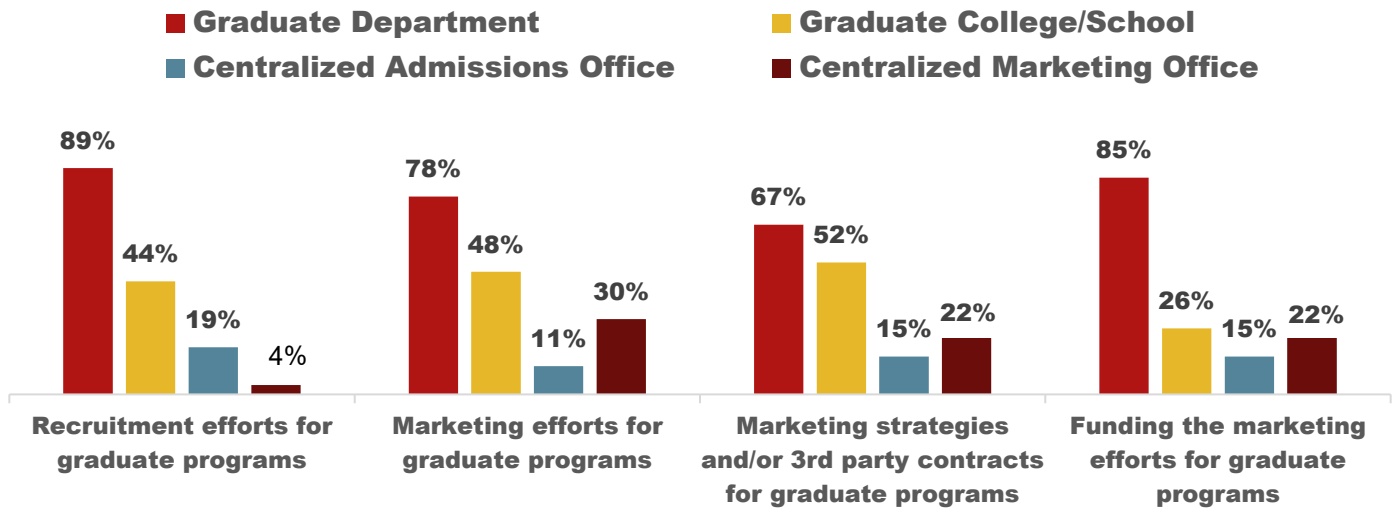
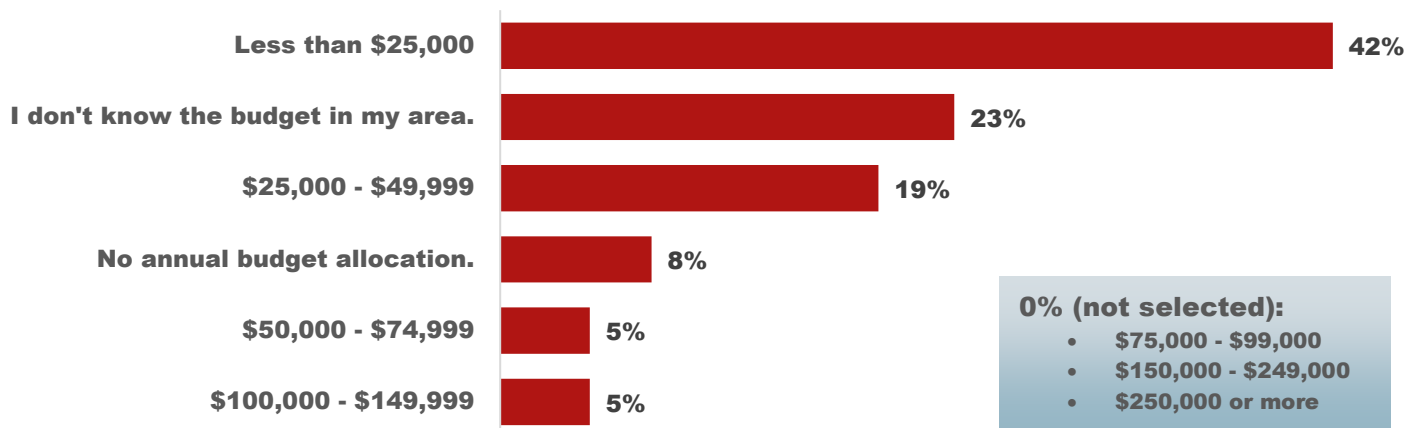


Flash Feedback Results: GEM Marketing & Recruitment Practices

Which offices are primarily responsible for the following efforts on your campus?
(select all that apply)



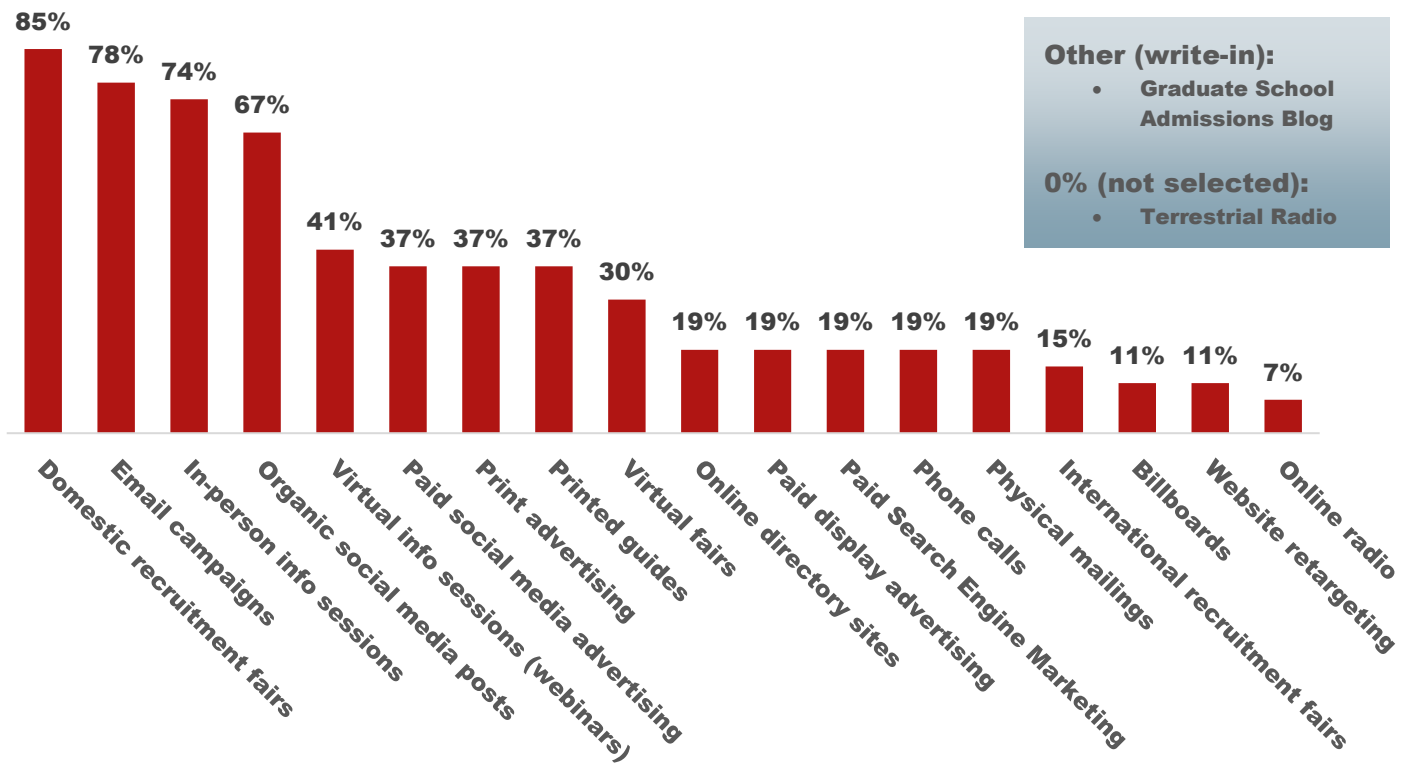
What is the annual budget allocated for marketing graduate programs in your specific area?



Do you use an external service to assist with your marketing or recruiting?



What marketing and recruitment channels does your office utilize?



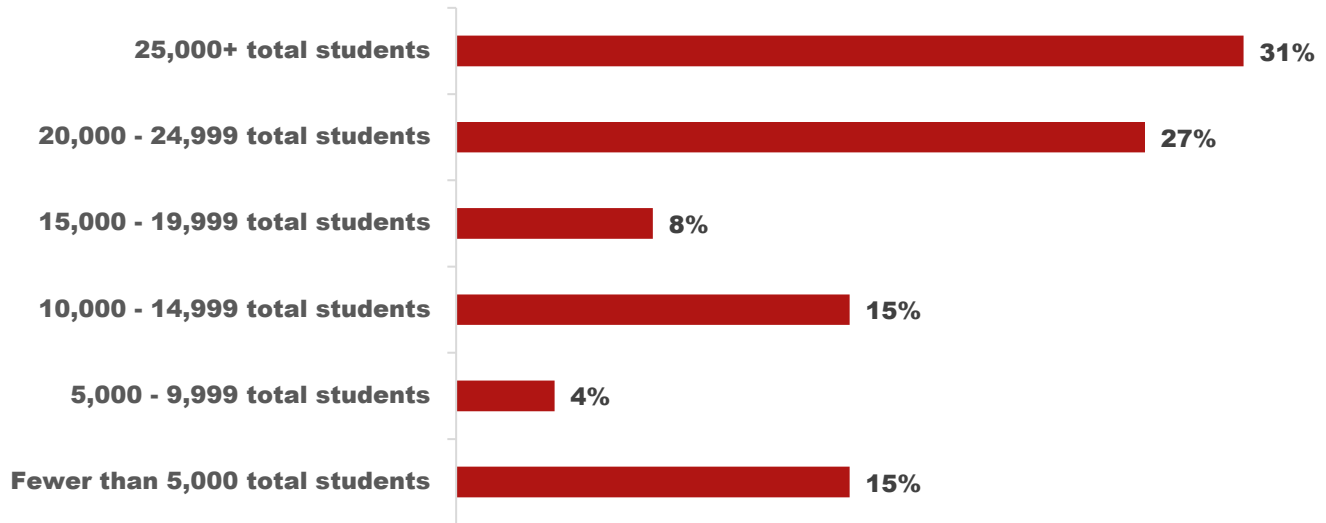
What are the major challenges you face with regard to marketing/recruiting budget and resources?

- As a centralized operation we do not have a marketing budget to market/advertise.
- Budget, time, knowledge.
- Dwindling funding.
- Finding the audience.
- Getting all to agree on strategies, especially for last minute opportunities that pop up.
- I don't have time to do it all myself and I don't have money to pay someone else to do it.
- Lack of budget.
- Lack of centralization across the university, which causes duplication of effort.
- Need for more manpower to provide more opportunities for prospective students to engage with University.
- Not knowing what budget and resources are available.
- Recruiting and marketing budget is provided through our department and is very limited.
- Resources are normally allocated as top priority first to undergraduate efforts while graduate programs are secondary in the centralized environment; this limits our funding which is more complex in the graduate world.
- Since marketing and graduate student recruitment are functions of a specific academic school/college, there are limited financial resources and a general lack of undergraduate of Graduate Enrollment Management practices and strategies.
- The lack of university resources and budget. Our programs are self-sustaining and our specific program is only 2.5 years old so operating budget is small.
- The overall cost of everything; having to pick/choose what we buy or invest in, knowing we simply can't reach all of our target audiences.
- Time to implement grass-roots (low cost) marketing action plans.
- Very limited budget and personnel.
- Very limited budget. Third party contracts take months to approve.
- We have never done marketing/recruiting for our MA program. As a result, there is no budget or resources allocated.

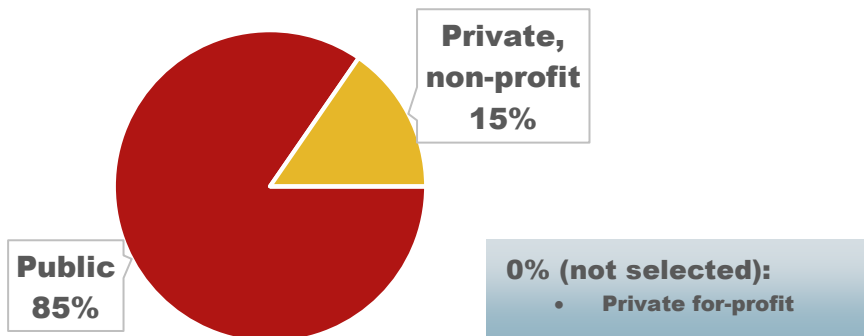
Respondent & Institutional Demographics:

n=27

Size of Institution:



Public or Private:



Functional Area of Work:

