

COLLEGE OF GRADUATE STUDIES RECRUITMENT UPDATE

Use of the Recruiter System

Corey Sampsel

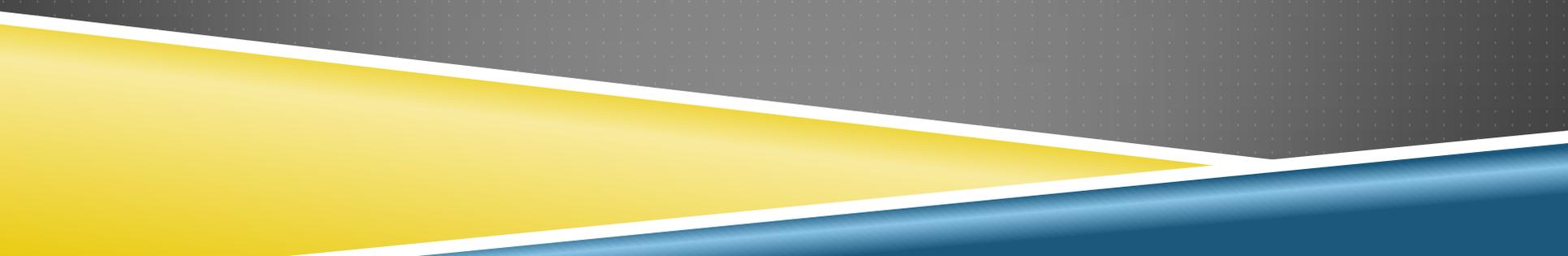
WHAT IS “RECRUITER”?

- ▶ CRM =
 - ▶ Constituent (Customer) Relationship Management
- ▶ What does that mean?
 - ▶ Tracking Points of Contact
 - ▶ Automated Communication
 - ▶ Statistics & Evaluation

RECRUITER + COGS

- ▶ Initial Inquiries
- ▶ Tracked Communication
- ▶ Targeted Recruitment

FUTURE USES

- ▶ Automated Communication
 - ▶ Expansion to COGS Staff
 - ▶ Further Segmentation
 - ▶ Post-Enrollment Communication
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NON-CRM RECRUITMENT

- ▶ Graduate Fairs
- ▶ Campus Visits/McNair Scholars
- ▶ Website/Information Updates