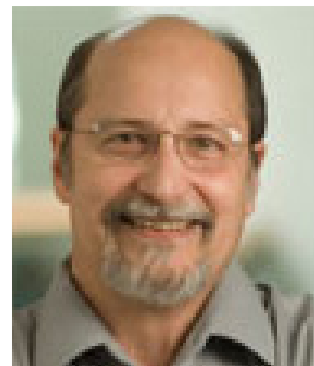


Using the GRE Search Service to recruit top talent into your graduate program

Jon Gottesman, Director of the Office of Recruiting for the U of M's Biomedical Sciences graduate programs has successfully leveraged the GRE Search Service as a cost effective tool in his efforts to recruit a diverse applicant pool.



How It's Done

When sitting for the exam, all GRE test takers indicate if they are willing to have universities contact them directly. They are also given the opportunity to provide other information about themselves that might be relevant to potential graduate programs.

Jon then uses a list of criteria to select students who:

- Indicate their interest in biomedical and biological science areas
- Are U.S. Citizens or permanent residents
- Have no less than a 3.0 average GPA
- Have specified a particular entry date (in this case, Fall 2014)

His most recent search using these criteria yielded 1,816 prospects. Jon then sorted these prospects into two groups:

1. Students indicating interest in studying in the upper midwest
2. Students not indicating interest in studying in the upper midwest

Customized emails (using the Lyris system) were sent to both of these groups (SEE TEMPLATE). Jon also uses this list to send students information regarding other recruiting activities that his office conducts, such as the Fall Campus Preview.



Costs

Jon spent just over \$1,000.00 for 1800+ prospects. The costs for the service are:

- An annual fee of \$250
- \$0.43 per student contact that is returned by the system based on your query

You can review the cost of any query before finalizing an order, providing you the opportunity to change your query filter if you want to restrict or expand the pool.