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Creative Strategies: Graduate Outreach and Diversity Recruiting

Thomas Cahoon

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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
- **Physical**
- Theory/Computation




- Structural and Computational Biology
- Systems Biology
- Metabolism, Aging and Development
- Bioenergy and the Environment

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60 professors pursuing research in all fields of Chemistry and Biochemistry

1,400 undergraduate students,
350 Ph.D. students,
and 100 postdoctoral scholars



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U.S. News and World Report rankings:
Chemistry (overall): 15th
Organic Chemistry: 16th
Best Global Universities: Chemistry: 5th





NOBEL LAUREATES

THE NOBEL PRIZES ARE REGARDED AS THE MOST PRESTIGIOUS AWARDS AVAILABLE IN THE FIELDS OF CHEMISTRY, ECONOMICS, LITERATURE, MEDICINE, PEACE, AND PHYSICS. UCLA CHEMISTRY & BIOCHEMISTRY HAS THE DISTINCTION OF HAVING THE MOST NOBEL LAUREATES IN FACULTY - 9, INCLUDING 6 NOBEL LAUREATES OF ALL OF THE UCLA DEPARTMENTS.

- Dr. Willard Libby (UCLA 1949):** The Nobel Prize in Chemistry 1950 was awarded to Willard Libby "for his methods for carbon-14 for age determination in archeology, geology, geophysics, and other branches of science."
- Dr. Robert R. Schrieffer (UCLA 1962):** The Nobel Prize in Chemistry 1962 was awarded jointly to Donald C. Glazier, Hans-Joachim Cantow, and Robert R. Schrieffer "for their discovery and use of neutrons with structure-specific interactions of high resolution."
- Dr. Paul D. Boyer (UCLA 1997):** The Nobel Prize in Chemistry 1997 was awarded, one half jointly to Paul D. Boyer and John E. Walker, "for their explanation of the enzymatic mechanism coupling the flow of protons to ATP synthesis in biological systems."
- Dr. Albert F. Szent-Györgyi (UCLA 1937):** The Nobel Prize in Chemistry 1937 was awarded jointly to Albert F. Szent-Györgyi and Arne Tiselius "for their discovery of the coenzyme, nicotinamide adenine dinucleotide (NAD), and the role of protons in the biochemistry of an extraordinary enzyme, the cytochrome oxidase."
- Dr. Robert H. Grubbs (UCLA 2005):** The Nobel Prize in Chemistry 2005 was awarded jointly to Robert H. Grubbs, Yves Chauvin, and Ryoji Noyori "for their development of the metathesis reaction using transition metal carbene complexes as a catalytic system."
- Dr. Richard H. Drenth (UCLA 1962):** The Nobel Prize in Chemistry 1962 was awarded to Richard H. Drenth "for his discovery of the structure of the protein, myoglobin."
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- 6 Nobel Laureates
- 5 Presidential National Medal of Science Recipients
- 18 Members of the National Academy of Sciences

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Endless Opportunities for Students

- Visitors from Industry – close relationship with various corporations for recruiting
- Graduate Student Organizations




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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

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Department Brochure

Research Highlights

Research is an integral part of the UCLA Department of Chemistry and Biochemistry, PhD programs.

The Department includes:

- Molecular Biology
- Physical Chemistry
- Organic Chemistry
- Polymer Chemistry
- Analytical Chemistry
- Environmental Chemistry
- Materials Chemistry
- Physical Chemistry
- Organic Chemistry
- Polymer Chemistry
- Analytical Chemistry
- Environmental Chemistry
- Materials Chemistry

In addition, the California NanoSystems Institute (CNSI) provides an exceptional research facility for the study of nanoscale materials and devices. The program also includes research in the fields of nanotechnology, nanomedicine, and nanobiotechnology.

The Department consists of 17 faculty members, and facilitates extensive collaboration with adjacent and affiliated departments, pursuing research in a range of exciting interdisciplinary areas. Our research goals include exploring fundamental chemical and physical processes, developing new materials and devices, and applying the molecular and materials science to solve health and environmental problems, and for the development of new energy, materials, and AI devices.

UCLA Department of Chemistry and Biochemistry
Graduate Programs

Programs Offered:
Chemistry, PhD
Biochemistry and Molecular Biology, PhD

About the Department

The Department of Chemistry and Biochemistry at UCLA has a tradition of excellence in research and teaching. It is a leading center for research in chemistry, biochemistry, and molecular biology. The Department offers a wide range of graduate programs, including:

- Chemistry, PhD
- Biochemistry and Molecular Biology, PhD
- Environmental Chemistry, PhD
- Materials Chemistry, PhD
- Polymer Chemistry, PhD
- Analytical Chemistry, PhD
- Environmental Chemistry, PhD
- Materials Chemistry, PhD

Meet our Fall 2012 Students!

Category	Count
Total of starting class	47
Percent of Applicants Enrolled	20%
Chemistry	39%
Biochemistry and Molecular Biology	28%
Environmental	21%
Materials	15%
Physical	12%
Organic	10%
Polymer	8%
Other	5%

UCLA Chemistry and Biochemistry

- 125+ million in federal and private gifts
- 100+ PhD students
- 100+ Postdoctoral fellows
- 100+ Research faculty members
- 100+ National Academy of Sciences Members
- 100+ National Medal of Science Recipients
- 100+ National Medal of Science Recipients
- 100+ Nobel Laureates

Admissions Information

For admission information, please contact:

Chemistry: chem@chem.ucla.edu
Biochemistry: biochem@chem.ucla.edu

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Interest cards & Database

- Collect pertinent information from prospective applicants
- Maintain database of potential applicants
- Send e-newsletters to keep applicants updated on the admissions process

UCLA Department of Chemistry and Biochemistry, Graduate Student Affairs Office

Interest card

Name: _____ Current institution: _____
 Email: _____ Undergraduate Major: _____
 Phone: _____ Anticipated Graduation Term: _____

Interested Fields of Study (check all that apply):

<input type="checkbox"/> Biochemistry and Molecular Biology	<input type="checkbox"/> Chemistry/Materials Chemistry
<input type="checkbox"/> Chemistry/Biophysics	<input type="checkbox"/> Chemistry/Organic
<input type="checkbox"/> Chemistry/Inorganic	<input type="checkbox"/> Chemistry/Physical
<input type="checkbox"/> Chemistry/Instrumentation	<input type="checkbox"/> Chemistry/Theory and Computation

Are you currently doing undergraduate research? Yes No
 If yes, where is your research mentor? _____

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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

UCLA Chemistry and Biochemistry 2012 Fall Newsletter, Vol. 1
 Graduate Student Affairs Office

Key Dates

Tip on Applying to Graduate School

Family Research

Post Your Graduate Student Testimonials

Northwestern, Mason, Wake University '11

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UCLA Chemistry and Biochemistry 2012 Fall Newsletter, Vol. 2
 Graduate Student Affairs Office

Key Dates

Department Sponsored Activities

Post Your Graduate Student Testimonials

University of California, San Diego

UCLA Chemistry and Biochemistry 2012 Fall Newsletter, Vol. 3
 Graduate Student Affairs Office

Key Dates

Department Sponsored Activities

Post Your Graduate Student Testimonials

University of California, San Diego

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UCLA Chemistry and Biochemistry 2012 Fall Newsletter, Vol. 4
 Graduate Student Affairs Office

Key Dates

Department Sponsored Activities

Post Your Graduate Student Testimonials

University of California, San Diego

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Student Testimonials

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The research program here is strong. They have great facilities; any instrument you can think of that you would need to facilitate your research, they have it here. And someone will always be there to help you and train you.

Jonelle White
 SUNY Albany 2014

Try to get a feel for the professors, see which professors you might be interested in. Some areas of research I thought I might not be interested in I found myself looking into and I think there are a lot of opportunities here.

Dalton Steele
 Florida International University 2014

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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
 - Chemistry: 467
 - BMSB: 127
- Fall 2015
 - 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



LSAMP students from Cal State Channel Islands

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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



SACNAS students visit UCLA with Professor Miguel Garcia-Garibay

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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

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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

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HBCU Initiative

- Funding for Summer Research Programs
- Bringing 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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