

Recruitment as Storytelling:

How to Gain More Students through Meaningful Engagement



TOOLKIT

What's your **30-second pitch**?

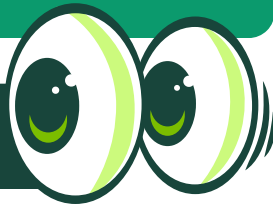
Community Partners

Who are the **alumni, industry, constituents and broad partners that you work with**? Who sings your praises? Who has "feedback"? Why?

Institutional Partners

Who do you share students with? What departments or offices do you partner with? **What do those relationships look like?** Opportunities?

Seeing with Fresh Eyes



One of the best ways to see if your materials and strategies are still relevant is to ask for an honest opinion - **ideally from the newest hire or your undergraduate students!**

Does your strategy make sense to them?
Is the tone right? What would they change?

WILD CARD PROJECTS

What's that **"one thing"** that you wished you could get to?

Why is it **important**? What would it **improve**?

How can you start? Who can help? When can you begin?

Your intention

MATTERS

What is the purpose of this email, video, mailer, etc.? Always begin with the **WHY** and the **WHAT** will follow.

Resources are KEY!

Unfortunately, **we live in reality**. Budgets, time and staff are limited. Knowing this, what resources do you have and what do you need? If you can't get to all of this at once, **what's possible now? In the near future? Five years from now?**

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