All of the recruitment resources listed in this document are available to you at no cost for recruiting purposes.

Questions/feedback?
Contact meghan.chua@wisc.edu.
Folders: Pre-application phase
Folders: **Pre-application phase**

**What’s Included:**
- Informational flyers on:
  - Steps toward graduate school
  - Our graduate programs
  - Cost and funding
  - Guidelines for the statement of purpose
  - Multicultural Graduate Network
- Graduate School business card
- Space to add flyers or handouts about your program

**Suggested Use:**
- Take with you to national conferences, graduate resource fairs, etc.
- Use during prospective student meetings/visits before they have applied

[Order pre-application folders here](#)
Folders: Post-application phase
Folders: **Post-application phase**

**What’s Included:**
- Informational flyers on:
  - Professional development
  - DiscoverPD
  - The Multicultural Graduate Network
  - Student health services
- Space to add your program’s business card
- Space to add other flyers or handouts about your program

**Optional flyers:**
- The UW–Madison reputation: best for STEM programs
- Benefits for graduate assistants

**Suggested Use:**
- Use during visit days for students who have been admitted, but are weighing whether to accept the offer
- Use in 1-on-1 meetings with students who are deciding whether to attend

Order post-application folders here
Resources for emails

Documents:

• **Recruitment resource links**: A list of campus resources to answer common questions prospective students have.

• **Multimedia resource links**: A list of videos, photo galleries, and social media feeds that help prospective students get a sense of being a student at UW.

Suggested Use:

• Good for before students apply; even better once they have been accepted and are weighing an offer.

• When emailing prospective students to answer questions, rely on these lists to help you know what is available on campus.

• When students are not from Wisconsin or the Midwest, use the videos listed to give them an idea of what it’s like – the “Summer Sweet Spots” are a favorite!

Get these documents on the Graduate School KB
Resources for emails (continued)

Document:
- Comparing Funding Offers

Suggested Use:
- Copy and paste sections into email, then add custom text
- Use to guide prospective students on topics such as cost of living, full value of a funding offer (including tuition remission), and other considerations

Document:
- Admissions and New Student Communication Overview

Suggested Use:
- For your information only, not to be shared with prospective students
- Gives you an idea of what messages students receive from other university units as they are admitted

Get these documents on the Graduate School KB
Recruitment Video

• Targeted at students who are admitted but not committed
• This video answers the question: Why UW–Madison?

Suggested uses:
• Over email: If someone can’t visit campus, send them this video
• In-person: Screen during visit day events to showcase campus
• On the web: Share on social media accounts during peak recruitment season

Direct link to video:
vimeo.com/uwmadisongraduateschool/whywisconsin

Note:
To embed, click the “Share” button on or below the video player and copy the code under “Embed.” There are some options you can customize if desired.