered into our databases since they were created in April 1998. The following steps are used to maintain the primary database and follow up with prospects.

1. Names, phone numbers and addresses are entered into the Graduate School Prospect Database immediately after the contact.
2. The graduate admissions office sends (by email and U.S. Mail) the various Graduate School materials requested by each prospect.
3. An electronic memo/file listing the students interested in each particular area/discipline is sent to each department chairperson, with a request that more specific departmental information be sent to each student.

We also conducted a number of direct mail and email activities with selected groups of UA undergraduate students and prospects on national databases including UA presidential scholars, outstanding UA juniors and seniors, and national McNair scholars. UA Presidential Scholars and outstanding juniors/seniors were encouraged to consider attending graduate school at The University of Alabama. Emails and print mail activities with the national McNair Scholars included invitations for campus visits and notification about UA’s waiver of the \$25 graduate application fee for McNair Scholars.

### **In-Office Admissions and Recruitment Activities**

The daily admissions and recruitment activities for domestic and international admissions by the Graduate School staff include phone calls, voice mail messages, sessions with individual students in office, processing applications, mailing applications, mailing catalogs, phone calls from faculty and other units, and responding to e-mail inquiries from faculty and students. During this past year (May 2003 to May 2004) the Graduate School received, processed, or mailed approximately 25,000 pieces of mail related to applications. The Graduate School admissions staff had in excess of 3,500 office visits from students with application questions. The admissions staff handled over 8,000 phone calls and over 8,000 emails from applicants and faculty about applications.

### **International Recruitment**

The Graduate School’s International Admissions Office engaged in a number of activities during 2003-2004 to increase the number of international applications, assist departments with international recruitment, and increase the ease for international applicants to apply for graduate study and complete financial and visa documents. Activities during 2003-2004 included:

- The Graduate School conducted a major mailing of catalogs and brochures to embassies, consulates, U.S. service offices, and some foreign university libraries.
- In addition to providing all application materials on our website, we provided all application forms as email attachments to applicants who request this service.

- The Graduate School changed its deadlines for international applicants to encourage earlier applications, earlier admissions decisions, and, thus, earlier opportunities for international applicants to seek visa interviews at the consulates in their countries.
- The Graduate School coordinated with graduate departments and other international programs on campus regarding SEVIS, immigration requirements, international recruitment visits, and other special issues related to international students.

## WEB AND OTHER ELECTRONIC ACTIVITIES

Enhancements continue for the Graduate School virtual site (<http://graduate.ua.edu>). Important improvements on our virtual site for 2003-2004 include the following:

- A recruitment tool produced in 2003-2004 is the *Graduate School Viewbook*, a self-contained source of information for prospective applicants. The viewbook is available on a small CD, which is reproduced in large quantities for distribution at professional conferences and recruitment fairs. The CD is provided to departments. The viewbook is also found on the Graduate School's website.
- Two graduate assistants serve as the information technology resources for the Graduate School and assist with our website development, online applications, and other activities. The graduate assistants also serve as a resource for graduate departments and provide consultation and assistance to departments in their website design, prospect data bases, etc.
- The overall design of the Graduate School's virtual site has been enhanced, and new features have been added, including a site map, search capabilities, and a "Graduate Community News" page. During summer 2004, a major redesign of the home page is planned.
- Most Graduate School publications and announcements are included on the website, including the *Graduate Catalog*, Graduate School Brochure, *Graduate Program Procedures and Policy Guide*, *Thesis and Dissertation Guide*, *Graduate Assistant Guide*, *Semester Deadlines for Graduate School*, *Financial Aid Handbook*, and the *Graduate School Annual Report*.
- University-wide policy changes for graduate students (e.g., admissions policies, residency requirements) are placed on the site immediately following approval.
- The on-line application on our internet site accounted for almost 75% of our graduate applications. Continuous improvements have resulted in an increase in the number of applications and quicker, more efficient processing. For example, on-line application data are automatically uploaded into our Student Information System (SIS). On-line applicants may pay their application fees with credit cards. We recently added online, expedited graduate application forms to enhance the application process for our own seniors and our master's students applying to our doctoral programs.
- We use numerous online methods to assist applicants with the admissions and registration process and to provide information to departments that will assist in recruiting highly-qualified students. Departments receive automatic e-mails when applicants apply on-line and are encouraged to make immediate and personalized contact with the applicants. Applicants receive periodic acknowledgement and reminder e-mails following their on-line application submission. Applicants are

notified by email or ground mail about the components needed to complete their applications. All applicants may check the status of their applications at [tideguide.ua.edu](http://tideguide.ua.edu). We also send periodic emails and letters to new students, after their acceptance to a degree program, which provide information about the university, encourage accepted students to attend UA, and instruct students in online class registration procedures.

- Several new activities have been implemented in recent months and will increase the effectiveness and efficiency of our application and admissions process. The Graduate School purchased equipment and software to provide imaging of transcripts that accompany graduate applications. We recently began development of a workflow process for online review of graduate applications by department faculty. We are beginning work with Banner and other university staff for the switch to this new platform.
- The Graduate School has developed a number of electronic resources for use in its own recruitment activities and departmental recruitment. Several PowerPoint presentations were developed in 2003-2004, used at our own seminars, and shared with departments. An electronic slide show on CD-Rom was developed and contains photos regarding research and other activities relevant to graduate education. The research slides are shown at our recruitment tables during recruitment events. Graduate departments have modified our slide shows for use in their individual departmental recruitment activities.

## **MINORITY RECRUITMENT**

During 2003-2004, the Graduate School engaged in extensive recruitment and support activities that contribute to high levels of enrollment and graduation of African-American graduate students. Principal recruitment efforts for minority students were directed at current UA and off-campus undergraduate students. We recruited on-campus students with an annual reception, on-campus mailings and publications, and continuous contact through graduate coordinators in each department of the University. For off-campus students, the Graduate School actively recruited through campus visits to HBCUs in the state and region, attendance at important events such as National Science Foundation Diversity Continuum Programs and the national Compact for Faculty Diversity Conference, and through use of national lists of minority scholars, such as the McNair Scholars and the National Physical Science Consortium.

The Graduate School actively participated in numerous undergraduate activities at UA and other campuses that are designed to prepare minority and first-generation students for their application to and study in graduate school. For example, we assisted the UA TRIO office with obtaining a grant for the Ronald E. McNair Post- Baccalaureate Achievement Program and with applying for grant renewal in 2003. Pat Harrison, Associate Dean of the Graduate School, currently serves on the UA McNair Advisory Board. Graduate School staff members provide seminars and individual assistance for McNair scholars at UA. We visited McNair programs on other campuses to provide recruitment seminars, and we also attend the McNair research conferences of several universities to recruit prospective students. We hosted visits from McNair programs to the UA campus. The Graduate School provided a \$25 application fee waiver for any McNair scholar in the U.S. who applied to a UA graduate degree program.

The Graduate School provided extensive and individualized help in identifying graduate assistantships and other financial support for minority students. Our Financial Assistance Handbook and web site identified external fellowship and scholarship programs available to minority students. The UA fellowship programs, listed in the next section, provided funding for a number of minority students.

## FINANCIAL SUPPORT ACTIVITIES

The fellowship programs administered by the Graduate School are targeted for recruitment of highly qualified new graduate students, as described below. The numerous graduate fellowship and financial assistance programs allow departments to successfully recruit their most highly qualified prospects. The programs are described in detail in our print and online graduate recruitment materials.

### **Graduate Council Fellowships**

For 2003-2004, a total of 69 students received fellowship awards from the available pool of \$965,000 in stipends, including \$910,000 in fellowship stipends and \$55,000 in special supplements for selected fellows. A total of 65 students received Graduate Council Fellowship stipends of \$14,000 for the 2003-2004 academic year. In addition to the stipend, some fellows were selected to receive \$5000 supplements. The supplements were awarded to 11 students, including 7 new fellows for 2003-2004 and 4 fellows for 2002-2003 who will continue with a second year of the supplement. Students who were beginning graduate study at The University of Alabama in 2003-2004 received 36 of the 44 Regular Fellowships. The fellowships carry full tuition and fee scholarships, as well as stipends.

### **National Alumni Fellowships and Scholarships**

The National Alumni Association Collegiate License Tag Program was established in 1987. Proceeds from the sale of University logo license tags are endowed for the provision of fellowships to Alabama natives. Income generated from the endowed funds is used to award money to cover a stipend for the academic year together with full tuition costs for two semesters. For the 2003-2004 year a total of 26 fellowships awards were made of a stipend of \$14,000 plus tuition of \$4,134.

*The National Alumni Graduate Scholarship Program* awarded a \$1,000 scholarship to one graduate student in each college or school offering a post-baccalaureate degree.

### **Alabama Heritage Graduate Scholarship Program**

The Heritage Scholarship provides a one year graduate tuition scholarship for Alabama residents who are children or grandchildren of UA graduates. In 2003-2004, 29 graduate students received the scholarship.

## Graduate Assistantships

Each department within each college receives funding each year to provide assistantships plus tuition awards. In fall 2003, assistantships were awarded to 1,138 graduate students. An assistantship requires a number of hours' service per week, either as a teaching assistant or for research projects, and the number of hours determines the amount of stipend and tuition received. The minimum level of stipend for assistantships of 20 hours per week for the 2003-2004 academic year was \$8,678. The average level of award made by the university as a whole last year was \$10,035. These assistantships are a crucial element within the recruitment process and, along with the fellowships described above, provide a valuable enticement for students applying for graduate study at UA.

## Funding for Minority Students

We continue to have outstanding financial assistance programs for recruitment and retention of minority students. Since 1988, when the earliest of these programs commenced, the University has funded students for well almost \$3 million in stipends and tuition awards. In 2003-2004 (summer, fall, and spring terms), a total of 39 students were supported. Our fellowship programs are aimed specifically at increasing the enrollment and retention of minority graduate students and to provide them with preparation for careers in academic settings

***SREB/ACHE Minority Faculty Fellows:*** The Southern Regional Education Board's (SREB) and Alabama Commission on Higher Education (ACHE) Minority Doctoral Scholars Program encourages ethnic minority students to pursue doctoral degrees and become college-level professors. The annual stipend for an SREB fellow was increased to \$15,000 beginning in fall 2003. Since 1993, the Graduate School has enrolled 37 SREB Minority Doctoral Scholars, which is the highest number of SREB scholars in the country. A total of 17 SREB fellows have completed their doctoral degrees at UA. During 2003-2004 (summer, fall, and spring terms), 14 SREB fellows were supported with stipends, tuition scholarships, and/or department assistantships.

***Future Faculty Fellows:*** Students from minority groups who plan to become college or university professors may receive departmental nomination for support from the Future Faculty Fellows Program. Future Faculty Fellows receive annual stipends, departmental assistantships, and full-tuition scholarships for up to 4 years of full-time graduate study. In 2003-2004, the Graduate School funded six students (4 full-time stipends at \$12,000 each plus 2 part-time). Since this program started in 1991, 29 graduate students have been supported, and 13 have received their doctoral degrees.

***Joint Faculty Development:*** The Joint Faculty Development Program supports practicing college instructors who do not have terminal degrees in their particular field of instruction. Institutions partnering with UA in this program include Alabama State University, Alabama A&M University, and Oakwood College. Under this program, for 2003-2004, the Graduate School supported six faculty members from the partner institutions (a stipend of \$14,000 each for three full-time students and partial stipends for 3 part-time students). Since this program started in 1988, 25 students have been supported, and 11 have received their doctoral degrees.

**UA-Stillman Faculty/Staff Development:** This program is for faculty and staff of Stillman College. In 2003-2004 (summer, fall, spring terms), seven students received tuition scholarships.

## APPLICATIONS AND ENROLLMENT OUTCOMES

The University of Alabama Graduate School continues to benefit from its extensive recruitment activities.

- The Graduate School received 6,075 applications to degree programs in 2003, which is over 21% higher than the 5,014 degree applications in 2002. A large number of degree applications were completed and reviewed by departments -- 4,342 in 2003 compared with 3,837 in 2002. The quality of degree applications was similar to last year, and an acceptance rate of 60.2% in 2003, compared to 59.2% in 2002. The degree applications completed in 2003 resulted in 2,606 acceptances, 1,442 rejections, and 294 awaiting departmental decisions. A total of 1,088 non-degree applications and 905 off-campus degree applications were received in 2003.
- Total graduate enrollment at the University of Alabama for fall 2003 reached an all time high of 3,753, which continues the trend of high enrollment levels over the last few years. The graduate enrollment for fall 2003 is about 6% higher than the total enrollment of 3,542 for fall 2002.
- Although all graduate applications for fall 2004 have not been completed and data are very preliminary, reports indicate that total graduate applications are generally remaining high. In addition, preliminary reports suggest that the number of *accepted* graduate students is also high. However, a large number of applications are still incomplete or pending, and final department decisions about student admissions are ongoing. Applications from international applicants are lower this year for colleges and universities across the country, and the decrease is also seen in international applications to the UA Graduate School.

## Addendum July 26, 2004

1. RECRUITMENT ACTIVITIES IN GEORGIA AND FLORIDA. To support university wide efforts to recruit new students from Georgia, Florida, and Texas, the Graduate School regularly attends recruitment fairs in Georgia and Florida and will expand recruitment to Texas and additional Georgia and Florida institutions in 2004-2005.

The Graduate School conducted recruitment visits to the following Georgia and Florida institutions in 2003-2004:

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| <ul style="list-style-type: none"> <li>• Atlanta University Center:<br/>Clark Atlanta University<br/>Spelman University</li> </ul> | <p>Atlanta, GA<br/>(Clark-Atlanta<br/>University</p> | <p>October 14, 2003</p> |
|--|--|-------------------------|

|                               |                  |                  |
|-------------------------------|------------------|------------------|
| Morris Brown College          | Center)          |                  |
| Morehouse College             |                  |                  |
| • Florida State University    | Tallahassee, FL  | October 13, 2003 |
| • University of North Florida | Jacksonville, FL | October 14, 2003 |
| • University of Florida       | Gainesville, FL  | October 16, 2003 |

2. COORDINATION BETWEEN UNDERGRADUATE AND DIVISIONAL RECRUITMENT UNITS AND GRADUATE SCHOOL RECRUITMENT ACTIVITIES. During 2003-2004, as in previous years, the Graduate School coordinated recruitment efforts between other recruitment units such as the Undergraduate Admissions, Capstone International, Law School, the MBA Program, the College of Continuing Studies, the School of Social Work and other units as opportunities occur. The Graduate School provides undergraduate recruiters with graduate print materials for use in their activities. The Graduate School collaborates with the Law School on recruitment activities and routinely displays their materials at recruitment fairs; the Law School displays graduate materials at the recruitment fairs they attend. Similarly, recruiters from Capstone International and ELI routinely take our materials to international recruitment fairs.

Similarly, recruiters from Capstone International and ELI routinely take our materials to international recruitment fairs. When traveling abroad on other international development projects, Dr. Jane Stanfield and Dr. Bill Wallace seek opportunities to promote UA graduate study. It is not uncommon for them to meet with students, professors, and parents to discuss UA graduate programs. Upon their return, they contact the various departments with the students' information.

3. INTERNATIONAL PARTNERSHIPS TO RECRUIT GRADUATE STUDENTS WITH GOVERNMENT FUNDING: The Graduate School's International Admissions Office engages in a number of activities each year to increase the number of international applications, especially those from applicants that have funding by their own governments.

The Provisional Language Admissions program was designed for, and continues to be effective, in recruitment of international applicants who must first study in ELI before beginning graduate coursework in a UA degree program.

Each year, the Graduate School conducts a major mailing of catalogs and brochures to embassies, consulates, U.S. service offices, and some foreign university libraries.

Graduate School staff, along with ELI and undergraduate admissions staff, have visited embassies in Washington, DC and New York to establish relations with governments to sponsor their graduate students at UA.

The Graduate School has worked with programs, such as the Saudi government and Royal Thai scholars program. Although applicants from these countries are limited and, in some cases do not qualify for admissions, the Graduate School has admitted a number of applicants with government sponsorship.

updated 11/11/2004