



## Go Green!

Recruiting for  
MSU Engineering  
Graduate Programs

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## Agenda

- ▶ Overview of Grad Recruiting in EGR
- ▶ Key Facts and Figures about MSU and EGR
- ▶ Recruitment Plans for Fall 2020  
(2021–22 admission cycle)

## Recruitment Overview

- » What are our goals?  
How do we reach them?  
How can current students help?

## Our Recruitment Goals

1. Connect with as many prospects as possible
2. Reach out to diverse populations
3. Make genuine connections
4. Follow up quickly with interested prospects

## 1. Connect with Prospects

- ▶ We have lots of prospects!
  - We typically collect 18,000 names
  - We send emails, but that's not particularly effective (typically 1%–3% response rate)
  
- ▶ Effective recruiting methods evolve over time
  - Phone calls seem most effective (right now!)
    - Text messages from strangers are weird and annoying
  - Most students won't answer unknown callers
  - Be prepared to smile and leave a message
  - Many students will call back quickly, so pick a time when you're going to be available for awhile

## 2. Reach Diverse Populations

- ▶ Many MSU and EGR groups support diverse communities
  - Engineering Graduate Women's Group
  - Engineering Sloan Diversity Community
  - MSU Graduate Women in Science
  - MSU AGEP Community
  - MSU AAGA and UEF funding programs
  - Student groups celebrating MSU's cultural, national, gender and religious diversity
  
- ▶ Our graduate community mirrors national trends
  - 22% of EGR graduate students identify as female
  - 58% of EGR graduate students are international citizens
  - 16% of domestic graduate students are from populations historically underrepresented in STEM (science, technology, engineering, math)
  - We have worked hard to maintain and improve this diversity while growing the graduate programs 50% over the last decade

### 3. Make Genuine Connections

- ▶ Ask “GOOD” questions when recruiting
  - Genuine: seek to uncover common interests
  - Open: ask open-ended questions and listen actively
  - Opportunity: explore possibilities
  - Details: make a plan to follow up, and then do so!
  
- ▶ The goal is NOT to make everyone a Spartan, but to **ensure that everyone has a positive encounter and good impression of MSU**
  - MSU is not the right fit for everyone, and that’s ok!
  - Prospects who decline but have a good recruiting experience may become Spartan postdocs, faculty, employers or parents someday!

### 4. Follow Up Quickly

- ▶ Send an email or text message to follow up
  - Aim to follow up within 24 hours of a phone call or recruiting event (if it’s a big follow up list, ask for help!)
  - Share a link to faculty or research groups in their major area of interest, and offer to help them make connections
  
- ▶ Keep track of follow up responses
  - Make sure all recruiters know the system for tracking
  - Keep the prospect on the list but change their status to “no further contact” so that you don’t “find” them later and try to reach out multiple times (remember, we want them to have a positive experience with MSU!)

## Common Prospect Questions

- ▶ Do you have a degree in ...
  - If you don't know the answer, collect their contact information and follow up afterwards
  - If they're interested in something outside Engineering, collect their contact information and send it to Katy Colbry - we'll get it to the right folks!
  
- ▶ Do you offer funding?
  - Yes, for all PhD students
  - Sometimes, for MS students (depends on program)
  - All applicants are considered for funding; there is no separate application for financial aid

## Common Prospect Questions

- ▶ Can I transfer credits from ...
  - MSU will accept up to 9 credits in transfer for most graduate programs, but decisions are made on a case-by-case basis after students are admitted.
  
- ▶ Do you offer an application fee waiver?
  - Yes! Everyone who submits their contact information at a recruiting event is eligible for a fee waiver.
  - The waiver only works \*before\* the fee is paid - we cannot issue refunds if the student has already paid.
  - Collect their contact information and let them know we will follow up with fee waiver information.

# Key Facts and Figures

- » Our Graduate Programs
- Our Campus
- Our Community

## In Person Degree Programs

### Master of Science

- ▶ Biosystems Engineering
- ▶ Chemical Engineering
- ▶ Civil Engineering
- ▶ Computer Science
- ▶ Electrical Engineering
- ▶ Engineering Mechanics
- ▶ Environmental Engineering
- ▶ Materials Science
- ▶ Mechanical Engineering

### Doctor of Philosophy

- ▶ **Biomedical Engineering**
- ▶ Biosystems Engineering
- ▶ Chemical Engineering
- ▶ Civil Engineering
- ▶ **Computational Math, Science & Engineering**
- ▶ Computer Science
- ▶ Electrical Engineering
- ▶ Engineering Mechanics
- ▶ Environmental Engineering
- ▶ Materials Science
- ▶ Mechanical Engineering

## Online Degree Programs

- ▶ Master of Science in Electrical Engineering
  - Typically with a background in EE, CS, CE
  
- ▶ Master of Science in Mechanical Engineering
  - ▶ Typically with a background in ME, Aviation, Aero
  
- ▶ Master of Science in Civil Engineering
  - Typically with a background in Civil or Enviro

## Helpful Websites

- ▶ Information for Future Graduate Students  
<https://www.egr.msu.edu/graduate/future-students>
  
- ▶ Department Contacts and Degree Programs  
<https://www.egr.msu.edu/graduate/contacts>
  
- ▶ Virtual Campus Visit  
<https://www.egr.msu.edu/graduate/virtual-campus-visit>

## General MS Requirements

- ▶ 30 credits (typically 10 classes)
  - May be possible to transfer up to 9 credits of graduate-level work completed elsewhere
  - Transfers evaluated individually after admission
- ▶ Thesis/Project Option available (~6 credits)
- ▶ Five year time limit
- ▶ Full time enrollment is 9 credits/semester

## General PhD Requirements

- ▶ Coursework typically equivalent to MS degree
- ▶ 24 credits of dissertation research (2–3 years)
- ▶ One year residency requirement
  - Met with 2 consecutive full-time semesters
  - Full time enrollment is 6 credits/semester
- ▶ Eight year time limit



## Application & Admission

1. Pick your program(s)  
<https://www.egr.msu.edu/graduate/contacts>
2. Apply!  
<https://www.egr.msu.edu/graduate/applying-graduate-program>
3. Make sure support materials are received  
<https://admissions.msu.edu/your-account/>
4. After admission
  - ✓ Connect with advisor
  - ✓ Develop a program plan
  - ✓ Enroll in courses



## Big School, Big Impact!

- ▶ ~\$60 million in annual engineering research
  - Among top 50 Engineering Graduate Schools
  - Among top 100 Universities worldwide
  
- ▶ Community
  - ~280 Engineering faculty
  - ~1,000 graduate students (about one third MS)
  - ~6,000 undergrads

## Graduate Student Resources

- ▶ Graduate School workshops and seminars
  - Academic resources
  - Professional development
  - Communication strategies
  - Research ethics
  - Health and wellness
  
- ▶ College workshops and seminars
  - Within Department, typically every 1–2 weeks
  - Within College, typically 2x month
  - College affinity groups
    - Graduate Women
    - Sloan Diversity Community
    - Postdoctoral Scholars

## Student Discounts!

- ▶ MSU Sports
  - ▶ MSU Wharton Center
  - ▶ Lansing Lugnuts (baseball)
  - ▶ Clubs, Music, Restaurants, Movies
- 
- ▶ Kiplinger named Lansing a “Top 10” location for young professionals, in part for low cost of living and entertainment options



Best (and most Buff) College Mascot! >>



## Recruitment in Fall 2020

- Prospect Lists
- Virtual Recruiting Events
- Departmental Follow Up

## Prospect Lists

- ▶ ENGINE name exchange
  - Almost 80 engineering programs nationwide
  - Students opt-in to share their information
  - Typically 15,000+ diverse participants
  - <https://engine.eng.ufl.edu/>
- ▶ Grace Hopper (Women in Computing)
  - Typically 3,000+ prospects from across the globe
- ▶ Big 10+ Grad Expo
  - Typically several hundred participants from across the US, with large numbers from the Midwest

## Virtual Recruiting Events

- ▶ O4U Engineering (LGBTQIA+ audience)
  - September 12, 2020; recruiters scheduled
- ▶ Grace Hopper Celebration
  - September 29–October 3; recruiters scheduled
- ▶ Big 10+ Grad Expo
  - October 4–5; recruiters needed
- ▶ Tau Beta Pi National Convention
  - October 22–23; recruiters needed
- ▶ MSU Graduate School Activities
  - AGEF; SACNAS; AISES; ABRCMS

## Departmental Follow Up

- ▶ “Recruiting is a Contact Sport” (Tom Wolff)
- ▶ Fall “follow up” is fairly new for most units
  - Please talk to your graduate program director or graduate secretary to find out how you can help
- ▶ Spring semester campus visits
  - There will be virtual visit options in Spring 2021
  - No in-person visits will be possible until MSU travel restrictions are lifted; we will have to wait and see
- ▶ EGR typically has high yield (60% or more) of students who visit campus – we make a great impression, thanks to our current students!



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