October 2, 2020

Dear Colleagues,

Following UNM’s and the state’s health code, Graduate Studies has made the difficult decision of temporarily suspending awards that fund recruitment-related travel to campus. We realize that the situation of the health crisis might change, but it is likely that the university’s remote status and its approach to large gatherings will remain in effect into the spring semester. Graduate Studies will not fund face-to-face recruitment events or events that invite in- or out-of-state travel to campus for Fall 2020 or Spring 2021.

However, the necessity of remote operations brings invention with it, and we encourage departments to use technology creatively to expand the range of your outreach and recruitment efforts, especially targeted recruitment of underrepresented minority students. We recommend the following:

- Hold a remote open house later in the fall semester for undergraduates to learn more about your graduate programming and requirements. This open house can be for UNM students or open to students across the country. We have provided an outreach template for you to invite student participation: https://forms.office.com/Pages/ShareFormPage.aspx?id=MliqIfngK0IfHo7PIVeXJALOPDpVNrlzvGntTnytUJz5TLdHU1ZQVlJXWljzVMVDWIYVSINRNY4u&sharetoken=4PLe4wvPjKLz1nmeI01hA
- For national outreach, Graduate Studies continues to make available the National Name Exchange and the McNair Scholars databases. Contact Margaret Gonzales if you haven’t received a National Name Exchange database (margo@unm.edu).
- Spruce up your webpage: most college students indicate that the department webpage is their primary source of information. Make sure its contact information, active faculty, and application requirements are updated. Double check important links to see that they remain live.
- Use multi-media content on your webpage, including welcome videos from the chair or graduate director, or brief audio or video introductions embedded in each faculty member’s posted profile. Graduate Studies will release a general recruitment video for graduate students by the end of October, and in the meantime, you can find UNM’s State of Minds video here: https://youtu.be/n3xTK3XyD1Q
- Encourage faculty to reach out to prospective graduate students and invite graduate students to be ambassadors for your program. Faculty and graduate students might follow up with prospective applicants to encourage them to apply. Strive to reciprocate the applicant’s initiative: if the student took the time to convey interest in your program, reach out in turn to express interest in the student.
- Use the Apply Now! website or QR-code below: one of the best ways to get prospective students to affirm their interest in your program is to make easily available to them the link to apply for graduate school. Include on your webpage or communiques a direct link to the Apply Now! website (https://grad.unm.edu/prospective-students/apply-now.html) or use the QR-code below.

Graduate Studies will announce later its plans to offer nominal, one-time competitive recruitment scholarships to award to top-ranking PhD or MA students as incentive to accept offers of admission. In the meantime, we encourage you to be inventive with your outreach and recruitment strategies to secure a robust, diverse applicant pool.

Sincerely,

Dr. Jesse Alemán
Associate Dean of Graduate Studies
Professor of English and Presidential Teaching Fellow
jman@unm.edu