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 |

Strategic impact: Increase graduate students’ career prospects and earning potential, thereby improving their quality of life and contributing to their community.