



STUDENT RECRUITMENT GUIDE

This guide is to help inform College of Public Health faculty, staff and students when engaging in student recruitment activities (formally or informally). As members of the CoPH, it is important to remember that our everyday professional interactions with colleagues, friends, community members, students, etc. serve an essential role in our recruitment and retention efforts. This guide is not meant to be all-inclusive or redundant of other sources. As new and better information is provided, this guide will be updated. Enjoy!

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1. Who Can Recruit?

Faculty, staff, current students, and alumni who are actively involved with the COPH are encouraged to participate in the recruitment process. The key is that anyone doing recruitment understands the information about their department and to whom they should refer prospective students for information beyond their own department or topical knowledge area.

***TIP:** Counseling on the application process, any exceptions to the process or applicant concerns with meeting specific criteria should be referred to the admissions office for the program. If you are uncertain, you can refer the student to coph@unmc.edu with their questions and the Office of Educational Services will assist them in finding answers.*

2. What Could You Do? Just some ideas to start with

- Professional networks are a great place to start. Check to see if undergraduates or public health practice individuals are engaged with them in anyway.
- Nurture relationships with undergraduate faculty and/or program coordinators that you would like to feed students to your programs.
- Attend campus visits hosted by undergraduate departments.
- Reach out to undergraduate student groups that have discipline interests in common with your department.
- Attend local and state professional conferences where students and professionals with similar discipline interests may gather.
 - Consider having posters or being a speaker at these conferences and then promote your department and programs while you are there.
 - Support a current student to attend if they are also willing to help you with recruitment efforts
- Reach out to your alma mater to for opportunities to come back and talk to students.
 - Alumni are always more welcome than recruiters.
- Speak with department alumni about being ambassadors for the programs from which they graduated.
- Host informational sessions.
- Encourage interested students to attend a class to see what it is all about!
- Host an admitted student session.

***Tip:** Personal relationships or connections with an institution, faculty or organization make it much easier to get an invitation to recruit students. If you don't have any of these, then you should probably get out and make some!*



3. Communicating with Prospective Students

- Timely and effective communication with prospective students is key in whether or not a student applies and enrolls.
- Students often commit to the first university who contacts and admits them.
- Research has found that an average of 5-7 contacts through email or phone occur before a student makes an enrollment decision.
- Ongoing communication

Ongoing multi-channel communication with potential students at each stage of the recruitment process is important. It is recommended to email highly qualified candidates on a set schedule and answer inquiries quickly. For example:

1. Initial contact: After the initial inquiry from a potential student, a letter/email from the department and from a faculty in the student's area of interest should be sent.
2. Follow Up: Unless a response from the potential student has already been received, an additional letter/email from the department head should be sent two weeks after the initial contact. Phone calls and emails from current students and alumni can also occur during the follow-up process.
3. Application Received: A letter/email should be sent to the potential student to confirm that their application has been received. Calls and emails from faculty should also be made to the top students.
4. Applicant Admitted: Once admitted, the potential student should receive a letter/email and phone calls from faculty, the Graduate Program Chair, current students, and alumni encouraging enrollment.

4. Website

A College or department website is usually the first, and sometimes only, point of contact for potential students. Effective websites should be up to date and communicate detailed information about admissions, funding, program/plan of study, research interests, as well as faculty, alumni, and student achievements. There should also be a link on each webpage to the department's contact information.

5. COPH Social Media Links:

- <https://www.facebook.com/cophunmc>
- <https://twitter.com/unmccoph/>
- <https://www.youtube.com/user/UNMCCOPH/featured>
- <https://www.flickr.com/photos/coph/sets/>
- <http://blog.unmc.edu/publichealth/category/the-groundbreaker/>



6. Quick Facts

University of Nebraska Medical Center

- Academic programs, including the College of Public Health, are all ranked as one of the best in the country by U.S. News & World Report
- Student Enrollment – 3,790
- Part of the University of Nebraska System that includes UNL, UNO, UNK

College of Public Health

- College was founded in 2006.
- Accredited by the Council on Education for Public Health (CEPH)
- New Harold and Beverly Maurer Center opened in April of 2010.

Students

- Student Headcount – 254
- Admitted Student GPA – 3.5
- Full-time enrollment – 54%
- Gender – 67% Female, 33% Male
- International Students – 20%
- Employment within 12 months – 94%
- Pass rate of CPH exam – 100%

Faculty

- Number of Full-Time Faculty – 52
- Median year of teaching – 13
- Tenure/ tenure-leading
 - 43% female
 - 48% minority
- 76% External Funded
- 83% Publish Peer-Reviewed Annually

Tip: *This does not encompass everything there is to know about UNMC and the College of Public Health. It is a place to start, don't bore your audience to tears with numbers. If a prospective student asks about statistics that you don't know, ask for their contact information and let them know you will get back to them. See there, now you have tricked them into a second conversation!*



7. Recruitment Activities Prospective Students:

- Fall Open House
- Programmatic Webinars
- Admissions Informational Sessions
- One-on-one Admissions Counseling
- Meet with Student Ambassador
- Visit a Class

8. Academic Program Descriptions and Department Contacts

***Tip:** Make yourself familiar with all the really cool things that each department is involved in. Start with reviewing their websites and faculty research pages.*

Biostatistics – The Biostatistics program applies quantitative and analytic sciences – in collaboration with clinical, laboratory and community investigators – to plan, conduct, analyze and interpret research studies.

Chair

Jane Meza

Senior Associate Dean, Professor and Chair, Department of Biostatistics

jmeza@unmc.edu

Phone: 402-559-6825

Graduate Program Director:

Gleb Haynatzki, PhD, DSc

Professor, Department of Biostatistics

ghaynatzki@unmc.edu

Phone: 402-559-3294

Environmental, Agricultural and Occupational Health – The Environmental, Agricultural, and Occupational Health program fosters research, education and service to improve environmental health and agricultural safety, and reduce occupational hazards across different work environments.

Chair:

Eleanor Rogan, PhD

Professor and Chair, Department of Environmental, Agricultural & Occupational Health

egrogan@unmc.edu

Phone: 402-559-4095

Graduate Program Director:

Chandran Achutan, PhD

Associate Professor, Department of Environmental, Agricultural & Occupational Health

cachutan@unmc.edu

Phone: 402-559-8599



Epidemiology – The Epidemiology program evaluates and improves population health through research and education. Their goal is to monitor the distribution of health and disease among communities and the changes that occur suddenly or over time to better understand factors that influence health and disease and the effectiveness of multilevel interventions.

Chair:

Amr Soliman, MD, PhD
Professor and Chair, Department of Epidemiology

amr.soliman@unmc.edu

Phone: 402-559-3976

Graduate Program Director:

Shinobu Watanabe-Galloway, PhD
Associate Professor, Department of Epidemiology

swatanabe@unmc.edu

Phone: 402-559-5387

Health Promotion, Social and Behavioral Health – Enables populations and communities to achieve optimal health – a balance of physical, mental and social health – through social and behavioral change and the creation of environments that are conducive to healthy lifestyles. Through an interdisciplinary approach, we integrate the expertise of faculty with diverse backgrounds in social and behavioral sciences.

Chair:

Paul Estabrooks, PhD
Professor and Chair, Department of Health Promotion, Social and Behavioral Health

paul.estabrooks@unmc.edu

Phone: 402-559-4325

Graduate Program Director:

Ghada Soliman, MD, PhD, RD, LMNT
Associate Professor, Department of Health Promotion, Social, and Behavioral Health

ghada.soliman@unmc.edu

Phone: 402-559-5157

Health Services Research and Administration – Influences the content and implementation of public policies in ways that improve the health of Nebraskans and all rural residents in the United States through better access to high-quality and affordable health care and public health services.

Chair:

Li-Wu Chen, MHSA, PhD
Professor and Chair, Department of Health Services Research & Administration, Director of the Center for Health Policy Analysis and Rural Health Research, Co-Director of the Nebraska Public Health Practice-Based Research Network

liwuchen@unmc.edu

Phone: 402-559-5260

Graduate Program Director:

Fernando Wilson, PhD
Associate Professor, Department of Health Services Research & Administration

fernando.wilson@unmc.edu

Phone: 402-552-6948



Emergency Preparedness – The Emergency Preparedness programs are among the few that focus on the Public Health and Medical Systems, with directed attention to Healthcare Preparedness. Events explored include naturally occurring disasters, intentional acts of terrorism, and new emerging infectious disease threats. Programs are reflective and inclusive of current and nationally endorsed competencies in emergency preparedness leadership, communication, information management, practice improvement and planning and worker health and safety.

Contact:

Sharon Medcalf, PhD
 Co-Director and Assistant Professor, Center for Biosecurity, Biopreparedness, and Emerging Infectious Disease
smedcalf@unmc.edu
 Phone: 402-552-2529

9. Admissions Offices

College of Public Health (**Primary for Certificate, MPH, Public Health Non-degree**)
 Office of Educational Services
 Email: coph@unmc.edu
 Phone: 402-552-9867

UNMC Graduate Studies (**Primary for MS and PhD programs**)
unmcgraduatestudies@unmc.edu
 Phone: 402-559-6531

10. Admissions Criteria

Tip: The information listed below is general and is subject to change. Prospective students and applicants should always be advised to reference the admissions website and the admissions office for the program they are wishing to apply to before starting the application process.

<u>Program</u>	<u>Term</u>	<u>International Deadline</u>	<u>Domestic Deadline</u>	<u>Admission Requirements</u>
Masters of Public Health	Fall	April 1	June 1	- SOPHAS application/fee - Transcripts - GRE - letters of recommendation - 1 page personal statement - Resume - TOEFL
	Spring	August 1	October 1	



Certificate Programs	Fall	July 1	July 1	<ul style="list-style-type: none"> - SOPHAS Express Application -Resume -Transcripts -2 letters of recommendation - 1 page personal statement - TOEFL
	Spring	November 1	November 1	
MS in Emergency Preparedness	Fall	April 1	June 1	<ul style="list-style-type: none"> - Graduate Studies application - Transcripts - GRE - letters of recommendation - page personal statement - Resume - TOEFL
	Spring	August 1	October 1	
PhD in Biostatistics	Spring	August 1	October 1	<ul style="list-style-type: none"> - Graduate Studies application/fee - Transcripts - GRE - letters of recommendation - statement of intent - resume/ curriculum vitae
PhD in Environmental Health, Occupational Health & Toxicology	Spring	August 1	October 1 (closes)	
	Fall	April 1	June 1	
PhD in Epidemiology	Fall	March 1 for International and Early Decision	June 1	
PhD in Health Promotion and Disease Prevention Research	Fall	April 1	April 1	
PhD in Health Services Research Administration, and Policy	Fall (Highest Consideration = January 1)	April 1	June 1	



COLLEGE OF PUBLIC HEALTH

<u>Dual Degree Programs</u>	<u>Term</u>	<u>Not yet enrolled in Dual Program (if applicable)</u>	<u>Enrolled in Dual Program (if applicable)</u>	<u>Admission Requirements</u>
BSES/MPH	Fall	June 1		- Accepted to each program separately - SOPHAS Express Application - Transcripts - letters of recommendation - Personal Statement -Resume/CV
BSIT-MPH	Fall	June 1		
JD/MPH	Fall	June 1		
MBA/MPH	Fall	June 1		
MPH/MSW	Fall	June 1		
MD/MPH	Fall	February 1	June 1	
MPAS/ MPH	Fall	January 1	June 1	
PharmD/MPH	Fall	February 1	June 1	

Further information can be found on our website:

<http://www.unmc.edu/publichealth/admissions/index.html>



11. Cost of Attendance, Financial Aid, Types of Aid

2015-2016 Tuition and Fees				
Type of Tuition or Fee	Unit	Campus Students/Courses Tuition & Fee Amount	Campus Student Distance Course Tuition & Fee Amount	Distance Program Tuition & Fee Amount
Tuition				
Resident	credit hour	380.00	560.00	560.00
Non-Resident	credit hour	951.75	560.00	560.00
University Program & Facilities Fees				
Fund A	semester	5.00	5.00	0.00
Fund B				
Student Health Program:				
Full-time Students	semester	99.75	99.75	0.00
Part-time Students (optional)	semester	99.75	99.75	0.00
Center for Healthy Living: <i>Mandatory for all campus classes except UNMC employees</i>	semester	62.50	62.50	0.00
Student Health Insurance (subject to change from vendor)	semester	905.74	905.74	0.00
Library Fee	credit hour	4.00	4.00	4.00
Distance Education Delivery Fee**	credit hour	25.00	25.00	25.00
Distributive Learning fee	credit hour	30.00	30.00	30.00
COPH Technology Fee	semester	150.00	150.00	150.00
<i>*waiver based upon student having personal insurance</i>				
<i>**Only for courses delivered exclusively at a distance.</i>				
1. Full-time, for Financial Aid purpose, is defined as follows:				
Per Semester	Grad/Prof - 5 or more hours			
Summer Session	Grad/Prof/Undergrad - 4 or more hours			
For a comprehensive list of all incidental fees, please see the UNMC Student Handbook				



***TIP:** Financial Aid is divided into two primary categories: need-based and merit-based aid.*

Need-based Financial Aid consists of scholarships and grants (non-repayable gift assistance), loans (which must be repaid), and work-study. It is calculated by subtracting the student's contribution from assets and expected earnings from the total estimated cost of attendance. Student contributions are determined through analysis of the Free Application for Federal Student Aid (FAFSA).

Merit-based aid consists of scholarships awarded to students for academic achievement. The College administers several of these assistantships, and scholarships.

Departmental Graduate/Research Assistantships

Most departments and divisions of the University award teaching and research assistantships as funds are available. In general, graduate students that are awarded an assistantship are granted tuition remission for up to 12 credit hours each semester, but must pay relevant fees. Students will work between a minimum of 13 and a maximum of 20 hours per week and receive a monthly stipend reflective of their FTE.

12. Opportunities for Students in the COPH

- Grand Rounds Talks
- Individual Faculty Research
- Student Seminars
- Inter-professional student organizations and activities
- College of Public Health Student Association
- Research Day
- Public Health Week
- Service Learning Activities
- Career Services



13. University Life

- McGoogan Library
 - Offers assistance at all stages of the research and writing process
- UNMC offers numerous student organizations to help students get involved.
- Legacy Projects, Sharing Clinics
- Student Life Center and Inter-mural sports
- Campus Housing (UNMC does not have on-campus dormitory, students must seek off campus housing)
 - Rental housing leased to full-time students located on the UNMC campus
 - <http://www.unmc.edu/housing/>

14. Omaha Life

- Omaha: We Don't Coast website <http://wedontcoast.com/>
- Omaha, NE. has a low cost of living. A cost of living calculator can be found at:
 - <http://www.bestplaces.net/col/>
- Offers an array of festivals, sporting events, live music, art shows, stage productions, and special exhibits
 - Ex. Omaha Symphony, Opera Omaha, College World Series, Old Market, Joslyn Art Museum, Omaha Community Playhouse, Henry Doorly Zoo

15. Opportunities for High School & Undergraduate Students

- Public Health Early Admissions Student Track (PHEAST)
 - PHEAST is a health professions pipeline program designed to recruit, educate, and graduate passionate public health leaders committed to improving population health outcomes in Nebraska. Students who maintain a cumulative undergraduate GPA of 3.3 and are Nebraska residents in the second semester of their sophomore year at one of the UNMC's CoPH PHEAST undergraduate partner institutions (Chadron State College, Peru State College, Wayne State College, and the University of Nebraska Kearney) are eligible to apply to PHEAST. Three students from each academic partner institution are accepted into PHEAST each academic year.
 - More information and PHEAST Campus Representatives:
<http://www.unmc.edu/publichealth/rhen/pipeline/pheast/>



- Undergraduate Public Health Workshop
 - This weeklong workshop is designed to immerse students into the multidisciplinary world of public health. Through interactive classroom experiences and field trips to rural and/or urban public health practice sites, students are offered the opportunity to interact with professionals in the field. As part of this workshop students will experience an interactive classroom and field trips to rural and/or urban public health practice sites to provide opportunities to interact with public health professionals. Students will also form into research teams, conduct literature reviews, and develop a scientific poster presentation with the guidance of UNMC CoPH advisors. Students can register for one college credit hour through their undergraduate college for this course. Housing, most meals, classroom materials, instruction, and consultant speakers are provided by UNMC.
 - Contact: Sonja Russell
 - 402-559-3674
 - russellsf@unmc.edu
 - More information:
<http://www.unmc.edu/publichealth/rhen/undergraduate/workshop.html>

- Summer Medical and Dental Education Program (SMDEP)
 - SMDEP is a six-week summer academic enrichment program that offers freshman and sophomore college students intensive and personalized medical and dental school preparation. UNMC's SMDEP provides pre-dental and pre-medicine scholars in the basic sciences and math, clinical experiences, career development activities, learning and study skills seminars, and a financial planning workshop.
 - Contact: Office of Recruitment and Student Engagement
 - 402-559-3928
 - smdep@unmc.edu
 - More information:
<http://www.unmc.edu/studentervices/rse/enrichment/undergraduate-enrichment/index.html>

- Summer Undergraduate Research Program (SURP)
 - SURP is a collaboration between UNMC departments, institutes, colleges, student services, and graduate specialty areas to provide summer opportunities for undergraduate students to become members of research teams and discover first-hand the broad spectrum of research activities occurring at UNMC. The ten-week program allows for 80-100 full-time positions to be filled by talented undergraduate students who will be primarily in research laboratories working with team members on an ongoing research project. SURP students attend weekly seminars provided by UNMC researchers to enhance their knowledge about research careers and the variety of research at UNMC.
 - Contact: Office of Recruitment & Student Engagement
 - 402-559-3809



- surp@unmc.edu
- More information:
<http://www.unmc.edu/student-services/rse/enrichment/undergraduate-enrichment/index.html>
- High School Alliance
 - The [UNMC High School Alliance](#) - allows rising high school juniors and seniors to take advanced science classes (and receive dual credit from their high school and college), to shadow health care professionals and meet and network with other area students. These students get a unique view into medical ethics, human anatomy and biomedical research.
 - Contact
UNMC High School Alliance
985330 Nebraska Medical Center
Omaha, NE 68198-5330
Phone: 402-559-3027
[Email: unmchsalliance@unmc.edu](mailto:unmchsalliance@unmc.edu)

16. Sampling of Careers in Public Health

- Infectious Disease Epidemiologist
- Behavioral Researcher
- Emergency Preparedness Specialist
- Statistical Analyst
- Health Promotion Program Director
- Health Service Administrator
- Policy Analyst
- Environmental Health Technician
- Outreach Specialist
- Reproductive Health Specialist
- Biostatistician or Data Scientist
- Toxicologist
- Public Health Nurse
- Maternal and Child Health Specialist
- Legislative Policy Advisor
- Occupational Safety Specialist
- Research Associate
- Healthcare Operations Manager
- Director of Family Health Services
- Hazardous Waste Inspector
- Community Health Specialist
- Health Department Administrator
- Health and Wellness Executive Director
- Environmental Health Nurse
- Project Coordinator
- Provider Relations Specialist

Some Careers Websites

www.publichealth.org/careers/

www.aspph.org/discover

www.whatispublichealth.org



17. Resources to Support Recruitment

The Office of Educational Services has various materials to support recruitment efforts. These include, but are not always limited to:

- Banners
- Table Cloths
- Informational Pamphlets
- Giveaways

***Tip:** During peak recruitment times, these items may already be traveling or supplies may be running low. If you have the luxury of time, please request these items at least two weeks in advance. OES does not currently have a magic workshop to create these items at the last minute.*

18. Samples for Communicating with Students

These are sample communications that can be used or you can certainly write your own personal version.

***Tip:** Samples are nice, but it is always good to make them your own!*

Sample email text from a department

Dear (Student's Name),

Thank you for your interest in the (Name of Program) program at the University of Nebraska Medical Center College of Public Health. I am a(n) (alum/faculty member /staff/current student). As you know we have an outstanding (Program/Area of Interest) program. Our faculty members work in several key areas, including (Examples of Areas).

You can visit (Admissions Section of Your Website) for information about admissions requirements, the application process and deadlines.

You can find out more about us at (Website). If you have any questions, please contact me at (phone number and/or email).

I look forward to hearing from you.



Sample e-mail to an accepted student from an alum:

(Student's Name),

My name is _____ and I am an alumnus/alumna of the University of Nebraska Medical Center College of Public Health. As a (occupation) for (corporation/school/etc), I understand the significance of a UNMC degree in today's competitive workplace.

I am available to answer any questions you may have regarding the UNMC College of Public Health. You may reach me at (provide address, phone or e-mail). Please let me know if I can help in any way.

Sample telephone calls:

Encouragement to complete an application:

"Hello, my name is _____. I am a UNMC alum/student/faculty member. I wanted to let you know that I am a resource for you. Do you have any questions that I might be able to answer for you or point you in the right direction?"

Repeat that you are available to help. Leave phone number(s). Thank the student for his/her time and wish him/her well.

Congratulatory phone call to admitted student:

"I am a UNMC alum/student/faculty member in (Program/Department). Congratulations on your acceptance to The University of Nebraska Medical Center College of Public Health. I was calling to offer my congratulations and to see if I may be able to answer any questions that you have about UNMC or the College of Public Health."

"If you think of any other questions, I will be happy to try to answer them or at least direct you to someone who can, so please feel free to call me. Again, my name is _____ and my phone number and/or e-mail is _____. Thank you for your time and welcome to UNMC."