

**College of Public Health Recruitment Plan
Academic Year 2015-2016
Admission Class Focus (Fall 2016, Spring 2017 & Beyond)**

Mission and Values

Mission:

The Mission of the College of Public Health is to promote optimal health and well-being through robust education, research, and service in collaboration with communities in Nebraska, across the country, and around the world.

Vision:

The UNMC College of Public Health will be a place of innovation, growth and excellence, to foster sustainably healthy populations and environments.

Values:

As members of the College of Public Health, we:

Honor intellectually and scientifically innovative scholarship

Promote collaboration across disciplines and across communities

Share readily our knowledge and skills

Encourage life-long and experiential learning in teaching, practice, and research

Recognize sustainability as an essential element of sound public health practice

Embrace diversity in ideas, disciplines, convictions and people

Champion equity and social justice

Commit to integrity and ethical behaviors

Recruitment Positioning Statement

The College of Public Health positions itself to be a regionally, nationally, and internationally recognized, premier institution in public health education, service and research.

Recruitment Objectives

- Identify and attract qualified applicants with diverse perspectives, cultures, ethnicities, socioeconomic and geographic backgrounds with specific interest in improving the health of communities and a future career in public health.
- Matriculate student cohorts who are academically prepared to succeed in rigorous academic programs and offer diverse academic, professional and social perspectives that will enrich scholarly discussions, peer interactions and research.

Markets

Primary – **Nebraska & Regional** residents, undergraduate students, untrained public health workforce, health science professionals, non-profit industry, for-profit industry

Secondary – **National and International** residents, undergraduate students, untrained public health workforce, health science professionals, non-profit industry, for-profit industry

Potential Expansion Markets – **Military, Non-profit & For-profit industry** working professionals.

Program-Wide Enrollment Goals and Objectives

GOAL	Goal #1 Quantity			Goal # 2 Quality			Goal # 3 Demographic Mix			
	App	Admit	Enroll	App GPA	Admit GPA	Enroll GPA	NE Resident	Regional*	National	International
Certificate Programs	* IA, SD, ND, WY, MO, KS, CO									
COPC	5	4	3	3.1	3.3	3.4	65%	15%	15%	5%
Emergency Prep.	12	10	8	3.1	3.3	3.4	65%	15%	15%	5%
Infectious Disease Epi	8	6	4	3.1	3.3	3.4	65%	15%	15%	5%
Maternal Child Health	5	4	3	3.1	3.3	3.4	65%	15%	15%	5%
Public Health	60	50	38	3.1	3.3	3.4	65%	15%	15%	5%
TOTAL	90	74	56							
Master of Public Health										
Biostatistics	25	16	10	3.3	3.5	3.6	60%	15%	15%	10%
Enviro & Occ Health	32	22	14	3.3	3.5	3.6	60%	15%	15%	10%
Epidemiology	50	35	20	3.3	3.5	3.6	60%	15%	15%	10%
Health Policy	20	12	8	3.3	3.5	3.6	60%	15%	15%	10%
Health Promotion	26	19	10	3.3	3.5	3.6	60%	15%	15%	10%
MCH	22	16	9	3.3	3.5	3.6	60%	15%	15%	10%
COPC	16	12	8	3.3	3.5	3.6	60%	15%	15%	10%
Pub. Health Admin.	25	19	11	3.3	3.5	3.6	60%	15%	15%	10%
Pub. Health Pract.	22	17	10	3.3	3.5	3.6	60%	15%	15%	10%
TOTAL	238	168	100							
M.S. in Emergency Prep.	20	12	8	3.3	3.5	3.55	55%	20%	15%	10%
TOTAL	20	12	8							
PhD Programs										
BIOS	8	3	2	3.4	3.6	3.65	45%	20%	20%	15%
EHOHT	10	5	2	3.4	3.6	3.65	45%	20%	20%	15%
EPI	20	4	2	3.4	3.6	3.65	45%	20%	20%	15%
HPDPR	20	6	2	3.4	3.6	3.65	45%	20%	20%	15%
HSRAP	20	5	2	3.4	3.6	3.65	45%	20%	20%	15%
TOTAL	78	23	10							

Recruitment Strategies (systems)

Development of Prospects

- Branding/Open promotion
 - News Releases
 - Print media advertising
 - Web-based advertising
 - Copenhague Website
 - ASPH Virtual Career Fair
 - On-Line World Wide
 - Eco-Targeting via ASPPH
 - Referral sources
 - Faculty, students, alumni, staff, undergraduate advisors, industry professionals, non-profit professionals
 - Face-to-face contact
 - Copenhague Open House, Informational Sessions
 - APHA Booth, 2 national Undergraduate recruitment events with 5,000 + attend. 1-2 Discipline specific recruitment events
 - College Visits, grad school days, fairs, career days
 - Visits to local industry
 - General education/information sessions to UNMC pipeline events
 - Visits to college career and pre-health/pre-professional advisors
- Initial contact is made by recruitment staff, designated department faculty.
 - A multi-faceted approach of prospect development will include face-to-face, targeted mailing of promotional material to departments, GRE recruitment lists,
- Secondary contact will be made by recruitment staff, designated department faculty, alumni, and student body representatives.
 - Discussion of students areas of interest & needs (financial aid, curriculum, timelines, application deadlines, etc.)
 - Invitation of visit, personal phone conversation, “recruitment webinars”,

Converting Inquiries to Applications

- Immediate E-mail and info. mailing to follow up response to inquiry contact.
- Process for identifying transferrable credits prior to admission.
- Invitation to attend Open House (invite all, target local and regional)
- Invite to attend “recruitment” webinar (invite all, target national & international)
- Send out notice of special events, grand rounds, etc. on email list (possible Copenhague listserv).
- Introduce applicants to student life at the UNMC Copenhague
 - Facebook, Demo of student life on website

Converting Applicants to Enrollment (Yield Rate)

- Follow up the acceptance letter with:
 - Welcome/Invitation to visit letter from the MPH Program Director/Grad. Chair
 - Welcome letter from the Alumni Association President
 - Welcome letter from Student Representative (ambassador, student association)
- Invite accepted applicant to on-campus events.
- Advising contact within 2 weeks of admission letter.
- Target “desired candidates” with available incentives i.e. assistantships, NRTS

Recruitment Tactics

Stable/Ongoing Recruitment Tactics

- Booth & Face-to-Face presence at: State and Regional College Fairs, Forums, Career Days, Public Health Related Professional Conferences
- Faculty/Staff seminars and/or F2F meetings with targeted undergraduate departments
- Direct contact with targeted state and regional industry
 - presentation by coph faculty/staff, conferences, alumni.
- Targeted Mailings to State and Regional Universities – Career Advising depts. and identified undergraduate departments with “recruiting strength”
- Open House Event, Informational Sessions- Invitations based on recruitment contacts and targeted undergraduate program relationships
- CoPH Promotional Materials to develop name recognition
- Promotion of Website –
 - Implement graduate success stories
 - Implement student center appearance.
 - To include student stories (why I chose PH, UNMC, etc.
 - Promote faculty
 - research
 - community engagement
 - teaching excellence
 - contact information (accessibility)
 - Improve “link-ability” of CoPH website.
- Develop an e-mail (or listserv)list for individuals being targeted for recruitment
 - Email list would receive E-Newsletter, notice of grand rounds, CoPH research, profiles of faculty and student success, notice of public events, etc.
 - Self-enroll and self un-enroll option critical
- Development of social media as an invite to participate in COPH student life and academic culture.
 - Facebook
 - Twitter

- You Tube
- Idealist

2015-2016 Academic Year Target Initiatives

- Break Through w/ Nebraska University/Colleges
 - Identify 2-3 Nebraska based institutions
 - Develop strategies to intensely engage the campus in expanding the understanding of public health as a discipline
 - Strategies will include:
 - Designing events with campus career services
 - Hosting events for campus advisors
 - Identifying depts. to further develop faculty to COPH relationships
 - To include presentations on public health to strategically identified classes/student groups.
- National Conferences targeted at Undergraduate audiences
 - Identify 3-5 regional/national conferences that target high performing undergraduate student populations with expressed interest in health.
 - UC Davis Pre-Health fair
 - Idealist Graduate Fair (Seattle WA)
 - NACCHO
 - Preparedness Summit
 - SACNAS (Society for Advancement of Chicanos/Hispanics and Native Americans in Science)
 - ABRCMS (Annual Biomedical Research Conference for Minority Students)
 - NCUR (National Conference on Undergraduate Research)
- National/regional discipline specific conferences
 - Public Health conferences with ASPPH sponsor
 - NIH Undergraduate Fair
 - ASPPH TIPH Regional fairs – Minneapolis, Chicago, Corvallis OR, Austin TX, Washington DC
 - Co-support to departments that have identified discipline specific conferences with target audience attendance
 - Support for exhibit registration and material supply
- Dual degree program events with partner program.
 - Recruitment table at interview days for COM, COP and PA
 - Identified events on UNO and UNL campus with partner programs

- Tables or presentations by OES or faculty

Reports and Controls (monitoring and evaluating)

- Monitor applicant pool numbers and demographics
- Monitor admission pool numbers and demographics
- Monitor GPA of applicant pool
- Monitor GPA of admissions pool
- Monitor experience of applicant pool
- Monitor experience of admission pool
- Monitor attrition rate
- Monitor graduation rate
- Evaluation yield of recruitment sources
- Evaluation of the effectiveness of inquiry to applicant conversion strategies
- Evaluation of the effectiveness of applicant to admission conversion strategies
- Evaluation of the effectiveness of admission to enrollment conversion strategies
- Evaluation of cost/yield rate of overall recruitment strategies

Recruiting Responsibilities and Organizational Structure

Organizational Structure

The Office of Education Services is managed by a program office that works in collaboration with the Office of the Dean, Associate Deans, Departments and Centers of the College of Public Health.

Recruiting Responsibility

Recruitment management is conducted by the Director of Student Affairs. Primary recruitment for the College of Public Health is conducted by the Office of Education Services and monitored by the College of Public Health Admissions and Recruitment Committee. Secondary recruitment is conducted by Department Chairs and faculty for the respective departments.

Recruiting Personnel

Formal Recruitment Personnel

Office of Educational Services Staff
Master Program Director
Graduate Program Chairs
Associate Dean for Academic Affairs
Associate Dean for Research
Department Chairs
Faculty

Informal Recruitment Personnel

COPH Student Association

COPH Alumni Association

Students

CoPH Admin. Staff

COPH IT Dept.