**MARKETING FUNDS APPLICATION/REQUEST**

**GRADUATE SCHOOL RECRUITING/PUBLIC RELATIONS FUNDS**

**This program allows Graduate Program Directors to request funds for recruiting or public relations activities aiming at increasing the number of applications to your program, increasing enrollment numbers in your program, improving the academic quality of applicants and/or students enrolled in your program, and/or enhancing the diversity of student applications received and/or students enrolled. Funds come from the Graduate School Application Fees fund generated by application fees received.**

**These fees may not be used for alcohol purchases. Food may be included if part of a faculty member's travel.**

**GRADUATE PROGRAM:**

**PROGRAM DIRECTOR:**

**AMOUNT REQUESTED:**

***PLEASE ANSWER ALL OF THE FOLLOWING QUESTIONS. FEEL FREE TO USE ADDITIONAL SPACE IF NEEDED.***

(1) HAS THIS PROGRAM RECEIVED FINANCIAL SUPPORT FOR MARKETING AND/OR RECRUITING IN THE PAST 2 YEARS? **IF YES, PLEASE EXPLAIN THE AMOUNT, SOURCE OF FUNDS, AND OUTCOME/BENEFITS, OR RETURN ON INVESTMENT**:

(2) DESCRIPTION OF HOW GRADUATE SCHOOL RECRUITING FUNDS WILL BE SPENT:

(3) HAVE YOU REQUESTED AND/OR WILL YOU BE RECEIVING MATCHING OR SUPPLEMENTAL FUNDS FROM YOUR DEPARTMENT OR COLLEGE? IF YES, HOW MUCH?

 (4) RATIONALE FOR YOUR METHOD OF RECRUITING (e.g. why is this the *best* use of resources?):

 (5) SPECIFIC GOALS AND OUTCOMES FOR SPRING & FALL ENROLLMENT OVER THE COMING ACADEMIC YEAR (E.G., SPECIFY HOW MUCH YOU HOPE TO INCREASE THE NUMBER OF APPLICATIONS RECEIVED, INCREASE THE NUMBER OF STUDENTS ENROLLED, INCREASE MEAN/MEDIAN GRE SCORES, INCREASE THE PERCENTAGE OF MINORITY APPLICATIONS/STUDENTS ENROLLED, ETC.):

(6) PROPOSED BUDGET:

(7) PROPOSED TIME-LINE FOR COMPLETING AND ENACTING RECRUITING/PR PLANS:

(8) ANY ADDITIONAL/RELEVANT INFORMATION:

**\*Allocations are based on available funds each fiscal year. Please spend approved funds before the end of the fiscal year, or they will expire. The fiscal year is from 01 July to 30 June.**

**REQUIRED SIGNATURES:**

Program Director:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE:­\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Department Head:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**OFFICE USE ONLY:**

Approved/ Not Approved: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Amount:\_\_\_\_\_\_\_\_\_\_\_\_\_

Dean, Graduate School & Research\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_DATE:­­­­­­­­­­­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_