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## Help Me Help You: Impact of Outreach on Recruitment and Client Engagement

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# Impact of outreach on conversion rates.

## Abstract

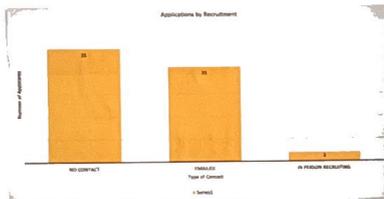
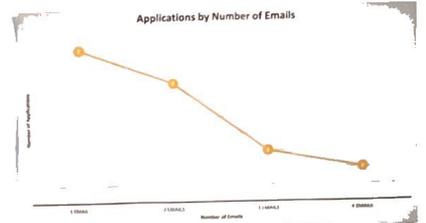
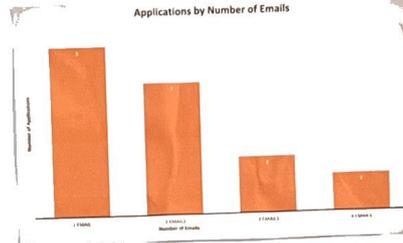
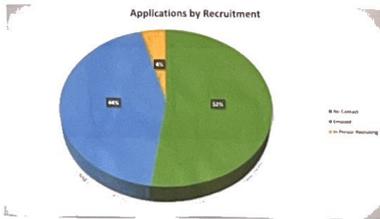
The purpose of this research is to determine if outreach to prospective graduate students has diminishing returns. The study is conducted by tracking the data on outreach in the graduate admissions office using the data base inquiry. The outreach activities are tracked weekly and are intended to understand the impact on the conversions rates from inquiry to application.

## Georgia College Graduate Programs in Business Application Numbers by Recruitment Type

\*Findings Based on Applications For Those Who Applied for the Semesters Summer 2023 and Fall 2023 starting in Fall 2020 up until February 20th, 2024\*

## Georgia College Graduate Programs in Business Application Numbers by Number of Emails

\*Findings Based on Applications For Those Who Applied for the Semesters Summer 2023 and Fall 2023 starting in Fall 2020 up until February 20th, 2024\*



## Findings

As you can see in the graph and chart, the more emails that were sent, the lower the number of applicants there were.

Our findings, conclude that with email correspondence, the number of applicants begin to fall after two points of contact and are highest with just one email sent.

## Findings

We found that a majority of applicants for Graduate Programs in Business at Georgia College had no contact with our office during their application process.

52% of Applicants had no contact with the office, and completed their application on their own with no questions about the programs being asked

There were few applicants that came directly from in-person recruiting events. However, this may change in the future with more in-person recruiting events occurring.

## Conclusion

In conclusion, we have determined that the more points of contact, specifically phone calls and emails, between our office and the applicant suggests that a person will not apply. One to two emails seems to be the sweet spot for recruiting through emails and more than that leads to them not submitting an application.

Over the past couple of months the office has done a lot of in person recruiting that resulted in two applicants, but most of the people that we have seen at the in person events are normally freshman and sophomores. We are going to continue to track our visits and establish a connection with these students throughout their college experience in hopes that this will lead them to submitting an application after graduation.

After conducting this research we have decided that in person recruiting is the best ways to help and encourage students to apply to the J. Whitney Bunting College of Business and Technology Masters Programs!