Recruiting and Retaining Students in Challenging Times

ASJMC Call for Leadership series
April 28, 2021
The recruitment/retention imperative

• Lost tuition from declining enrollment exacerbates budget cuts

• Declining retention rates further decrease tuition/fee revenues
Pandemic-era recruitment strategies

• Slate CMS platform outreach
• Zoom-based events
• Social media events
• Distanced in-person events
Creating engagement in digital spaces

“Who should talk about what, to whom, and on what platform?”
Dear Finlay,

Did you know that Reynolds School students get a jump on their careers by completing at least one internship or practicum in their future career fields? Students work locally at agencies, non-profits, newsrooms and other businesses and nationally at places like NPR, USA Today and Los Angeles Times. Explore our internship and practicum program online and watch this short video about one student's experience interning at USA Today.

Reply to this email to schedule a time to talk.

Regards,

Dr. Paul Mitchell
Coordinator of Recruitment and Retention
pmitchel@unr.edu
Retention: Pre- and post-pandemic strategies

• Current/former students can assist
• Advising (depending on your unit)
• Clubs and organizations
• Guest speakers
• Alumni speakers
Thank you!

Dean Al Stavitsky: ags@unr.edu
Dr. Paul Mitchell: pmitchel@unr.edu