Program: Graduate Program Recruitment & Retention Logic Model

| **Resources** | **Activities** | **Outputs** | **Short-term Outcomes** | **Mid-term Outcomes** | **Long-term Outcomes**  |
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| * Budget for marketing and recruitment efforts
* Dedicated recruitment team
* Current grad student volunteers willing to serve as mentors
* Staff
* Funding for graduate assistant stipends
* Budget for recruitment outreach efforts
* Project/event coordinators
* WSU campus physical spaces
* Access to university departments and organizations
* Training specialists
 | * Promote COE graduate programs to other universities, community organizations, and professional organizations through targeted marketing and outreach strategies
* Provide mentoring support to prospective grad school students to facilitate the transition
* Design workshops and resources to help students develop skills needed for success in their program and future career
* Recruit and select qualified graduate students for assistantship positions
* Develop and implement a comprehensive recruitment strategy including targeted outreach efforts and marketing materials
* Plan and organize an graduate open house event including scheduling, logistics, and advertising
* Develop training sessions for faculty/advisors focused on supporting graduate students, providing mentorship, and addressing student needs
 | * Increase the number of inquiries about the COE graduate program from prospective students through recruitment events
* Graduate student mentorship program
* 2 workshops per semester
* Successful recruitment and placement of qualified graduate assistants in positions in at least 6 graduate programs
* 2 successful execution of on-campus and off-campus recruitment events
* Annual Open house with 400+ participants (prospective graduate students, current students, faculty members, and staff members) and 40+ programs represented
* Training workshop provided twice a year
 | * Increase in the number of completed applications from prospective students for COE grad programs to 250
* Increase connection to campus and increase social support
* Increase student motivation to improve academic performance
* Increase opportunities for student assistants to gain on-the-job real-world experience
* Attract and enroll high-quality prospective students
* Improve ability of faculty/advisors to effectively advice and support graduate students
 | * Increase in the number of completed applications from prospective students for COE grad programs to 300 applicants
* Expand mentoring programs to new programs and colleges
* Increase confidence in in academic abilities
* Improved academic and professional outcomes for graduate assistants, including increased employment prospects
* Improved diversity and quality of applicant pool
 | * Increase COE’s grad program reputation, as evidenced by higher rankings and recognition in national and international surveys
* Increase graduation rates
* Increase higher rates of student employment in their field of study
* Increase university's reputation through the success of its grad students and programs
* Increase student satisfaction with academic support
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Strategic impact: Increase graduate students’ career prospects and earning potential, thereby improving their quality of life and contributing to their community.