(1) **Activity:** Generating MEng Applications  
**Goal:** *Increase the size and quality of the applicant pool*  
**Time Period:** October 15th – February 1st

Please list current practices within your field and/or new ideas:

- *(ORIE)* Contact UG coordinators of top engineering programs (via email) with MEng program information to pass along to their graduating class (promising reciprocity).
- *(ORIE)* Hold online information session(s) using web meeting software for interested students. Advertised on ORIE website and via UG coordinators listed above.
- *(ORIE)* Ask current MEng students to recommend the program to qualified individuals from their home institutions.
- *(BEE)* Little organized recruiting outside Cornell, discussions with Seniors
- *(BEE)* Our faculty 'recruit' for all BEE Grad programs at Conferences & Society Meetings.
- *(BEE)* I think some fields may waive the application fee in certain situations to encourage applicants?
- *(ECE)* Enhanced website info
- *(ECE)* Enhanced on-campus meeting for CU undergrads
- *(CEE)* we do not feel we need to increase the size of the pool, but we are continually discussing ways to increase the quality. We did not receive a very big response to the posters (with detachable postcards) that we mailed for several years; and the response to our GRE search letters last year was surprisingly dismal. Our talks continue....
- *(BME)* Contact any inquiry, face-to-face if requested, or by phone if remote.
- *(BME)* Mass mailing (hard copy and email) to other universities
- *(BME)* We do a name exchange with these universities
- *(BME)* We are looking into doing an online discussion like an AOL name
- *(BME)* We are also looking at doing more career fairs, just in like PA and NY (one day trips) starting next year
- *(BME)* When our students go "home" to their old universities having them take prospective students out for lunch or dinner
- *(SYS)* Send poster to undergraduate engineering schools.
- *(CBE)* Poll current students for ideas on how to reach out to prospective students
- *(CBE)* Participate in senior name exchange with peer institutions
- *(CBE)* Repeatedly “advertise” MEng Program to senior class
- *(CBE)* Develop and advertise curricula for new areas of specialization for MEng students
- *(CBE)* Improve web pages.
- *(EAS)* Currently we wait for students to apply
MEC Meeting Item for December 10, 2008
MEng Student Recruiting: Improving the Process

(2) Activity: Processing MEng Applications and Financial Aid
Goal: Respond to high quality applicants quickly
Time Period: December 15th – April 15th

Please list current practices within your field and/or new ideas:

• (ORIE) This year we moved the MEng application deadline up to January 15th (from February 1st) to give ourselves more time to review applications.
• (ORIE) This year we are starting the application review process for MEng students in December in order to better compete with Columbia and Berkeley. We hope to have our first set of admission/rejection letters out in December.
• (BEE) As a small program with few resources with mostly internal applicants, this has not been a big problem for BEE. Occasionally an ‘outstanding’ candidate is persuaded to pursue the PhD program instead of the MEng.
• (ECE) New admissions committee set up rather than thru Curriculum Committee
• (CEE) applications are reviewed as soon as they are complete
• (CEE) decision usually made within 10 days
• (BME) Let applicants know about MEC Fellowships.
• (SYS) Rolling admissions (two weeks max)
• (SYS) Financial aid decided at end of February
• (CBE) Follow up with applicants to make sure applications are complete so committee can review in timely manner
• (CBE) Make decision to admit promptly
• (CBE) E-mail acceptance letter immediately and then follow with a hard copy by mail
• (EAS) With very few applicants we do this fairly well.
MEC Meeting Item for December 10, 2008
MEng Student Recruiting: Improving the Process

(3) Activity: Corresponding with Admitted Applicants before the Acceptance Deadline
Goal: Increase the acceptance rate of admitted applicants
Time Period: December 15th – April 15th

Please list current practices within your field and/or new ideas:
• (ORIE) Last year we started interviewing a large fraction of promising MEng candidates via telephone/Skype. Not only did this give us a better idea of their interests and communication skills, but most applicants were flattered to be contacted. The downside is that it takes a LOT of time and energy.
• (ORIE) We offer to put admitted applicants in contact with our current MEng students (and sometimes recent alumni). Most applicants take us up on this offer and find it very helpful.
• (ORIE) Last year I had various faculty members place follow-up phone calls (and/or send email) to admitted applicants. Most applicants were impressed and pleased with the attention.
• (ORIE) Planned: Make available online placement rates and starting salaries. This was a BIG issue for applicants last year.
• (BEE) BEE usually does not have this problem B/c of our small numbers and limited recruiting.
• (BEE) If our faculty decide to grow our MEng program, we will need to address this issue
• (ECE) Plan to have faculty and students make phone contact
• (ECE) Developing concentration brochures to mail out
• (ECE) Enhancing MEng project info on the website
• (CEE): Although it is impossible time-wise to initiate additional contact with those we have accepted into the program, we do have an excellent track record of responding in a timely manner to the hundreds of e-mails and phone messages we receive on a weekly basis.
• (BME) Belinda emails; David calls to answer complicated questions and to interview borderline candidates.
• (SYS) No special efforts (respond to inquiries)
• (CBE) Follow up with admitted applicants that have not responded to offer, as needed
• (EAS) We have no deadlines and can consider/encourage any time.
MEC Meeting Item for December 10, 2008
MEng Student Recruiting: Improving the Process

(4) Activity: Corresponding with Admitted Applicants after the Acceptance Deadline
Goal: Decrease the attrition rate of committed applicants
Time Period: April 15th – August 15th

Please list current practices within your field and/or new ideas:

- (ORIE) Starting with Spring 2009, we increased the security deposit for MEng admission to $1,000. We do NOT exempt Cornell undergraduates from making this deposit.
- (ECE) Current – respond to email
- (ECE) Projected – sending information about students interest area after acceptance
- (ECE) Possible project sponsor contact
- (CEE) Those who are accepted get a welcome letter with info on orientation, etc.
- (BME) Send curricula templates for incoming students to fill out.
- (BME) Offer peer comments/contacts as to program value.
- (SYS) No special efforts (respond to inquiries)
- (CBE) We continue e-mail correspondence to advise students about Orientation, Registration, Housing, Financial Aid (if applicable), etc.
- (CBE) Match prospective students who have not attended Cornell previously to a current student (buddy)
- (EAS) Never done this.
MEC Meeting Item for December 10, 2008
MEng Student Recruiting: Improving the Process

Activity: Assisting with Career Placement
Goal: Assure the size and quality of the applicant pool (The MEng market is a transparent one and any school that is struggling to place its students will find that applications fall.)
Time Period: You tell us!

Please list current practices within your field and/or new ideas:

- (ORIE) This year we held a series of professional development sessions for our MEng students early in the fall semester that covered introductions and body language, communication skills, navigating organizations, dining etiquette, etc.
- (ORIE) We routinely forward job announcements from reputable companies and alumni to our students.
- (ORIE) This year we are posting professional photos, resumes, and profiles of our MEng students online.
- (BEE) This needs to be on-going even in good economic times
- (BEE) Fields working with industry seems to me to be a good way to insure employment
- (BEE) The work Jeff does with various employers on behalf of all MEngr Programs
- (BEE) As a College, we need to not get too greedy for tuition recovery dollars and make sure students ‘get their $$’s worth’ from our MEng programs, graduates getting a ‘respectable’ offer at the end of their study is a good start.
- (ECE) Provide networking opportunities as alumni visit
- (ECE) Forward employment related requests from the Career Services office as available.
- (BME) Maintain contact after graduation via phone or email
- (BME) Help students network if stymied or need help doing so.
- (CEE): We both forward by e-mail and post all job notices.
- (CEE): Some of our past MEng graduates come back to recruit and hold special informational meetings for our current students.
- (CEE): Our project directors are a wealth of information about companies that may not actively recruit, but who write/call and ask if we have any good candidates to recommend.
- (SYS) Hold mini-career fair in late October for upstate New York
- (SYS) Resume book
- (SYS) Student chapter of INCOSE invites speakers (students discuss opportunities)
- (CBE) Distribute a resume book to approximately 100 companies every fall
- (CBE) Share career opportunities that are received by the Director and/or Department
- (CBE) Develop MEng projects with companies that are potential employers of the students.
What actions can the College of Engineering and/or the Office of Research and Graduate Studies undertake to help achieve the goals stated above?

- (ORIE) Compile and keep up-to-date a contact list of undergraduate program coordinators from top engineering, mathematics, and (relevant) physical and life sciences departments.
- (ORIE) Sponsor a Master of Engineering Visiting Day in the spring for admitted MEng applicants. This event could include both College-level activities (tours, information about campus resources, etc.) as well as individual department programs (meeting with current students, attending classes, etc).
- (ORIE) Explore options for procuring an account and/or a license for web meeting software (such as Adobe Connect Pro) that is available to program directors for holding online info sessions.
- (ECE) Compile best practices info and organize a retreat to evaluate possibilities.
- (ECE) Consider having a formal “Early Admit” option for non-Cornell students!
- (CBE) Re-invigorate existing MEng minors and help develop and advertise new minors in areas of student interest, such as Sustainability.
- (From 12/10 Meeting) Collect and disseminate information regarding possible TA opportunities for MEng students from departments/units across campus.
- (From 12/10 Meeting) Establish a set of common requirements and deadlines for MEng applicants across all fields (or a few sets of common requirements).
- (From 12/10 Meeting) Feature recent MEng projects on new MEng website.
- (From 12/10 Meeting) Feature MEng minor options on new MEng website.
- (From 12/10 Meeting) Establish a mechanism for identifying and a process for implementing cross-disciplinary MEng projects.
- (EAS) The web site would be useful for us.
- (EAS) Projects that cut across department lines are both realistic from a company point of view and a venue that would enable us to participate very constructively. If projects could be lined up with enough lead time to allow specific recruitment for the project, we could recruit effectively for that project and year.
MEC Meeting Item for December 10, 2008
MEng Student Recruiting: Improving the Process

(7) **What is your field’s target MEng class size for entry in Fall 2009 (please specify field)?**
- (EAS) We have no specific targets for fall 2009.
- (MSE) 10
- (ORIE) 85-90
- (BME) Full year Fall tuition 65, Spring Early admits 10
- (CBE) 20

(8) **What is the primary barrier to increasing the MEng class size that your field faces?**
- (EAS) The barrier till now has been that an MEng program did not make sense for Earth and Atmospheric Sciences. Thus we have had occasional students, some very good, but have never tried to launch a serious program. With the onset of sustainability concerns this has changed, and we are beginning to seriously consider expanding our MEng efforts, particularly through collaboration with other units.
- (MSE) Few applicants
- (ORIE) There are many constraints to scaling up, but the most immediate is that we have a limited number of faculty members who are willing (and/or have the time) to advise MEng projects.
- (BME) Our students need to have the BME Minor or equivalent. Labs associated with these classes are limited to about 60 students. Class rooms are becoming difficult if not impossible. For my professional engr course BME 5500, room is assigned after registration. My next stop might be Bailey hall. Somehow a wonderful seminar room in Weill hall sits empty most of the time.
- (CBE) generating a sufficient number of good-quality applications