



# **Undergrad Recruitment Best Practices**

For Faculty

*Compiled Fall 2023*



College of Music

UNIVERSITY OF COLORADO **BOULDER**



# Fall 2024 Recruitment Goals

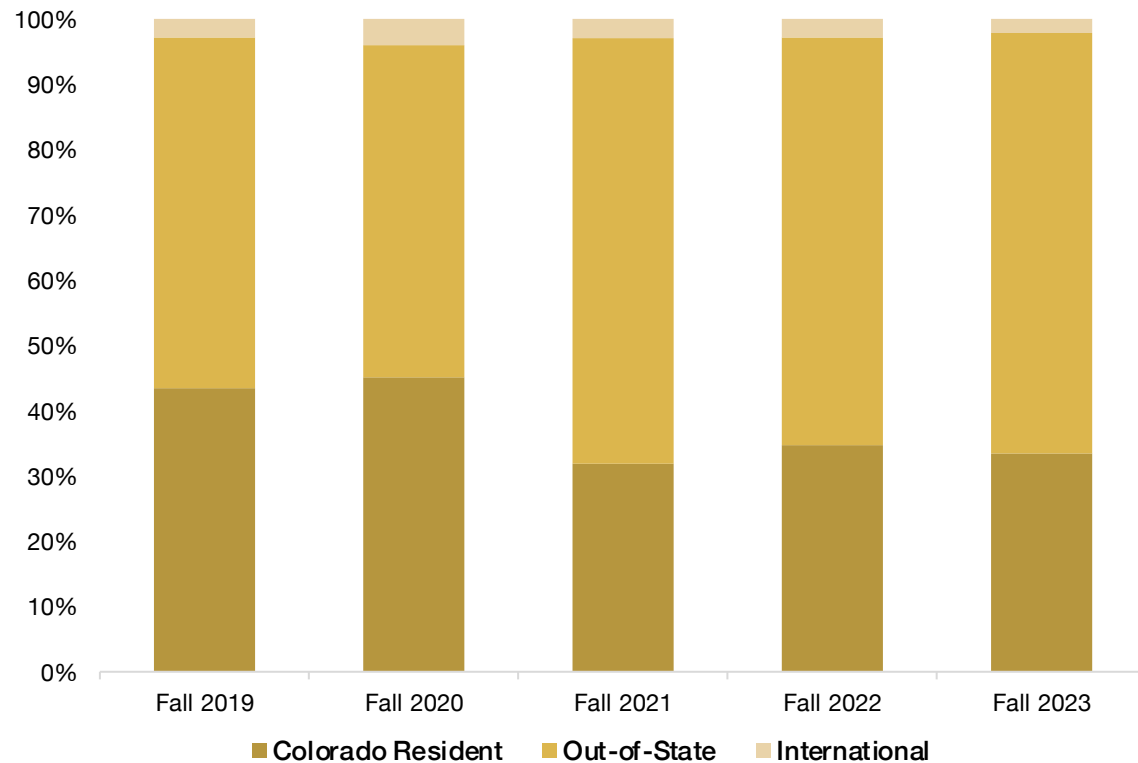
- **New recruitment goals by studio [here](#).**
  - We are proactive, not reactive. We are not defined by bad years, and we are not complacent after good years.
- **Increase total applications** to 650 from 594.
- **Increase share of in-state applicants** to 40% from 31%.
- **Increase application completion rate** to 75% from 71%.
- **Increase yield rate** to 40%.



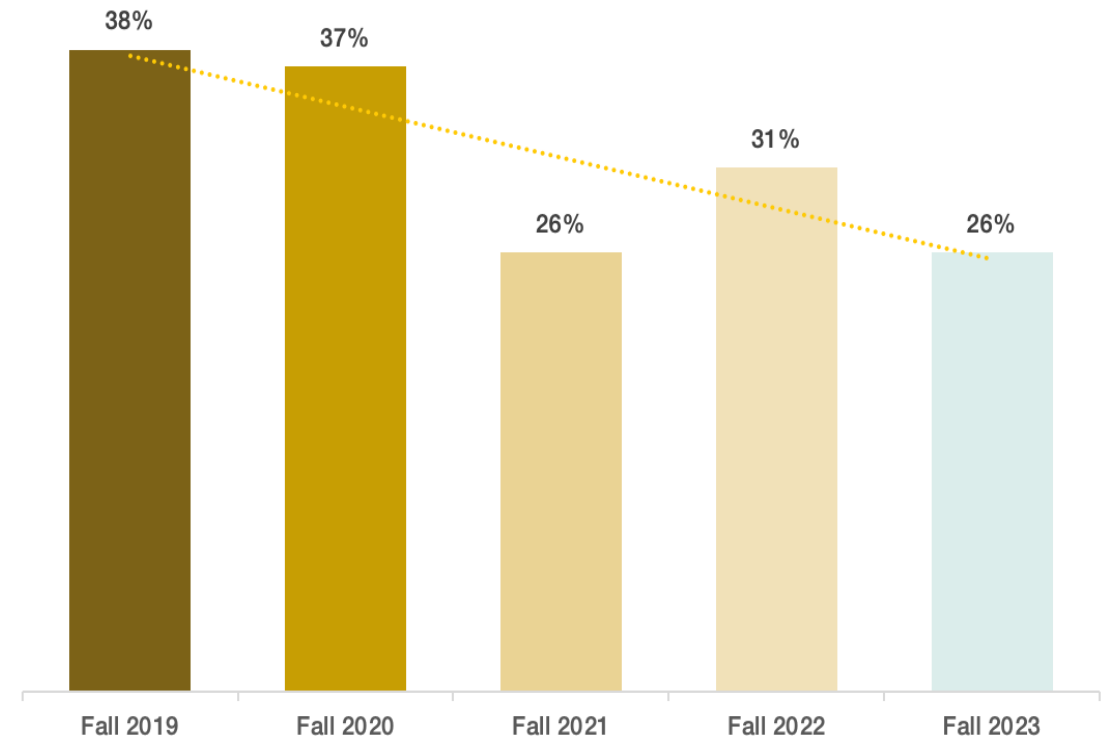
# The In-State Advantage

Since 2020, we have seen a sharp decrease in the share of applicants from Colorado. And since in-state applicants are much more likely to confirm, a decrease in Colorado applicants means a decrease in yield overall. Therefore, **we must create a long-term strategy for successful in-state recruitment.**

Applicant Residency by Year



Yield Rate by Year





# Know what makes CU unique.

What makes a “universal musician?”

## Mentorship.

An 8:1 student-to-faculty ratio means our students **develop relationships that last**. Our faculty and academic advisors are intimately involved in student success. BM and BME students study with the faculty. We are “conservatory-sized.”

## Interdisciplinary experiences.

We understand that **no two music careers are identical**. The resources of a Tier 1 research university, the first-of-its-kind Entrepreneurship Center for Music, and customizable degree + certificate + microcredential offerings prepare our students for meaningful and diverse careers. Use alumni examples!

## Prioritizing wellness and inclusion.

Contemporary music students criticize the single-mindedness of the conservatory model. We offer an alternative, recognizing that **true excellence comes from health, diversity, and expressive freedom**. Our Wellness Program and embedded therapist are unique among music schools. Our ethnomusicology and world music offerings encourage exploration and expression. And while we have more work to do, we are working to uplift the voices of historically excluded artists.





Our Colorado music teachers are crucial recruiting partners! They **WANT** to hear from you and learn about the bright futures that await their students. Here are some ideas for outreach:

- ❖ **Send congratulatory notes when you hear an excellent student.**
- ❖ **Attend performances.**
- ❖ **Send personal invitations to your performances or to College of Music events.**
- ❖ **CO High Schools to Visit** (under construction)

# **Network with high school directors and private teachers.**





# Visit classrooms.

Music programs across Colorado could benefit from your expertise in **ensemble clinics, sectionals, coachings, private lessons, or career discussions**. Academic Services will work to connect you with these opportunities; but you are encouraged to seek them out on your own, too. When you have a conversation or relationship with a high school music director, you might find the perfect opportunity for collaboration.

New this year, **school visits must be logged**. Report all school visits you undertake (and request assistance + materials) using this form:

- [CoM Faculty School Visit Log](#)



# Engage with statewide excellence events.

The following statewide honor ensembles showcase top high school players. Colleges/faculty with robust involvement in these events have a massive recruiting advantage:

- ❖ All State Choir (CSU Fort Collins)
- ❖ All State Band (UNC)
- ❖ CU Honor Band
- ❖ CO All State Orchestra (CSU Fort Collins)
- ❖ Western States Honor Orchestra (UNC)
- ❖ Southern Colorado Honor Choir and Orchestra Festival (CSU Pueblo)

Consider **offering a workshop or filming a YouTube video on the year's audition rep.** Keep an eye on the prospects who participate and the high schools who send lots of players (Academic Services will track). Go to the performances and see who you meet!







# Create events for prospects.

Going out to meet students in schools and the community is important. But what about inviting them to you? Consider these ideas for getting prospects on campus or into your circle:

- ❖ **Department-specific events...**
  - Single Reed All State Prep Day
  - Rocky Mountain Bass Festival and Monster Bass Orchestra
  - ClarinetFest
  - National Trumpet Competition
- ❖ **Studio or department info sessions (Can be virtual!)**
- ❖ **Music Day, Open House, and Daily Tours**



# Build community.

Prospective students are seeking musical excellence – but they are also seeking **community and identity**. Cultivating “studio pride” helps prospective students feel excited and welcomed. What traditions, accomplishments, and experiences define your studio or department, and how can you share that with prospects? Consider:

- ❖ Highlighting alumni successes
- ❖ Involving current students in your recruitment/outreach efforts
- ❖ Creating a social media presence like **@cuflutes**, **@cubouldertrumpets**, **@cubouldermt**, and others!



# Communicate with prospects.

Messages from faculty pack a punch in the recruiting process. Take note of your prospects as early as their freshman-sophomore year of high school. Make sure to share new prospects with Academic Services via the Prospect List (below). Reach out early and often. Remember that this generation craves authenticity and personal connections.

Use these resources to make prospect communication a breeze:

- ❖ [Undergraduate Prospect List](#)
- ❖ [Recruitment Communication Guide and Message Templates](#)







# Small steps and consistency.

You are busy. We don't expect you to pursue all these ideas at once. Instead, aim for small steps and consistency. Make recruitment work for you by...

- ❖ Taking one step at a time
- ❖ Blocking out time in your schedule for recruitment tasks... Even one hour a week is huge.
- ❖ Observing and learning from your colleagues (Find more tips from your colleagues [here](#))
- ❖ Asking Academic Services for help!