

**THE UNIVERSITY OF
ALABAMA
GRADUATE SCHOOL**

RECRUITMENT ACTIVITIES REPORT

2004-2005

BRIDGES TO THE UNIVERSITY OF ALABAMA
<http://graduate.ua.edu>

Updated September 6, 2005

**THE UNIVERSITY OF
ALABAMA
GRADUATE SCHOOL**

**Recruitment Activities Report
2004-2005**

TABLE OF CONTENTS

<u>Page</u>	<u>Topic</u>
3	Off-Campus Events and Recruitment Travel
5	On-Campus Events
7	Total Prospective Student Contacts from Off-Campus and On-Campus Recruitment Events
7	International Recruitment Activities
10	Minority Recruitment
12	Print Materials, Direct Mail, E-Communication, and Office Recruitment Activities
15	“Bridges to The University of Alabama”: Web and other Electronic Activities
17	Collaboration Among Graduate, Undergraduate, and College Activities
19	Integration between Departmental and Graduate School Activities
21	Using Graduate Students in Recruitment
23	Financial Support Activities for Graduate Students
26	Applications and Enrollment Outcomes

THE UNIVERSITY OF ALABAMA GRADUATE SCHOOL

RECRUITMENT ACTIVITIES REPORT 2004-2005

Each year, a marketing plan and performance goals 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 2004-2005 recruitment accomplishments and outcomes, in relation to target performance goals set by the Graduate School in early fall 2004.

OFF-CAMPUS EVENTS AND RECRUITMENT TRAVEL

PERFORMANCE GOALS:

- Graduate School recruiters will participate in at least 30 Graduate and Professional School Day Programs (recruitment fairs), McNair conferences, and other recruitment events across the Southeast.
- The Graduate School will expand attendance at recruitment programs in Texas and additional Georgia and Florida institutions and will attend at least 10 events in these three states.
- The UA Graduate School will participate in at least seven McNair recruitment events.

OUTCOMES

The Graduate School attended over 35 Graduate and Professional School Day Programs (recruitment fairs), McNair conferences, and other recruitment events across the Southeast. Graduate School recruiters interacted with over 2,000 prospects during these events. A total of 11 institutions in Texas, Georgia, and Florida were represented. The Graduate School attended 10 McNair events. During the 2004-2005 academic year, graduate recruitment travel was increased.

Graduate and Professional Day Programs

The Graduate School actively recruits graduate students at **Graduate and Professional School Day Programs on college campuses**. The main focus is Southeastern U.S. locations. During the 2004-2005 academic year, graduate recruitment travel was increased.

The Graduate School exhibited and interacted with prospective students at the following off-campus recruitment events:

- Tennessee State University, Nashville, TN, September 21, 2004
- Vanderbilt University, Nashville, TN, September 22, 2004
- University of Memphis, Memphis, TN, September 23, 2004
- Rhodes College, Memphis, TN, September 23, 2004.
- University of Mississippi, Oxford, MS, September 23, 2004
- Texas Women's University, Dallas, TX, October 4, 2004
- Southern Methodist University, Dallas, TX, October 4, 2004.
- Huntsville Area (Alabama A & M University, Athens State University, Oakwood College, University of North Alabama), October 4,
- University of North Texas, Denton, TX, October 5, 2004
- Birmingham Area (Birmingham-Southern College, Miles College, Samford University, UAB, University of Montevallo), October 5, 2004.
- Stillman College, University of Alabama, Tuscaloosa, AL, October 5, 2004
- Auburn University, Auburn, AL, October 6, 2004
- Montgomery Area, (Alabama State University, Auburn University- Montgomery, Faulkner University, Huntingdon College, Troy Univ.- Troy, Troy Univ.-Dothan, Troy Univ.- Montgomery), Montgomery, AL, October 6, 2004
- Mobile Area (Univ. of South Alabama, Springhill College, Mobile College) Mobile, AL, October 7, 2004
- Alabama Minority Graduate Education Program (Attended by undergraduates from 10-12 Alabama colleges), UAB, Birmingham, AL, October 11, 2004
- University of Texas Arlington, Arlington, TX, October 11, 2004
- Atlanta Area (Clark Atlanta University, Spellman University, Morris Brown College, Morehouse College, October 12, 2004.
- Florida State University, Tallahassee, FL, October 19, 2004
- University of Central Florida, Orlando, FL, October 20, 2004
- University of Florida, Gainesville, FL, October 21, 2004
- University of Texas Dallas, Dallas, TX, October 21, 2004
- Mississippi State University, Starkville, MS, January 25, 2005.
- Millsaps College, Jackson, MS, February 1, 2005
- Louisiana State University, Baton Rouge, LA, February 15, 2005
- National Black Graduate Student Association, Washington D.C. March 22, 2005
- Mississippi University For Women, Columbus, MS, March 23, 2005

Expanded Texas, Georgia, and Florida Recruitment Events

To support university wide efforts to recruit new students from Georgia, Florida, and Texas, the Graduate School has expanded **attendance at graduate fairs at Texas, Georgia and Florida institutions**. In 2004-2005, the Graduate School attended recruitment events at the following Texas, Georgia, and Florida institutions, with a focus on the Dallas, Houston, and Orlando/Tallahassee areas. From the list of Graduate and Professional School Day Fairs above, the following institutions were included:

- Dallas: Texas Women's University, Southern Methodist University, University of North Texas, University of Texas Dallas
- Atlanta: Clark Atlanta University, Spellman University, Morris Brown College, Morehouse College
- Orlando/Tallahassee: Florida State University, University of Central Florida, University of Florida

McNair Programs

The Graduate School takes advantage of every possible opportunity to **recruit McNair Scholars** throughout the United States by attending recruitment events and conducting individualized recruitment seminars for specific McNair Programs. During the 2004-2005 academic year, Graduate School recruiters interacted with over 600 McNair Scholars throughout the United States at the following events:

- National Compact for Faculty Diversity - McNair Scholars, Atlanta, GA, October 21-24, 2004.
- Talladega College, Talladega, AL, seminar conducted on June 2, 2005
- University of Florida, Gainesville, FL, seminar conducted on July 9, 2005.
- Florida A & M University, Tallahassee, FL, seminar conducted on June 16, 2005
- University of Mississippi, Oxford, MS, seminar conducted on June 10, 2005
- University of Alabama, Tuscaloosa, AL, seminars conducted on June 13 and July 14, 2005.
- University of Montevallo, Montevallo, AL, seminar conducted on June 15, 2005
- University of Southern Mississippi, Hattiesburg, MS, seminar conducted on June 17, 2005 on the UA campus
- University of Tennessee McNair Conference, Knoxville, TN, July 8, 2005
- Penn State McNair Conference, University Park, PA, July 29-31, 2005

ON-CAMPUS EVENTS

PERFORMANCE GOALS:

- The Graduate School will host or participate in at least 10 on-campus recruitment events, including UA Graduate School Preview Day, Minority Student Seminar and Reception, monthly Applying to Graduate School Seminars, and various campus organizations events.
- Our on-campus recruitment events will result in our recruitment staff making contact with over 600 prospective graduate students. The Graduate School will obtain specific contact information and conduct at least three follow-up activities with at least 300 of these prospective graduate students.

OUTCOMES

The Graduate School takes advantage of every possible on campus recruitment opportunity. Recruitment on campus includes visiting groups, conducting seminars, speaking engagements, Graduate School Preview Day, UA's Graduate and Professional School Day, various focus group meetings, receptions, recruitment seminars, Special Summer Programs,

etc. During 2004-2005 the Graduate School participated in almost 20 on-campus recruitment opportunities. During these events, Graduate School representatives interacted with over 600 prospective graduate students, entered them into our database, and conducted at least three follow-up activities with all students in our data base. On-campus events included the following:

- Graduate School recruiters participated in the annual **Graduate and Professional School Day** (October 5, 2004). Both UA and Stillman College students attended this event featuring exhibits from Graduate Schools across the country.
- The Graduate School conducted its annual **UA Graduate School Preview Day** on Thursday, September 23, 2004. 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 in attendance. Students from UA, Stillman, and other colleges and universities throughout the region attended.
- Each year, the Graduate School conducts a **Minority Student Seminar and Reception**. This event was held on March 2, 2005. Over 300 junior and senior minority students from UA and Stillman College were invited to attend. Total attendance for the Minority Student Seminar and Reception was about 120 students.
- The Graduate School conducts the monthly **Applying to Graduate School Seminars** on the 1st Wednesday of every two months. The main focus of these seminars is the process associated with applying to Graduate School as well as the benefits associated with getting a graduate The Applying to Graduate School Seminars were conducted on the following dates:
 - November 3, 2004
 - February 2, 2005
 - April 6, 2005
 - June 1, 2005
 - July 6, 2005
- Each year the Graduate School increases its **campus-wide advertising** of on-campus recruitment events such as Preview Day and the Monthly “Applying to Graduate School” Seminars. We included announcements in the *Crimson White*, *Tuscaloosa News*, and on Alabama Public Radio; mailing of flyers to faculty; and e-communications with undergraduate and graduate students. We sent a request to faculty members and GTAs to nominate potential graduate students.
- The Graduate School Admissions staff participates in **various campus organizations events** about graduate admissions procedures and the benefits of investing in graduate education. Speaking engagements for this past recruitment year included presentations to prospective graduate students from the following organizations:
 - Aerospace Engineering Seminar on August 31, 2004
 - ELI’s Welcome to UA Day on September 15, 2004
 - UA English Language Institute Information Session on September 17, 2004
 - ELI’s Welcome to UA Day on February 2, 2005
 - NSF Diversity Continuum Program Conference at UA on February 26, 2005
 - Criminal Justice Open House on March 9, 2005
 - Golden Key Honor Society on March 21, 2005
 - Criminal Justice Career Day on April 13, 2005

- ❑ McNair Scholars Program: Seminars on June 13 and July 14, 2005
- ❑ Seminar for McNair Scholars Program on Benefits of Getting a Graduate Degree on July 14 2005
- ❑ Returning Adult Student Seminar on July 20, 2005

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

PERFORMANCE GOALS:

- Our participation in the above off-campus recruitment events will result in our recruitment staff making contact with over 2000 prospective graduate students from over 50 colleges and universities.
- The Graduate School will obtain specific contact information and conduct at least three sequential follow-up activities with at least 500 of these prospective graduate students.

OUTCOMES

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 **contact with over 2,600 prospective graduate students**. Recruitment fairs accounted for 1,300 (or 50%) of the contacts, while McNair programs and seminars accounted for the remaining 700 (or 27%) of the contacts. Thus, off-campus events resulted in contacts with over 2000 prospects from 75-100 colleges and universities across the country. Graduate School Preview Day and other on-campus events accounted for another 600 (or 23%) of the contacts. Over 1200 of these prospects were entered into our database, and all prospects in our database received at least three follow-up contacts.

INTERNATIONAL RECRUITMENT ACTIVITIES

PERFORMANCE GOALS:

- The Graduate School will propose several programmatic changes to enhance international recruitment, including a new Bridge Program and revisions to the provisional language admission option.
- The Graduate School will implement several web enhancements to promote international recruitment, including additional web pages for international applicants.
- The Graduate School will continue its extensive collaboration with Capstone International Services.
- The Graduate School will conduct mailings to embassies and other institutions and will mail materials to at least 50 institutions.

OUTCOMES

The Graduate School's International Admissions Office engaged in a number of activities during 2004-2005 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 to complete financial and visa documents. The Graduate School facilitated the admissions and recruitment of international students through activities such as programmatic changes, web enhancements, collaboration with Capstone International, and direct mail, as listed below:

Programmatic Changes

- The Graduate School developed a **new “Bridge Program”** to allow international students with 3 year degrees to acquire a year of undergraduate study at UA and then immediately continue with a UA graduate degree program. The Bridge Program Proposal was approved by the Graduate Council and Provost in February 2005. One college draft proposal has been received.
- The Graduate School enhanced its **Provisional Language Admission Program** to recruit additional students with limited English skills and promote their participation in ELI and graduate degree programs. A revision to allow more flexibility in the Provisional Language Admissions Policy was approved by the Graduate Council and Provost in February 2005.
- Capstone International assisted faculty members traveling to international conferences, etc, and promoted their activities in recruiting for UA. The Graduate School provided consultation and materials for these faculty to recruit prospective graduate students. The Graduate School developed a flyer/FAQ to provide specific information of interest to international applicants. The faculty members, called **“University International Ambassadors”** use this in their recruitment efforts. In addition, the Graduate School provided the International Ambassadors with 200 mini-CD viewbooks for their recruitment activities.
- The Graduate School assists in coordinating activities for the **International Teaching Assistant Program** and encourages using this program for recruitment, retention, and graduate assistantship qualifications of international graduate students.

Web Enhancement

- All mail and interpersonal contact with prospective international graduate students guide them to our **websites that serve as their “Bridges to the University of Alabama.”** The Graduate School added a link to our homepage for international applicants titled “Information for International Applicants.” The new link includes sections showing a map of our location, climate and community information, testimonials and photos of international graduate students, international student associations at UA, etc.
- The Graduate School developed an **electronic “viewbook” with expanded information for international applicants**, available on our website and mini-CD. The general Graduate School viewbook was expanded to include a special section for international prospects and contains a wealth of information for international applicants.
- The Graduate School website has been redesigned and an **international web page** has been developed that is easy to access and minimizes time to load.
- In addition to providing all application materials on our website, we provide all **international application forms as email attachments** to applicants who request this service. A total of 617 international students were emailed during the 2004-2005 academic year.

Involving Our Own International Graduate Students

- The Graduate School selected a **UA International Graduate Ambassador** who serves as contacts for international applicants and provides information about the campus, expenses, living in the U.S., etc. Hanna D. Al-Ebous is a current Graduate Ambassador from Jordan and is featured on our website.
- The Graduate School held **focus groups** with current international graduate students to collect data about needs of international applicants and effective recruitment strategies. Two focus groups were held with international UA students on July 21, 2004 and March 4, 2005. Information collected from students during focus group was summarized and used to revise international information on our website and other sources.
- The Graduate School assisted Capstone International Services with its **peer mentoring program** for incoming international students. The “International Peer Advisory Council” was launched and is currently contributing to orientation and other activities.
- The Graduate School maintains an active presence on the **UA International Council** (Edwina Crawford, Libby Williams, Jane Stanfield, Bill Wallace, and Katie Gilbert). The UA Graduate School has had a representative (Libby Williams) in attendance at all meetings of the UA International Council.
- The Graduate School participated with Edwina Crawford of Undergraduate Admissions in a **reception for international graduates** on the day preceding December commencement.

Other International Activities

- The Graduate School conducts **major international mailings of catalogs and brochures** to embassies, consulates, U.S. service offices, and some foreign university libraries. In August 2005, a mailing was sent to over 50 foreign educational services offices, embassies, consulates, etc.
- The Graduate School continues 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 also encourages departments to render earlier admissions decisions. For example, Bill Wallace of the ELI visited embassies in July 2005, including the one for Saudi Arabia, and faxed graduate applications to our International Graduate Admissions Office. We worked with departmental offices for expedited reviews and decisions for these applications.
- The **Graduate School provides consultation and materials for faculty** to recruit prospective graduate students. The Graduate School has developed a flyer/FAQ to provide specific information of interest to international applicants. University International Ambassadors and other faculty use this in their recruitment efforts.
- The Graduate School assists in coordinating activities for the **International Teaching Assistant Program** and encourages using this program for recruitment, retention, and graduate assistantship qualifications of international graduate students. In 2004-2005, the Graduate School worked with Jane Stanfield, Bill Wallace, and Bill Merriman in development of a new organization for ITAP, which will offer a fall course of study instead of an August intensive course, effective in August 2006.

MINORITY RECRUITMENT

PERFORMANCE GOALS:

- The Graduate School will conduct direct mail and email activities with national lists of minority scholars and send information to at least 1500 scholars.
- The Graduate School will continue to provide tuition scholarships for at least five McNair scholars from UA that enroll in UA graduate degree programs.

OUTCOMES

During 2004-2005, the Graduate School Minority Graduate Student Assistance Office engaged in extensive recruitment and support activities that contribute to high levels of recruitment, enrollment, and graduation of African-American graduate students. The University of Alabama Graduate School conducted recruitment activities and other services for minority graduate students, including communication with scholars on national databases, tuition scholarships for UA McNair Scholars, and application fee waivers for all McNair Scholars. These and other outcomes are listed below:

- Many recruitment efforts for minority students are directed to **current UA and off-campus undergraduate students**. We recruit on-campus students with an annual reception, on-campus mailings and publications, and continuous contact through graduate coordinators in each department of the University. The Annual Outstanding Minority Student Reception and Seminar was held for UA and Stillman undergraduates on Wednesday, March 2, 2005. Over 100 students attended.
- For off-campus students, the Graduate School actively recruits through **campus visits to HBCUs** in the state and region, attendance at important events such as the National Science Foundation Diversity Continuum Programs and the National Compact for Faculty Diversity Conference.
 - Recruitment Staff attended Graduate and Professional School days that involved all HBCU's in Alabama. This included Alabama A&M, Alabama State University, Oakwood College, Talladega College, Tuskegee University, and Miles College.
 - The Alabama Minority Graduate Education Program (attended by undergraduates from 10-12 Alabama colleges) was held October 11, 2005 at UAB and was attended by Pat Harrison and Samantha Briggs.
 - Pat Harrison and Dean Olin recruited at the National Compact for Faculty Diversity, October 21-24, 2004 in Atlanta, GA.
 - Carl Williams recruited at the NSF Diversity Continuum Program Conference at UA on February 26, 2005.
 - The National Black Graduate Student Association conference was attended by graduate students Katara Smith, Khiela Holmes, Schernavia Hall and Nadia Caesar on March 22, 2005 in Washington, DC.
- The Graduate School continues its direct mail and email activities with **national lists of minority scholars**, such as the McNair Scholars and the National Physical Science Consortium. E-communications and print mail activities with the national McNair Scholars include invitations for campus visits and notification about **UA's waiver of the \$25 graduate application fee for McNair Scholars**. Numerous

- Emails and direct mail were sent to the 1,885 McNair Scholars in the national database.
 - As a result we had McNair Groups from the University of Montevallo and Talladega College visit our campus to attend Graduate School Preview Day, which was held on September 23, 2004.
 - The Graduate School granted 30 application fee waivers to McNair Scholars during the 2004-2005 academic year.
- The Graduate School participated in **numerous undergraduate programs at UA and other campuses** that are designed to prepare minority and first-generation students for their application to and study in Graduate School.
- We visited **McNair programs on other campuses** to provide recruitment seminars, and we also attended McNair research conferences to recruit prospective students.
 - UA Graduate School representatives conducted seminars at McNair programs in Alabama: University of Montevallo on June 15, 2005, Talladega College on June 2, 2005, and at UA on June 13 and July 14, 2005.
 - In addition to Alabama, the Graduate School also conducted seminars for McNair Scholars Programs in Mississippi and Florida: University on June 10, 2005, University of Southern Mississippi on June 17, 2005, University of Florida July 9, 2005, and Florida A&M on June 16, 2005.
 - The University of Alabama Graduate School recruited at national McNair Research Conferences at The University of Tennessee, Knoxville, July 8-10, 2005 and Penn State University, July 29-31, 2005.
 - The Graduate School conducted seminars for the UA McNair program. Seminars were conducted by Pat Harrison on June 13, 2005 and Carl Williams on July 14 2005.
- The Graduate School provides a **tuition scholarship for any UA McNair scholar** who enrolls in a UA graduate degree program and does not receive a tuition scholarship through an assistantship or fellowship. The Graduate School provided full tuition scholarships for all McNair Scholars not funded by their departments or fellowships. In 2004-2005 the Graduate School provided tuition scholarships for 10 former UA McNair Scholars who are now in graduate degree programs.
- The Graduate School provides **extensive and individualized assistance** in identifying graduate assistantships and other financial support for minority students. The Graduate School maintains a database to help monitor and track the progress of all UA McNair Scholars who enroll in Graduate School here at The University of Alabama. Graduate School admissions staff provided assistance (in-office visits, telephone calls, and emails) in identifying sources of funding for minority applicants, including departmental assistantships, Graduate School fellowships, and external fellowships.
- Our Financial Assistance Handbook and web site identifies **external fellowship and scholarship programs available to minority students**. The UA Graduate School fellowship programs, listed in a subsequent section, continue to be used to provide funding for a number of minority students. This Financial Assistant Handbook, available on our web site and in print form, continues to grow and is updated on a monthly basis. This document continues to be used by a large number of departments and students.

PRINT MATERIALS, DIRECT MAIL, E-COMMUNICATION, AND OFFICE RECRUITMENT ACTIVITIES

PERFORMANCE GOALS:

- The Graduate School will increase and expand direct mail and e-communication activities, and will utilize a GRE Search Service (if funded by Provost), Peterson's online, other web services, and our website's information forms. These search/web services will generate names for at least 10,000 prospective students, which will be contacted via direct mail and e-communication.
- Based on recruitment fairs and other activities, the Graduate School will increase by at least 5,000 names the databases of prospective graduate students for targeted recruitment activities and continue to improve electronic and other resources for effective and efficient recruitment, application, admissions, and enrollment processes.
- The Graduate School will implement new procedures for aggressive follow-up of prospects and those that begin the application process and will contact and follow-up with at least 4,000 applicants.
- The Graduate School will continue its daily admissions and recruitment activities for domestic and international admissions by staff. The Graduate School will receive, process, or mail at least 15,000 pieces of mail related to applications. The Graduate School admissions staff will participate in at least 3,000 office visits from applicants with application questions. The admissions staff will handle at least 10,000 phone calls and emails from applicants and faculty about applications.

OUTCOMES

The Graduate School staff engaged in numerous recruitment activities involving direct mail, email, and use of print and electronic materials. A number of prospect data bases are used and extensive follow-up is conducted with prospects and individuals that begin our application process. Our staff members engage in numerous activities in the Graduate School Office related to recruitment, application, and admissions processes. The following recruitment accomplishments were extensive and comprehensive:

- The Graduate School obtained funds to purchase the **GRE Search Service** of targeted mailing lists of prospective graduate students. We used the mailing list for distribution of print and electronic materials. Direct mail activities and e-communications were increased as a result of using these mailing lists. The names of 6,876 total prospects were garnered from the GRE search service (December 2004-June 2005). Prospects from Dallas, Houston, Atlanta, Tampa, and Orlando were targeted.
- The Graduate School used the mailing lists to **target and follow-up with prospective applicants at institutions in Texas, Georgia, and Florida** that are part of our expanded recruitment and attendance at recruitment fairs. Information was also forwarded on to undergraduate admissions for possible additional follow-up. A total of 53 of the 6,876 individuals listed in the GRE search submitted graduate applications to UA. A total of 95 applications from applicants in the zip codes used in the GRE Search Service were received for fall 2005, compared to 80 for fall 2004. Due to the high cost of the search

service and low numbers of additional applicants, the GRE Search Service will not be continued for 2005-2006.

- The Graduate School continues to **update a variety of print materials** and use them in direct mail and 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. All print materials continue to be duplicated on the Graduate School’s website. All print materials are provided to departments for their recruitment. Recruitment publications produced by the Graduate School include the following:
 - ❑ The Graduate Catalog (updated in 2005)
 - ❑ Graduate School Brochure (updated in 2004)
 - ❑ Graduate Student Financial Assistance Handbook (updated every month)
 - ❑ Graduate School Bookmark (updated in 2005),
 - ❑ Graduate School Viewbook (developed in 2004 and enhanced in 2005).
- The Graduate School developed a document of “**Frequently Asked Questions**” (FAQs) about application and admission to UA graduate programs. The FAQ document is available in print form and used at our recruitment events; shared with Undergraduate Admissions, alumni, and departments, for their use in recruitment; and placed on our website and electronic viewbook. The **FAQs** are found by visiting <http://graduate.ua.edu/info/faq.html>. A wealth of information is available for prospective students looking for answers to the most commonly asked questions.
- The Graduate School staff members continue to assist departments in design and development of effective **print materials for department recruitment**. The Graduate School staff provides support in this area by making information available during recruitment seminars and recruitment focus group meetings where departments and the Graduate School share effective recruitment techniques, brochures, and materials. Print materials are also provided to graduate departments for their targeted recruitment activities at professional conferences, etc. Many of our recruitment publications highlight our “Explore Your Future” theme.
- The Graduate School maintains a general **prospect database**, as well as a number of national databases, for targeted recruitment. The databases are used for direct mail and email activities from the Graduate School and are shared with departments for targeted recruitment. During 2004-2005, over 13,000 prospective students were added to our various databases, including a general data base, GRE Search Database, and national McNair database.
 - ❑ During 2004-2005, over 13,000 prospective students were added to our various databases, including a general data base, GRE Search Database, and national McNair database.
 - ❑ Between May 2004 and May 2005, the Graduate School added 5,178 names to its general prospect database, including the database of prospects identified by departments and Graduate School staff, the database of prospects submitting the "request for information form" from our internet site, and our "GRE prospect database" built from electronic files of GRE scores sent to us by UA graduate applicants.
 - ❑ We have added over 45,000 prospective students into our databases since they were created in April 1998. Names and contact information for prospective students are shared with departments via e-mail, and departments are encouraged to use this information for personal and individualized recruitment of applicants.

- In addition to the general database with 5,178 new prospects, we also used several new and more targeted prospect systems, including 6,303 names from our GRE search service in Atlanta, Houston, Dallas, Tampa, Jacksonville, and Orlando and 1,885 names from a national McNair database.
- The Graduate School's primary, general prospect database consists of prospects that were identified at recruitment fairs, contacted the Graduate School by phone or email, sent GRE directly scores to UA, or contacted UA departments. **Follow-up activities with prospects** include the following: Logging of contact information, Mailing requested Graduate School forms to prospective students, and forwarding of prospective student's interests to the appropriate department(s). Names, phone numbers and addresses were entered into the Graduate School Prospect Database immediately after the contact. The Graduate School conducts at least three follow-ups with prospects in our database, primarily emails reminding them about applying to UA and encouraging them to read our e-newsletter.
- The Graduate School now utilizes **Banner** for recruitment purposes. Banner, coupled with the data warehouse and Crystal Reports, has allowed for better follow-up, analysis of yields, etc. for prospects.
- We also continue to conduct a number of **direct mail and email activities** with selected groups of UA undergraduate students and prospects on national databases. These same groups are invited to our various on-campus recruitment events. These mailings have included UA presidential scholars, outstanding UA juniors and seniors, National Merit Scholars and finalists, students in honors programs, and McNair Scholars. Over 1,500 of these undergraduate students were sent letters on Wednesday, September 10, 2004 encouraging them to attend Graduate School Preview Day 2004.
- In 2004-2005, the Graduate School implemented **new procedures for aggressive follow-up of prospects and those that begin the application process**. We employed graduate assistants to begin work in spring 2005 to notify students about missing components of their applications and status of their applications. They currently track incomplete applications and correspond with prospective graduate students through e-mail and phone calls to bring needed application items to their attention. During the first six months of 2005, the GAs tracked approximately 3,000 applications for fall of 2005 and 1,000 applications for summer of 2005. Thus, a total of 4,000 applicants that had begun the application process were tracked.
- The **daily in-office admissions and recruitment activities** for domestic and international admissions by the Graduate School staff include phone calls, voice mail and email messages, sessions with individual students in office, processing applications, mailing applications and mailing catalogs. The Graduate School staff continues to work with students, faculty, and members of other academic departments towards all these goals and objectives on a daily basis. Weekly reports, generated by staff members, aide in tracking the ongoing application processes. During this past year (July 2004 through July 2005) the Graduate School received, processed, or mailed approximately 35,000 pieces of mail related to applications. The Graduate School admissions staff had almost 4,000 office visits from students with application questions. The admissions staff handled over 9,800 phone calls and almost 8,500 emails from applicants and faculty about applications.

“Bridges to the University of Alabama:” Web and Electronic Activities

PERFORMANCE GOALS:

- The Graduate School will continue to enhance its website and will have over 400,000 hits to its website.
- The Graduate School will produce and distribute 2,000 mini-CDs containing the “Graduate School Viewbook.”
- Our on-line application will account for at least 70% of our graduate applications. All online applicants will receive automatic emails to remind them to complete their applications. All departments will receive copies of online applications via email and will use the information in department recruitment activities.
- Banner features and our new graduate school application workflow (a Hershey product) will be implemented to result in increased efficiency and timeliness of application decisions.

OUTCOMES

Enhancements have continued for the Graduate School virtual site (<http://graduate.ua.edu>) and for other electronic resources. Significant improvements provide “bridges to The University of Alabama” and increase our visibility on the web. Important improvements on our virtual site and electronic resources for 2004-2005 include CD and web “Viewbooks”, revisions to our online applications, and the addition of Banner into our workflow. The list of extensive improvements appears below:

- In 2004-2005, the Graduate School purchased **enhanced services from Petersons**, which provided an enhanced page in their print version and enhanced descriptions, direct links, direct emails, and evaluations on their website. The Graduate School had relatively few hits to its enhanced page on the Petersons site and very few contacts from prospective graduate students using the Petersons Instant Inquiries. Based on the limited responses to the listing on the Peterson’s site, the Graduate School will discontinue its use of the enhanced service.
- 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. Departments are encouraged to use the CD in their recruitment activities. During the 2004-2005 academic year, the viewbook was updated extensively. The *Viewbook* includes information and internet links related to graduate study at UA, graduate departments, research and outreach, campus resources, community life, the Graduate Catalog, and application materials. The *Viewbook* is also found on the Graduate School’s website (<http://graduate.ua.edu/viewbook>).
 - ❑ Over 2,000 total viewbooks were produced and distributed.
 - ❑ A total of 1,856 viewbooks were produced on small CDs for Graduate School recruitment events and department activities

- Customized departmental viewbooks were developed and produced for the following departments: 45 copies for Chemistry, 45 copies for Anthropology, 50 copies for Communication Studies, 45 copies for Geological Sciences, 45 copies for Theater, 45 copies for Health Studies.
- 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 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** was enhanced. During summer and fall 2004, a major redesign of the home page occurred. New features were added, including links for visitors, prospective students, applicants, news, myBama, etc. We experience numerous hits to our website. For example, the UA web statistics data reported the following numbers of "referrers" (i.e., hits to our websites that then moved to the UA home page) for the month of July 2005 alone:

359,908 <http://graduate.ua.edu/>
 326,302 <http://graduate.ua.edu/academics/index.html>
 187,838 <http://graduate.ua.edu/prospects.html>
 47,548 <http://www.graduate.ua.edu/>
 921,957 TOTAL FOR JULY 2005

- Graduate School staff members continue to identify **methods for linking our website to department websites and providing bridges between prospective applicants and faculty**. During 2004-2005, our graduate assistants checked the websites of all departments to determine that links were provided to the Graduate School website. The Graduate School website lists all graduate degree programs and provides links to emails and websites in those programs. During 2004-2005, the links were continuously updated as needed. During 2004-2005, we added a section, "Meet Some of Our Faculty," to our website and electronic viewbook. We added a new section on "hot research topics" at UA, which links a prospective applicant to the web site or email of a specific faculty member or research center.
- Graduate School **publications and announcements are included on the website**. All Graduate School publications continue to be updated and made available on the Graduate School webpage. This includes 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.
- In 2004-2005, the graduate application moved to the new **Banner system**. Data from our online graduate application are automatically uploaded into Banner and can be tracked by applicants on myBama. Banner services provide more effective recruitment and processing of applications.
- In 2004-2005, the **use of our on-line application increased** and now accounts for more than 85% of our graduate applications. Improvements in the on-line application process

and integration with Banner have resulted in more efficient processing of applications and departmental review of application status.

- We continue to expand our use of numerous **online methods to assist applicants with the admissions and registration processes and to provide information to departments** that assists 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. Departments receive emails with statements of purpose submitted online by applicants. Applicants receive automatic acknowledgement and periodic reminder e-mails following submission of their on-line applications.
- During summer 2004, the Graduate School developed a process by which graduate **statements of purpose are sent on email to departments**, in order to enhance their recruitment of applicants. The procedures were implemented in fall 2004.
- The Graduate School implemented procedures by which submission of online **statements of purpose can be individualized by department** and applicants receive instructions about specific department requirements for written statements (e.g., essay and writing samples, portfolios, etc.). A process was implemented in which a pop-up message appears with specific instructions to applicants for specific graduate degree majors. To date, only a few programs (e.g., Social Work, Accounting) have requested this service.
- Several new activities are in progress and will increase the effectiveness and efficiency of our application and admissions process, including a **workflow process for online review of graduate applications by department faculty**. The Graduate School purchased equipment and software to provide imaging of transcripts that accompany graduate applications. We purchased software from Hershey to begin 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 for workflow.
- The Graduate School has developed a number of electronic resources for use in its own recruitment activities and for departmental recruitment, including several **PowerPoint presentations** and **electronic research slide show on CD**. All presentations were updated 2004-2005 and are available on the Graduate School web page, viewbook, and CD. Graduate departments are encouraged to modify our slide shows for use in their individual departmental recruitment activities.
- The Graduate School has **developed new web resources**. Improvements have been made in our online request for information form, so that these requests are now uploaded into our prospect data base and also routed to departments. The Graduate Ambassadors program has been implemented, identified online, and allows prospective applicants to contact current graduate students in their fields of study. We have developed and improved the FAQ documents for both international and domestic graduate applicants. This document is posted on our website: <http://www.graduate.ua.edu/info/faq.html>

COLLABORATION AMONG GRADUATE, UNDERGRADUATE, AND COLLEGE ACTIVITIES

PERFORMANCE GOALS:

- The Graduate School will collaborate on at least 20 activities with other recruitment units such as the Undergraduate Admissions Office, Law School, the MBA Program, the College of Continuing Studies, the School of Social Work, Capstone International, and other units.

OUTCOMES

The Graduate School coordinates recruitment efforts between other recruitment units such as the Law School, the MBA Program, the College of Continuing Studies, the School of Social Work and other units, as opportunities occur, with over 20 activities for 2004-2005.

Collaborations for 2004-2005 include the following:

- Each year, the Graduate School and the other **UA recruitment units coordinate and combine their resources** to maximize recruitment efforts, efficiency, and resources. During 2004-2005, the Graduate School met with other UA recruitment units (such as the MBA Program, the Law School, and the School of Social Work) to coordinate and combine resources, comparing travel schedules (recruitment programs, etc.), and making sure that there is no unnecessary duplication in recruitment travel.
- The Graduate School **represent the programs** mentioned above in all of our recruitment efforts. We also provide these units with the resources necessary to cover the recruitment programs (Graduate School fairs, etc.) that we are unable to attend.
 - We coordinated with the MBA Program to cover the following programs: Louisiana State University, Auburn University, Vanderbilt University, University of Georgia, Florida A&M University, Florida State University, and University of Central Florida.
 - The Graduate School covered the Law School at the following recruitment fairs: Tennessee State University, University of Memphis, University of North Florida, Louisiana State University, Mississippi University of Women, Alabama Jobs Career Fair and Graduate School Day, and National Black Graduate Student Association Conference. The Law School covered the Graduate School at University of the South, University of Georgia, University of Virginia, William & Mary, Duke University, and Wake Forest University.
- As noted in the section on international recruitment, the Graduate School **enhanced collaboration with Capstone International** in developing comprehensive plans for graduate recruitment.
 - The Graduate School and units of Capstone International have been working together to enhance recruitment by providing materials and support to the ELI, ITAP, etc.
 - Revisions to the Provisional Language Admission policy were approved in February 2005 to allow a little more flexibility for applicants who will study in ELI and will assist in recruiting more students for both ELI and the Graduate School.
 - The newly developed international recruitment flyer is used by the UA Ambassadors for graduate recruitment, under the coordination of Capstone International.
 - The Graduate School works with the UA Ambassadors as they identify possible international students.
 - During 2004-2005, the Graduate School worked with Bill Wallace in identification of prospective applicants to ELI and the Graduate School and expedited processing of their applications. For example, the Graduate School expedited applications from the embassy of Saudi Arabia in July 2005.
 - In 2004-2005, the Graduate School worked with Jane Stanfield, Bill Wallace, and Bill Merriman in development of a new organization for ITAP, which will offer a

fall course of study instead of an August intensive course, effective in August 2006.

- The Graduate School **enhanced collaboration with UA Undergraduate Admissions** in a number of ways, including their new activities in Georgia, Florida, and Texas. During August 2004 meetings with Undergraduate Admissions and the Graduate School, a number of useful ideas were generated. The Graduate School enhanced collaboration with UA Undergraduate Admissions in a number of ways, including sharing of graduate materials with undergraduate recruiters and forwarding lists of contacts made with prospective graduate students in Georgia, Florida, and Texas.
- The Graduate School developed a document of “**talking points/FAQs**” that undergraduate recruiters and others can use. This document was made available to all undergraduate admissions officers. This documents is also available on the Graduate School web page: <http://Graduate.ua.edu/info/faq.html>
- The Graduate School developed plans for several activities related to **recruitment by alumni**. Some progress was made here in that we have identified alumni who may be able to help us recruit graduate students from Florida Southern College located in Lakeland Florida.
- The Graduate School has worked with the **UA Honors Program** to identify and conduct seminars for honor’s students who are prospective UA graduate students. The Graduate School met with representatives of the Honors Program and planned additional activities for recruitment of honor’s students into UA graduate degree programs.
 - The Graduate School conducted seminars for honors students who are prospective UA graduate students. In the past year the Graduate School conducted a seminar for the Golden Key Honor Society on March 21, 2005 (30 students attended). The Graduate School also invites all students from the Honors Program to attend Preview Day in September of each year.
 - In February 2005, the Graduate Council and Provost approved a modification to the Graduate School’s University Scholar’s Program, which resulted in consistency between this program and the Honors Program for the GPA required for admission. In the University Scholars Program seniors can take graduate coursework which can be applied to both graduate and undergraduate degrees.
- The Graduate School continues to collaborate with Dr. Jimmy Williams, **Associate Dean of Diversity Affairs for the College of Arts and Sciences**, to provide enhanced recruitment activities. The Graduate School met with Dr. Jimmy Williams in August 2004 and 2005 and continues to coordinate minority recruitment with the Associate Dean of Diversity Affairs for the College of Arts and Sciences.

INTEGRATION BETWEEN DEPARTMENTAL AND GRADUATE SCHOOL RECRUITMENT ACTIVITIES

PERFORMANCE GOALS:

- The Graduate School will conduct at least five general recruitment seminars, focus groups, or department presentations to train faculty in graduate recruitment.
- The Graduate School will develop and produce customized department view books/mini-CDs and other recruitment tools for at least five departments.

OUTCOMES

Attendance by Graduate School staff at off-campus and on-campus recruitment events, as described in previous sections, represents important accomplishments in our recruitment plan. However, because research supports the effectiveness of departmental activities and personalized contact from faculty members in reaching prospective graduate students, an equally important component of our recruitment accomplishments involves our numerous collaborative and successful recruitment efforts with departments across campus. Important collaborations between the Graduate School and departments during 2004-2005 included seven meetings with department and the development of new departmental CD viewbooks. These and additional accomplishments follow:

- The Graduate School conducts **department focus seminars and meetings** each year. The major goal is 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.
 - Graduate School staff meet with faculty of individual departments and colleges to discuss recruitment techniques. Pat Harrison met with all department chairs of the College of Arts and Sciences in September 2005 and with faculty of Women Studies in February 2005. Pat Harrison and Carl Williams met with the Associate Dean of Arts and Sciences in August 2005. Carl Williams met with the department chair and several faculty members of Criminal Justice in March 2005. Recruitment and admissions staff also met with the MBA program in July 2005 to discuss recruitment techniques.
 - Our annual seminars for all new department chairs and staff took place on September 24 and October 1, 2004. There were 25 departmental representatives in attendance.
 - The Graduate Student Recruitment Seminar for Faculty was held on February 24, 2005. Dr. Charles Carr, Associate Dean of Engineering and Professor of Aerospace Engineering, and Dr. Elizabeth Aversa, Professor of Library and Information Science, were the main presenters. There were 24 departments represented at this event.
- The Graduate School promotes departments' development of **new University Scholars Programs**, which allow departments to recruit their own highly qualified juniors and seniors and integrate a graduate program with the senior year of study. The following programs currently are approved to participate in the University Scholars Program: Aerospace Engineering and Mechanics, Banking and Finance, Biology, Chemical Engineering, Chemistry, Civil Engineering, Consumer Sciences, English, Environmental Engineering, French, Geography, German, Health Studies (Sports Medicine Concentration), Human Nutrition, Industrial Engineering, Mathematics, and Mechanical Engineering.
- In addition, the Graduate School assists departments with developing **partnerships with feeder undergraduate Schools**, including joint University Scholars Programs that allow seniors at partner institutions to begin UA graduate study during their senior year. The Graduate School has not yet received any proposals which fit into this category, although the College of Engineering and the Chemistry Department have discussed their interest in development of proposals.
- The Graduate School promotes and assists with **development of comprehensive recruitment plans and activities for graduate departments**, including departmental activities related to recruitment at professional conferences, website development, etc.

- The Graduate School **provides departments with recruiting and promotional tools** (CDs, printed materials), Power Points, consultation, use of our display board and photos, etc.
 - The Graduate School routinely provides large numbers of print materials (e.g., Graduate School brochure, bookmark, catalog) to any department that requests them. During the 2004-2005 academic year, *Viewbook* CDs were customized and copies were produced at no charge for several departments across campus: 45 copies for Chemistry, 45 copies for Anthropology, 50 copies for Communication Studies, 45 copies for Geological Sciences, 45 copies for Theater, 45 copies for Health Studies.
 - The Graduate School's new display board, banners, and photographs are used in exhibits at recruitment events. Display materials are also loaned to graduate departments and other units for their display at professional conferences: AAGSA, March 19, 2004; Department of Health Studies, March 20, 2004; Department of Kinesiology, March 19, 2004; McNair Scholars Program, July 14, 2004; Arts and Sciences (SS), November 1, 2004; Education Student Services, April 7, 2005; Education Minority Recruitment, May 21, 2005; and UA McNair Scholars Program, June 6, 2005.
 - 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.
- The Graduate School assists with the following new activity: **Divisional "Graduate Program Open Houses,"** in which large numbers of prospective applicants are invited to visit the college to meet with faculty and explore graduate study. Carl Williams coordinated a Criminal Justice Open House on March 9, 2005. Carl Williams presented at the Criminal Justice Career Day on April 13, 2005.

Using Graduate Students in Recruitment

PERFORMANCE GOALS:

- The Graduate School will employ two new recruitment graduate assistants for personalized follow-up of prospects and applicants, in-office recruitment activities, recruitment fairs, and other activities.
- The Graduate School will implement a Graduate Ambassadors Program and involve at least seven graduate student representatives to respond to email questions from prospective graduate students.
- The Graduate School will publish at least three online Graduate School Newsletters.

OUTCOMES

For many years, the Graduate School has utilized current graduate students in recruitment activities, which provides a personal, individualized touch for prospective graduate students. During 2004-2005, a number of new activities were implemented, including the employment of recruitment graduate assistants, the implementation of a Graduate Ambassadors Program, and publication of online newsletters. Numerous activities involving graduate students are listed below:

- **Graduate student focus groups** were held, including focus groups with random samples of current students, GTAs, international students, and minority students. Initial focus groups were held July 21 and 22, 2004. The focus groups explored a number of important possibilities for better recruitment and retention practices by graduate departments and the Graduate School.
 - The Graduate School conducted a focus group on graduate student recruitment after a meeting of the Graduate Student Association (GSA) on April 21, 2005. There were 20 student leaders who attended this event.
 - The Graduate School conducted a focus group on international graduate student recruitment at the International Coffee Hour attended by international graduate student leaders on campus, on March 4, 2005. There were 25 student leaders who attended this event.
 - The Graduate School conducted a focus group on graduate student recruitment after a meeting of the African-American Graduate Student Association on campus, on March 25, 2005. There were 15 student leaders who attended this event.
- The Graduate School employed **two new recruitment graduate assistants** for personalized follow-up of prospects and applicants, in-office recruitment activities, recruitment fairs, and other activities. They currently track incomplete applications and correspond with prospective graduate students through e-mail and phone calls to bring missing items to their attention. During the first six months of 2005, the GAs tracked approximately 3,000 applications for fall of 2005 and 1,000 applications for summer of 2005. Thus, a total of 4,000 applicants were tracked.
- As in the past, a number of **graduate students presented at off-campus and on-campus recruitment events.**
 - National Black Graduate Student Association. Attended by graduate students, Katara Smith, Khiela Holmes, Schernavia Hall, and Nadia Caesar on March 22, 2005.
 - Penn State McNair Conference. Attended by Quanda Stevenson on July 29-31, 2005.
 - Alabama Minority Graduate Education Program. Attended by Pat Harrison with Samantha Briggs (graduate student) on October 11, 2004.
- In fall 2004, the Graduate School implemented a **Graduate Ambassadors Program**, in which a carefully selected group of graduate student representatives from each college is available to respond to email questions from prospective graduate students. The following graduate students are listed on our website and other materials as Graduate Ambassadors:
 - Dennis L. Bubrig is a doctoral student in Higher Education Administration. He has lived in the Southeast most of his life, and has been at UA for almost two years now. He is also the president of the Graduate Student Association, an organization that serves the needs of graduate students here at UA.
 - Eric A. Harris is an MA student in Political Science. He is originally from the San Francisco Bay area and has been studying at UA since August 2003.
 - Ankit Gulati is an MBA student who has been at UA for four years. He is from Florence, Alabama.
 - Hana D. Al-Ebous is from the country of Jordan and has been a graduate student at UA for almost two years now. She is a doctoral student in Biology and would be eager to speak with students about transitioning here at UA as an international student.
 - Daniel A. Ray was an undergraduate here at UA and is now in his second year of graduate work in the computer science field. He is from Decatur, Alabama.
 - April S. Davenport is a doctoral student in English. She has been at UA for almost a year now. April is from Decatur, Georgia and is also a Future Faculty Fellow.

- Nadia Caesar is in the MA program in Higher Education Administration. She is from Huntsville, Alabama and she has been at UA for two years now. Nadia is the vice-president of AAGSA, the African-American Graduate School Association. (The Graduate School continues to seek additional graduate students from all academic disciplines to serve as graduate ambassadors).

- Beginning In fall 2004, the Graduate School published an online **Graduate School E-Newsletter**. The newsletter includes helpful information for applicants and matriculated students. The Graduate School published three newsletters (fall 2004, spring 2005, summer 2005). The newsletters were sent in recruitment materials to all prospects and applicants and to the GSA listserv. The newsletters were sent to department chairs and graduate program directors of all graduate departments to share with prospective and current students.

FINANCIAL SUPPORT ACTIVITIES FOR GRADUATE STUDENTS

PERFORMANCE GOALS:

- The Graduate School will continue to provide financial support to result in recruitment and enrollment of at least 100 highly qualified graduate students through its Graduate Council Fellowships, Future Faculty Fellowships, Joint Faculty Development Fellowships, SREB Fellowships, and National Alumni Association Fellowships/Scholarships.
- The Graduate School will maintain our outstanding financial assistance programs that contribute to high levels of enrollment and graduation of African-American graduate students.

OUTCOMES

The Graduate School provides comprehensive financial information and assistance for prospective graduate students. The numerous graduate fellowship and financial assistance programs administered by the Graduate School allow us to successfully recruit their most highly qualified prospects. During 2004-2005, over 150 graduate students received fellowships through the various Graduate School programs, including fellowship programs for African-American graduate students. The programs are described in detail in our print and online graduate recruitment materials. The financial support provided by the Graduate School in 2004-2005 included the following:

- Every month, the Graduate School updates the “**Graduate School Financial Assistance Handbook**” which is available on our website and in print format.
- Every month, the Graduate School updates the “**Financial Assistance Links**” on our website to direct students to external sources of funding.
- The Graduate School continues its **collaborative activities with the UA Office of Financial Aid** to provide assistance to prospective graduate students. The Graduate School has worked very hard over the last ten years to coordinate efforts between the Graduate School and the Office of Student Financial Aid and Scholarships to provide assistance to prospective graduate students. Over the same time period the Graduate School has employed many graduate students funded through the Graduate Student

Financial Aid Assistantship program. These students are very useful in the graduate student recruitment process.

- The Graduate School continues its collaboration with colleges and other units to assist graduate students to identify and apply for **graduate assistantships**. Each department within each college receives funding each year to provide assistantships plus tuition awards.
- During 2004-2005, the Graduate School identified and recruited highly qualified graduate students to receive the **Graduate Council Fellowships**. Two types of Graduate Council Fellowships, Regular Graduate Council Fellowships and Graduate Council Research and Creative Activity Fellowships, were awarded. All fellowships carry full tuition scholarships, as well as stipends of \$14,000. During 2004-2005, the Financial Aid Committee considered 202 nominations for Graduate Council Fellowships for 2005-2006. A total of 66 students received fellowship awards from the available pool of \$924,000. Students who are beginning graduate study at The University of Alabama in 2005-2006 received 41 of the 49 Regular Fellowships.
- The Graduate School identifies and awards **the National Alumni Association Collegiate License Tag Fellowships** to highly qualified students. 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 2005-2006 academic year a total of 29 fellowship awards were made with a stipend of \$14,000 plus tuition of \$4,134.
- The Graduate School supports the **National Alumni Graduate Scholarship Program**. Preference is given to entering graduate students. Nominations for National Alumni Association Graduate School Scholarships are made by the dean of each academic division. The Graduate School notifies department chairpersons to nominate students by January of each school year. *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. Eight Awards were made for the 2005-2006 academic year.
- The Graduate School administers the **Alabama Heritage Graduate Scholarship Program**, which provides a one-year graduate tuition scholarship for Alabama residents who are children or grandchildren of UA graduates. In 2004-2005, 28 graduate students received the Alabama Heritage Scholarship.
- 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 over \$3 million in stipends and tuition awards. 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. The fellowship programs include the following:
 - **SREB/ACHE Minority Faculty Fellows**: The Southern Regional Education Board (SREB) and the Alabama Commission on Higher Education (ACHE) Minority Doctoral Scholars Program encourage 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 44 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 since inception of the program. During 2004-2005 (summer, fall, and spring terms), 19 SREB

fellows were supported with stipends, tuition scholarships, and or department assistantships. Five additional SREB fellows have been selected for 2005-2006.

- **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 of \$12,000 or a departmental assistantship, plus a full-tuition scholarship for up to 4 years of full-time graduate study. Since this program started in 1991, 33 graduate students have been supported, and 17 have received their graduate degrees. In the 2004-2005 academic year, the Graduate School is funding five students through this program. Three new Future Faculty Fellows have been selected for 2005-2006.
- **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. Faculty members participating in this program receive a stipend of \$14,000 and a full tuition Scholarship from the University of Alabama Graduate School. Since this program started in 1988, 30 students have been supported with stipends, and 11 have received their doctoral degrees. Under this program, for the academic year 2004-2005, the Graduate School is supporting six HBCU faculty members. One new Joint Faculty Development fellow has been selected for 2005-2006.
- **Minority Student Funding Support for Conference Travel:** Each year, the Graduate School provides travel funds to our minority fellows for partial support of their attendance at major national and international conferences in their field of study and for our UA African American Graduate Association (AAGSA) officers to represent UA at the national conference. In 2005-2006, the Graduate School provided a total of \$4,000 to 12 minority fellows to travel to national and international conferences. The Graduate School provided \$2,609 to send the four officers of the UA *African American Graduate Association (AAGSA)* to the National Black Graduate Student Association. The Graduate School provided additional funds for one of our AAGSA officers to represent UA at the Executive Board meeting of the national association.
- Our minority recruitment programs, including our comprehensive financial assistance programs, have been very **successful in recruitment, enrollment, and retention of minority students**. Enrollment of African-American graduate students at UA is high and increases every year. African-American students comprised 10.4% of total graduate enrollment in the fall of 2004, with a record high of 390 students enrolled (of a total of 3,756 graduate students). The percentage of African-American graduate students was 9.6% in fall of 2003 (362 students) and 9.5% in fall 2002 (338 students). The number of minority students receiving graduate degrees at the University also remains high. We awarded graduate degrees to 143 minority students in 2003-2004 (summer, fall, and spring terms), which is 10.8 % of our total of 1,329 graduate degree recipients. We awarded graduate degrees to 145 minority students in 2002-2003 and 120 minority students in 2001-2002, which were 11.1 % and 9.1%, respectively, of our total graduate degree recipients.

APPLICATIONS AND ENROLLMENT OUTCOMES

PERFORMANCE GOALS:

The recruitment activities described above will result in the following overall application and enrollment outcomes:

- The Graduate School will work to maintain our high number of completed applications with at least 4,000 applications.
- The Graduate School will work to increase our overall graduate enrollment an average of 2-3% per year.
- The Graduate School will maintain our high levels of enrollment and graduation of African-American and other minority graduate students, totaling at least 9% of enrollment and graduation.

OUTCOMES

The University of Alabama Graduate School benefits from its extensive recruitment accomplishments, maintains our high number of completed applications at 4,000+, and has increased graduate enrollment an average of 4.2% per year.

- A total of 4,991 graduate applications (4,057 degree applications) were completed by applicants and reviewed by departments in 2004.
- Total graduate enrollment at the University of Alabama for fall 2004 was 3,756. Thus, UA graduate enrollment continues to be high and has increased almost 12.5% since fall 2001, or an average of 4.2% per year.
- African-American students comprised 10.4% of total graduate enrollment in the fall of 2004, with a record high of 390 students enrolled (of a total of 3,756 graduate students).
- Although all graduate applications for Fall 2005 have not been completed and data is very preliminary, reports indicate that total graduate applications are remaining high and consistent with last year. In addition, preliminary reports suggest that the number of *accepted* graduate students is also high and is about 4.5% higher than last year.