# **Creative Strategies: Graduate Outreach and Diversity Recruiting**

Thomas Cahoon

#### UCLA

#### Overview

- · Recruiting strategies and planning
- Identifying recruitment needs
- Noteworthy Department Information
- Promotional Materials
- Attending graduate and professional school fairs
- Campus Collaborations hosting visitors

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#### Overview

- Grant writing
- Fellowships
- Admitted Student Visitations
- HBCU Pilot Program
- Future steps

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#### **Recruiting strategies**

- Determine the target population
- What type of diversity is missing? · How do you increase applications from underrepresented groups?
- Form a departmental diversity committee get faculty support
- How can your department benefit from diversity recruiting?

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#### **Recruitment Planning**

- Set a budget for the year
- · Create a Recruitment plan
- Get approval from supervisors and faculty
- · How can you save money for the department?

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#### **Recruitment Planning**

- Determine activities outside dept as well as inside department
- Promotional Materials giveaways
- Engaging current students
- Engaging Faculty

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## **Uniqueness of Program**

- What is special about your program?
- Is it faculty?
- Is it research?
- Is it the fact that you offer full funding?
- Is it rankings?

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#### **Noteworthy Department** Information

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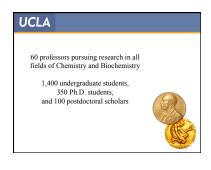
#### **Graduate Programs**

Chemistry and Biochemistry

- Analytical
   Biophysics
   Inorganic
   Organic
   Materials and Nanoscience

- Materials and Nanosco
   Physical
   Theory/Computation
- Structural and Computational Biology Systems Biology Metabolism, Aging and

  - Development Bioenergy and the Environment



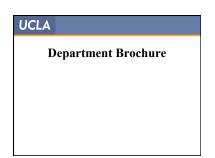




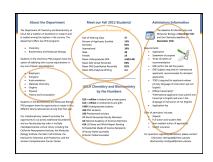


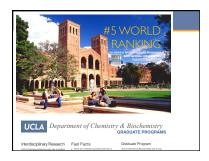


# UCLA **Funding** Offer full funding: tuition, fees, health insurance, and stipend Graduate students serve as Teaching Assistants • Students also serve as Graduate Student Researchers Fellowship opportunities: NSF, NIH, Eugene V. Cota Robles, Dissertation Year Fellowships





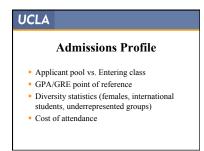






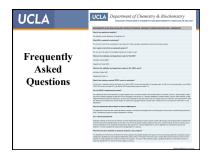


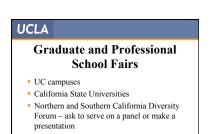




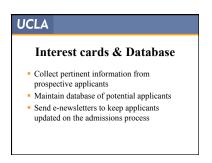








# Graduate and Professional School Fairs Proposed budget for attendance Registration fees (co-sponsor a table) Lodging, food, mileage Promotional materials Pens, printed material, business cards









**E-Newsletters** 

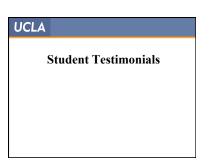
Send e-newsletters to keep applicants up-to-date on the admissions process

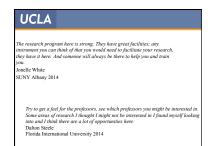
Bring attention to department sponsored activities and news

Inside scoop on application process









#### **Student Video Testimonials**

- Filmed on campus with borrowed equipment
- · Edited by a staff member
- · Live on youtube and our website
- First-hand experience of life in department - effective recruiting tool

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**DALTON STEELE VIDEO** MARCO MESSINA VIDEO **JONELLE WHITE VIDEO** 

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#### **Impact on Admissions**

- Fall 2012
- Chemistry: 333 BMSB: 92
- Fall 2013 Chemistry: 408 BMSB: 112
- Fall 2014
- Fall 2015
- Chemistry: 467 BMSB: 127
- Chemistry: 515
- BMSB: 140

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#### **Campus Collaborations**

- · Partner with Graduate Division
- Research Initiative for Scientific Enhancement (RISE) - Cal States
- Louis-Stokes Alliance for Minority Participants (LSAMP), McNair Fellows
- Morehouse, Howard University

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#### **Campus Collaborations**

- Visitors come to department for a few hours
- Meet current students, have student panel
- Meet faculty, tours of facilities, instruments, laboratories
- Follow up with interest card

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#### **Campus Collaborations**



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#### **Conference Involvement**

- · Last fall, the SACNAS conference was held in Los Angeles
- We hosted a group of the attendees in our department; they met faculty and students
- We added them to our inquiry database and followed up with ezines

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#### **SACNAS UCLA Visit**



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#### **Grant Writing for Diversity** Recruitment

- I submitted a grant to the ACS Committee on Minority Affairs to create an annual Outreach and Diversity Day
- We were funded, and the event was held in November

# 2014 Outreach and Diversity Day

- We reached out to MBRS-RISE Programs at CS Fullerton, LA, Long Beach, and DH
- 20 students attended
- . They met with faculty, had tours
- We offered lunch and paid their mileage
- Some attendees applied and were admitted

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#### **UCLA-ACS Outreach and Diversity Day**



Students from local CSU campuses visiting UCLA with Professor Neil Garg

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#### **Fellowships**

- Competitive Edge Summer Research before matriculation
- Eugene V. Cota Robles two years funding
- Dean's Scholar Awards fall bonus and summer funding

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# Review Applications for potential Diversity Admits

- Review your applications and diversity supplemental applications
- Determine who has applied for the diversity fellowships
- Determine which ones would be competitive for admission

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#### **Diversity Applications**

- Bring the competitive applicants to the attention of your faculty
- It may be necessary to review personal statements and create Diversity Fellowship applications yourself if the applicant did not do so.
- When they visit for recruiting, inform them that they've been nominated for the fellowship

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#### **Admitted Student Visitations**

- We host all our admits stay close to campus for 2 nights
- Poster Session
- · Create your own schedule
- Meet with faculty and current students

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#### **HBCU** visits

- Department Chair visited Howard University, Clark Atlanta University, and Spelman College
- Generated interest in our programs
- Used visits as recruiting trip
- Brought back information from interested students

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## HBCU Pilot Program – Summer 2015

- With donor funds, we're able to hold a summer research program for 6 students
- They'll be mentored by faculty members
- Stay in residence halls, participate with other summer researchers on campus
- End result is hopefully applying to our dept

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## **Future Steps**

- Prior to visiting UC/CSU campuses set up presentations
- Using social media and website development to highlight recent alumni
- Propose second diversity day in spring
- HBCU Initiative

# **HBCU** Initiative

- Funding for Summer Research ProgramsBringing HBCU students to UCLA
- Collaborate with faculty from HBCUs
- Serve as recruiting pipeline for our program

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# Questions?

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