# CAS Recruitment Grants (Revised 1/2018)

## Description

The College of Arts and Sciences offers grants of up to $500 each for proposals from departments to recruit new students to Western Illinois University. These grants may be used for development of promotional materials, defraying costs of phone-based recruiting to prospects, travel to schools (see limitations below), or other recruiting activities. Funds may be used to recruit students to graduate or undergraduate programs.

Preference will be given to cross-departmental efforts. Recruitment efforts funded through this grant program must articulate how these efforts are consistent with department and college academic master plans. Departments may submit multiple proposals.

### Limitations

* Visits by universities to secondary schools for the sole purpose of recruitment are severely limited in number; travel grants to such schools will only be approved if visits are coordinated with the Admissions Office at WIU.
* Published materials must conform to the WIU Visual Identity Guidelines (http://www.wiu.edu/DPS/downloads/admin/VisualIdentityGuidelines.pdf)

### Application Procedure

All applications must include:

1. A completed cover sheet (see below).
2. A narrative describing the planned recruiting activities, target audience, relationships to academic master plans, and means by which the success of the effort will be assessed.
3. A detailed budget.
4. Signature of the department chairperson.

All applications and questions should be submitted to CAS Associate Dean Kyle Mayborn (298-1828 or KR-Mayborn@wiu.edu).

**CAS Recruiting Grant Application Form**

Department:

Program (Major/Minor/Graduate) at which recruiting effort is aimed:

Level of program (undergraduate, graduate):

Contact Person:

Contact Phone:

Contact Email:

Total Amount Requested:

Beginning Date for the Proposed Recruitment Effort:

Ending Date for the Proposed Recruitment Effort:

Number of prospective students affected by proposed activity:

Is travel to secondary schools involved?

(If yes, please attach letter of support from Admissions Office)

Please attach (a) a narrative describing the recruiting initiative and (b) a detailed budget.

Department Chair Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_