2017-2018 REQUEST FOR PROPOSALS

Strategic Student Recruitment Funds

The purpose of the Strategic Student Recruitment Funds is to support program efforts to increase the number of qualified applicants in each of the six stages of recruitment [prospective applicants, inquiries, applicants, admits, students who submit statements of intent to register (SIR), students who enroll]. Proposers are encouraged to use data reports from Graduate Studies to identify the recruitment stage that will be targeted.

KEY DATES

RFP Release Date: October 9, 2017

Proposal EXTENDED DEADLINE: November 15, 2017 before 5:00pm PST

Award Notification: December 1, 2017

Award Amount: Up to $10,000 per project

ELIGIBILITY CRITERIA

1. Team members must report the recruitment outcomes of the project to Graduate Studies by the end of the 2017-2018 academic year.
2. Team members must be willing to share project information as best practices for other programs to use in future years.

2017 REVIEW CRITERIA

1. Proposal must identify a recruitment stage, recruitment strategy, desired outcomes and expected expenses.
2. Preference is given to proposals with the potential to grow the enrollment of master’s students, international students, and underrepresented minority students.
3. Preference is given to proposals that will receive matching funds from a Lead Dean.
4. Preference is given to proposals that demonstrate best practices in recruitment and introduce efficiencies to UC Davis graduate education.
REVIEW AND AWARDING PROCESSES

Proposals submitted in the format of the Strategic Student Recruitment Funding application are due to Graduate Studies by November 15, 2017, before 5:00pm PST. Please send the application to Amanda Steidlmayer at arsteidlmayer@ucdavis.edu.

Proposals meeting all eligibility requirements will be evaluated by a review panel led by the Graduate Studies Director of Admissions and Academic Services. The panel may seek additional information or clarification from project proposers during their deliberations. The final funding decision will be made by the Vice Provost-Graduate Education. Funding decisions are based on recommendations of the review panel, and available funds. The reviewers may ask for changes to the proposal prior to final approval.

PROGRAM OFFICER CONTACT INFORMATION

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