

## Reaching Graduate Applicants with Great Potential

*On-screen:* [ETS®]

*On-screen:* [ETS® GRE® Search Service]

*On-screen:* [Reaching Graduate Applicants with Great Potential]

*Speaker:* Narrator

With ever growing recruitment challenges, how can you meet your goals and make sure the students you want enroll in your program?

*On-screen:* [1, 2, 3, 4]

These four best practices will help you reach graduate applicants with great potential.

*On-screen:* [#1 Start Early]

Prospective applicants narrow the list of programs they're considering long before they complete their first application.

*On-screen:* [Reach out as soon as prospects register for a GRE® test.]

Gain an edge on the competition by reaching out as soon as prospects register for a GRE test, before they even begin the formal application process. Hearing from your program might be just the catalyst students need to take a closer look at your program when they're likely to be considering a broader range of options.

*On-screen:* [#2 Respond ASAP]

Have a system in place to reach out by phone, email or text within 24 hours of an inquiry. Giving prospective students the information they need when they need it shows them they are important. Your responsiveness could be a deciding factor between two program offers further down the line.

*On-screen:* [#3 Customize communication]

Show prospects you're interested in them specifically, not just someone like them, with timely, personalized communications. For those looking to enroll soon, let them know of upcoming deadlines.

*On-screen:* [Invite them to upcoming events or activities.]

For those looking to enroll in future semesters, reach out with a “get to know us” campaign and invite them to upcoming events or activities. Regardless of when they're looking to apply, consider providing appropriate peer and faculty contacts to make prospects feel connected to your program.

*On-screen:* [#4 Engage via social media]

Influence prospective students where they are. Social media can be a cost-effective way to engage with students through thoughtful and deliberate social campaigns that highlight the value of your program, showcase student success stories and share news and information.

*On-screen:* [1, 2, 3, 4]

With these four best practices in place, you can reach the right prospective students for your graduate program and stay top of mind through every stage of the application and enrollment process.

*On-screen:* [ETS® GRE® Search Service]

Contact a GRE® search service expert to find out how you can improve your graduate recruiting results.

*On-screen:* [ETS® GRE® Contact a GRE® Search Service Expert to learn more. 1-609-524-8080]

End of Video: Reaching Graduate Applicants with Great Potential