13 Steps to Graduate Recruitment Success for Faculty Members

Faculty involvement can make a big difference in graduate recruitment. Here are a few suggestions on how you, as a faculty member, can contribute to the recruitment process.

Attract

1. **Build your profile**. Keep your website(s) updated. Take ownership of your profile on platforms like Scopus, Google Scholar, ORCID, and the G+PS researcher profiles. The UBC Library provides some helpful guides and workshops to support you in presenting your best profile publicly.

2. **Use your network**. Your scholarly network is vast and can be a valuable source for recommendations of strong applicants. It consists of co-authors, co-presenters, collaborators, your former supervisor, former students, and peers to name a few. A simple note asking for recommendations of strong students to work on specific projects you are trying to fill might result in excellent applicants. Consider including some of the promotional materials mentioned below that your colleagues could share with their groups, classes, or on social media channels.

3. **Collaborate with other faculty in your unit**. Senior, well-established colleagues might get many more inquiries from strong applicants than they can possibly accept. Building relationships with other colleagues at UBC to share details about strong applicants can be beneficial in certain disciplines. Establish a culture of sharing (if approved by the prospective student) details about strong applicants and chat about options such as co-supervision with senior faculty.

4. **Know what and where the available resources are**. Your program/department may have valuable resources, including videos, posters, postcards etc., profiles of current and former students that you could use in your outreach to, and interactions with, prospective students. G+PS also has UBC-wide promotional videos (Reach Your Potential, UBC Grad Journey), other promotional materials (including Faculty brochures, social media assets, and posters) as well as recruitment resources and tips.

5. **Make the most out of personal meetings / conferences**. Prospective students might seek you out at conferences or may sit in the audience during your presentation, guest lecture, or visit at a university. Consider brief additions to your slides /speaking notes at the end of your presentation, and mention open projects that prospective students could apply for.

6. **Help UBC tell the stories of your outstanding students and alumni.** G+PS provides a template survey to solicit student and alumni profiles that will be edited and managed for you as well as displayed on your researcher profile. Simply send the survey link to amazing graduate students and alumni! Share the student and alumni profiles we currently have on our website.

7. **Participate in undergraduate research activities.** Many initiatives, such as PURE or URO, or comparable programs at other institutions enable and sometimes fund undergraduate students to experience research placements. These programs offer an excellent opportunity for faculty members to identify candidates with the right attributes to succeed in a graduate program.

8. **Promote open positions.** Consider posting your positions in career portals. With one posting in our [service](#) we automatically and free of charge list each position in Nature Careers, EurAxess, LinkedIN and others. Share postings on social media, either by using subject-specific hashtags, or identifying large communities of students in the subject area such as Facebook groups.

Yield

9. **Funding is important for most applicants**. If you can provide financial support to students, e.g. from grants or UBC awards/fellowships, let them know that funding is available to join your group. Encourage prospective students to apply for [various competitions](#).

10. **Build a personal connection**. Prospective students will be deciding who to work with for several years and the early interactions with you will give them an indication how well supported they will feel. A simple way to connect with applicants early is to call your strongest applicants personally to deliver the good news of their acceptance. This is a chance to express your enthusiasm for having them join your program, and an opportunity for them to ask any questions they may have about life at UBC and in Vancouver. Skype interviews as part of the admissions process can build personal rapport between you and applicants as well. Consider [these questions](#) when accepting new students.

Retain

Retention of students and graduating satisfied alumni who succeed in their careers will lead to strong word of mouth recommendations which is an important recruitment instrument.

11. **Nurture the success of each student**. [Excellence in mentorship and supervision](#) and supporting your students will lead to positive recommendations from your current and past students to prospective students. Make use of support programs at UBC such as Graduate [Pathways to Success](#) and encourage your students to participate in [professional development](#) opportunities. Their success will naturally support your recruitment.

12. **Community-building is crucial for retention**. Welcome incoming students by making them feel part of our campus and your team. Connect them to other graduate students and postdocs in your research group and across campus. This could take the form of a social gathering or an in-person or online introduction, e.g. through G+PS's [online community](#). Encouraging their participation in [orientation](#) activities by G+PS, International Student Development, and the Graduate Student Society will also help them meet peers and feel connected to the UBC graduate student community.

13. **Connect new graduate students to UBC resources**. Our [Graduate Game Plan](#) guides students through the primary stages of their graduate education, with information on what to do in their first-year, mid-program and when they're nearing completion. We also have a list of [health, wellbeing and safety resources](#) for graduate students, which we encourage you to share.