**Graduate Program on the Environment**

**Assistant Director Requests for FY13 MES Support budget (25101)**

**June 20, 2012**

In addition to the baseline budget we already receive of $12,760 for recruitment and retention, we would like to request the following additional funds:

Additional Recruitment Funds - $8,060

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| **Need** | **Cost** | **Benefits** |
| Zinch.com membership* name buying service
* we specify our needs based on GRE scores, grades, major, interests, residency
 | $5,000  | * Access to largest database of grad school seekers out there
* Will get 100 leads – expected to get up to 25 nonresident applications on top of what we’ll already get
* Up to 10 additional nonresident admits on top of what we’ll already get
* Increase number of applications received by priority deadline (Feb 15) with the goal of finishing admissions at that time. This allows AD to work on other projects instead of continuing to work on admissions through August. Other projects could include working with advancement to find alumni donors; working on current student retention, particularly around career services; finding more paid internships or other funding
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| GradSchools.com listing* Top graduate school search site
* Maximizes our current profile
* Increases SEO (Search Engine Optimization)
 | $1,260 | * Allowed 240 “clicks,” on the website. Clicks include a site visit or filling out an interest form. Profile on their page links directly to ours.
* 5-10% will become applicants (up to 24). Residency unknown, but likely diverse.
* Again, this will increase the number of apps received by priority deadline, freeing AD to work on other projects
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| Peace Corps Magazine Ad* Two 1/3 page advertisement a year in this quarterly magazine for RPCVs (returned Peace Corps volunteers)
 | $1000 (each grad program pays $1000. Marketing pays $1600) | * Exposure to RPCVs – people who are committed to environmental and social justice
* Competing with top public service graduate schools
* Sent to people around the country and the world – readership will likely be high nonresident
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| AmeriCorps e-newsletter | $800 (each grad program is paying $800 and marketing is paying $1100) | * Exposure to 125,000 AmeriCorps alumni and 20,000+ social media followers
* 73% of followers indicate they would like to pursue graduate studies in the near future
* Increased exposure to alumni around the country and world – increased nonresident advertising
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In addition to the wages and benefits amount we already receive (in FY 2012 it was $77,064) for the Assistant Director and Student Assistant, we would like to request the following additional funds:

 Additional Staffing Funds - $40,500 (estimate)

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| **Need** | **Cost** | **Benefits** |
| MES Ambassador Stipends* Hire up to five student ambassadors at $400/qtr to help with recruitment and retention
 | $6,000 | * Aids in student retention by having more involved students and is also another form of financial aid
* Students will meet with visiting students, sitting on panels and attending recruitment events, calling prospective students (especially nonresident)
* Engagement with current students is known to increase inquiry to application rate
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| Internships/Scholarships Coordinator* Salary and benefits for .5 FTE professional to manage internships and funding
 | $30,000 (estimate) | * Increase number of paid internships, thus increasing number of interested students in program
* Helps students get hired right after graduation
* Will also work on other sources of funding like grants and scholarships
* Will work toward finding non-university funds for financial aid
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| Communications Work/Study* Student will be hired for 10 hours/week at $13/hour to help with recruitment-related communications
* Maintain facebook, twitter, etc
* Quarterly newsletter editor
 | $2,300 | * Will lead to increased recognition of MES, thus increasing applications
* More diverse communication with prospective students (not just email and phone).
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| Recruitment Assistant* The Recruitment Assistant is the next step after being a Program Assistant – these funds make up for the pay raise that the position receives (goes from $12 - $13).
* Program Assistant is eligible to be moved up to a Recruitment Assistant upon satisfactory work (sometime after 6 months).
 | $2200 | * This amount allows us to promote the Program Assistant, thus an incentive for the Program Assistant, which will help with retention of the position – having a student in this position for 2 years dramatically helps with program efficiency
* The Recruitment Assistant will have more recruitment-related duties, thus increasing the number of applicants
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**Total request = $48,560, which is equal to less than the yearly tuition from 2.5 nonresident students and will likely yield the largest number of nonresident applicants the program has seen.**