



COLLEGE *of* ENGINEERING

# Faculty Graduate Student Recruitment



C O L L E G E O F E N G I N E E R I N G

# Undergrad recruitment vs. Graduate recruitment

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- Students have many post bachelor's degree options
- Not as seasonal; high schools graduate in May, undergrads start in August; graduate students can start anytime after earning an undergrad degree
- Not quick – student may take awhile deciding to pursue a graduate degree
- Shared responsibility of recruitment between faculty, college, and Office of Graduate Studies
- Students choose (1) faculty, (2), the program, (3) and Nebraska





# Best Practices – Undergraduate Research

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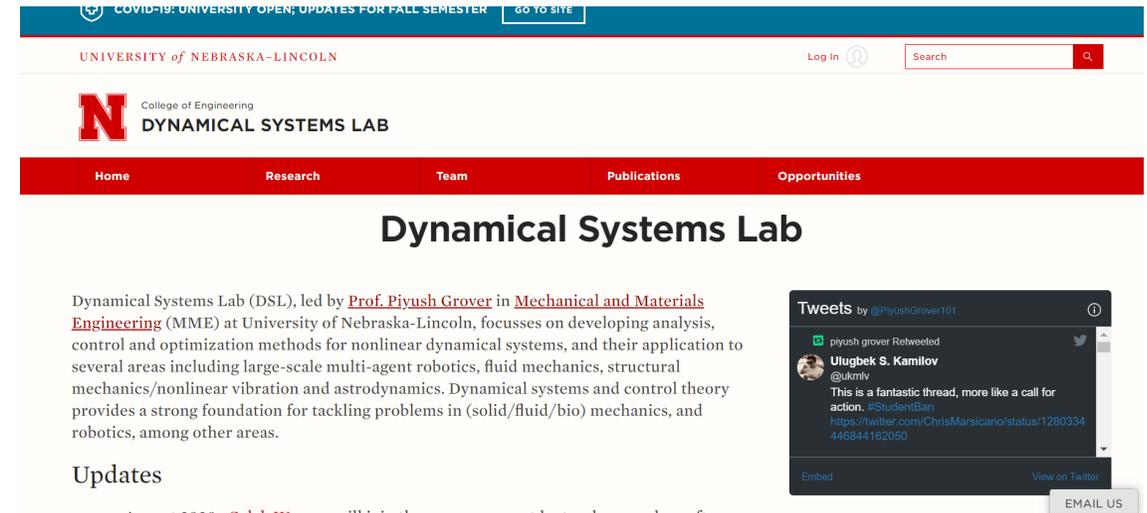
- One of the best opportunities for recruitment is through working with our own undergraduate students.
- Opportunities to get involved with undergraduate research include:
  - Hire an undergraduate student to work hourly in your lab
    - Post openings [online](#)
  - [UCARE](#)
  - [FYRE](#) program
  - the [UNL REU Summer Research Program](#)



# Best Practices – Online presence (Lab website)

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- Build and maintain a lab website –
  - If you want help setting up a University formatted lab website, please contact Matt Honke (mhonke10@unl.edu), COE web specialist.
- Examples:
  - [Nimbus Lab](#)
  - [Dynamical Systems Lab](#)



# Best Practices – Online presence (Faculty profile)

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- Build and update your faculty profile
- This is your official UNL presence
- Faculty profiles are among our top visited engineering pages
- Examples:
  - [Rebecca Wachs](#)
  - [Forrest Kievit](#)
  - [Jennifer Lather](#)

The screenshot shows a faculty profile page with the following sections:

- Appointment**
  - 50% Research
  - 40% Teaching
  - 10% Service
- Areas of Research and Professional Interest**
  - Biomaterials
  - Orthopedics
  - Tissue Engineering
  - Neural Engineering
- In the News: Powered by the NEBRASKA ENGINEERING NEWS**

Mar 12, 2019: NSF CAREER Award helps Rebecca Wachs' research go to the source to treat back pain
- Inventions/Patents**
  - Ledet EH, **Wachs RA**, Cole KP, Fiorella D. Awarded May 2017. PCT/US2013/024706. Sensor System, Implantable Sensor and Method for Remote Sensing of a Stimulus In Vivo.
  - Schmidt CE, Cornelison RC, **Wachs RA**. Submitted July 2016. PCT/US2016/42273. Apoptosis-Assisted Method of Tissue Decellularization.
  - Stegemann, JP, **MacDonald RA**, Laurenzi BF. Provisional Patent (2004). Tissue Substitutes Compromising Living Cells, Hydrogel Matrix and Carbon Nanotubes.

On the right side of the profile, there is a sidebar with:

- Contact Information:**

248 L.W. Chase Hall  
Lincoln: East Campus  
402-472-2262
- Personal Links:**
  - [Wachs CV.pdf](#)
  - [Orthopedic & Neural Engineering \(ONE\) Lab](#)
- Professional Memberships:**
  - [Biomedical Engineering Society](#)
  - [Orthopaedic Research Society](#)
  - [Society for Biomaterials](#)

At the bottom right of the profile, there is an "EMAIL US" button.

# Best Practices – Online presence (Position announcements)

- Submit GRA or undergraduate position announcements and openings to the [College](#) (must log in)
- Openings will appear on the [COE Student Research Openings site](#) and can be shared to your faculty profile and lab website.



The screenshot shows a webpage titled "Graduate Research Opportunities" with a red header bar. Below the title is a red button labeled "ALL STUDENT RESEARCH OPPORTUNITIES". The page lists nine research opportunities in a three-column grid. Each entry includes a title, a link to the full announcement, and the name of the principal investigator and their department.

Graduate Research Opportunities		
<a href="#">ALL STUDENT RESEARCH OPPORTUNITIES</a>		
<a href="#">Structural Engineering, Natural Hazards &amp; Remote Sensing</a> Wittich Research Group - Civil Engineering	<a href="#">Hourly Student Researcher (Field Testing of Irrigation Systems)</a> Wittich Research Group - Civil Engineering	<a href="#">Environmental Biotechnology and Environmental Microbiology</a> Dr. Xu Li - Civil Engineering
<a href="#">Ph.D. in Engineering Education</a> Dr. Heidi Diefes-Dux - College of Engineering - Biological Systems Engineering	<a href="#">Corn-Water-Ethanol-Beef Nexus research team opening</a> Dr. Deepak Keshwani - College of Engineering - Biological Systems Engineering	<a href="#">Precision Management of Animals-Master's</a> Tami Brown-Brandl - College of Engineering - Biological Systems Engineering
<a href="#">Precision Management of Animals-PhD</a> Dr. Tami Brown-Brandl - College of Engineering - Biological Systems	<a href="#">Augmented Reality (AR) and Robot Operating System (ROS) software programs</a>	<a href="#">Operational Simulation-Optimization and Virtual Prototyping Research Assistants</a>

# Best Practices – Online presence (Social Media)

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- Start with the platform that you're most comfortable with using.
- Don't feel like you need to start using all platforms right away or ever.
- Commonly used platforms include LinkedIn and Twitter
- Try to post regularly on the platform you choose.
- Promote social accounts on your website and your faculty profile
- Utilize relevant hashtags



# Best Practices – Online presence (Social Media - LinkedIn)

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## What to post?

- Lab research updates (new publications, new grants, welcome new additions to the group)
- Undergraduate or graduate research openings
- Highlight honors and achievements of undergraduates and graduates working in your lab (university or department awards, poster presentations, conference presentations, Dean's List recipients, program milestones, or graduations)
- University/College reminders to current students who may follow (priority registration, last day to add/drop, last day to apply for graduation)

## UNL Example:

- [Dan Linzell](#)
- [Karen Kassebaum](#)



# Best Practices – Online presence (Social media - Twitter)

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## What to post?

- Faculty or Lab twitter account
- Lab research updates (publications, new grants, new additions to the group)
- Undergraduate or graduate research openings in the lab
- Highlight honors and achievements of undergraduates and graduates working in your lab (university or department awards, poster presentations, conference presentations, Dean's List recipients, program milestones, or graduations)
- Highlight the social side of the lab (Congratulate birthdays, engagements, weddings, pets, social gatherings, Graduation photos!)
- University/College reminders to current students who may follow (priority registration, last day to add/drop, last day to apply for graduation, etc.)
- Retweets from the University, College, department, faculty, funding agencies or other applicable accounts.

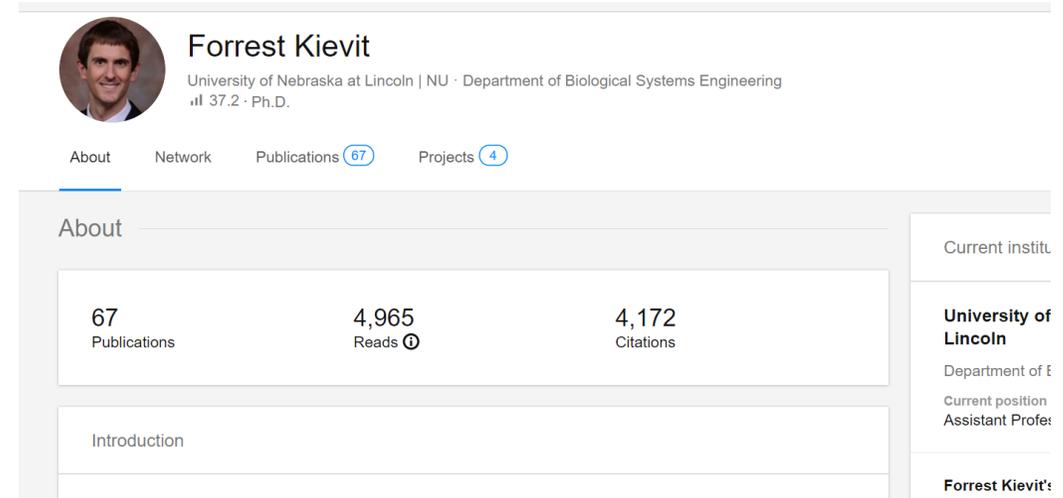
## UNL Examples:

- [Santosh Pitla](#)
- [Tiffany Messer](#)
- [Sri Kidambi](#)



# Best Practices – Other strategies

- Set up Research Profiles
  - Google Scholar
  - Research Gate
- Respond to student inquiry emails
- Utilize phone and Zoom meetings to “meet” potential students
- Attend poster sessions on campus or at professional conferences and engage with potential students
- Network with colleagues from other institutions at professional conferences
- Accept invitations to guest speak at other institutions

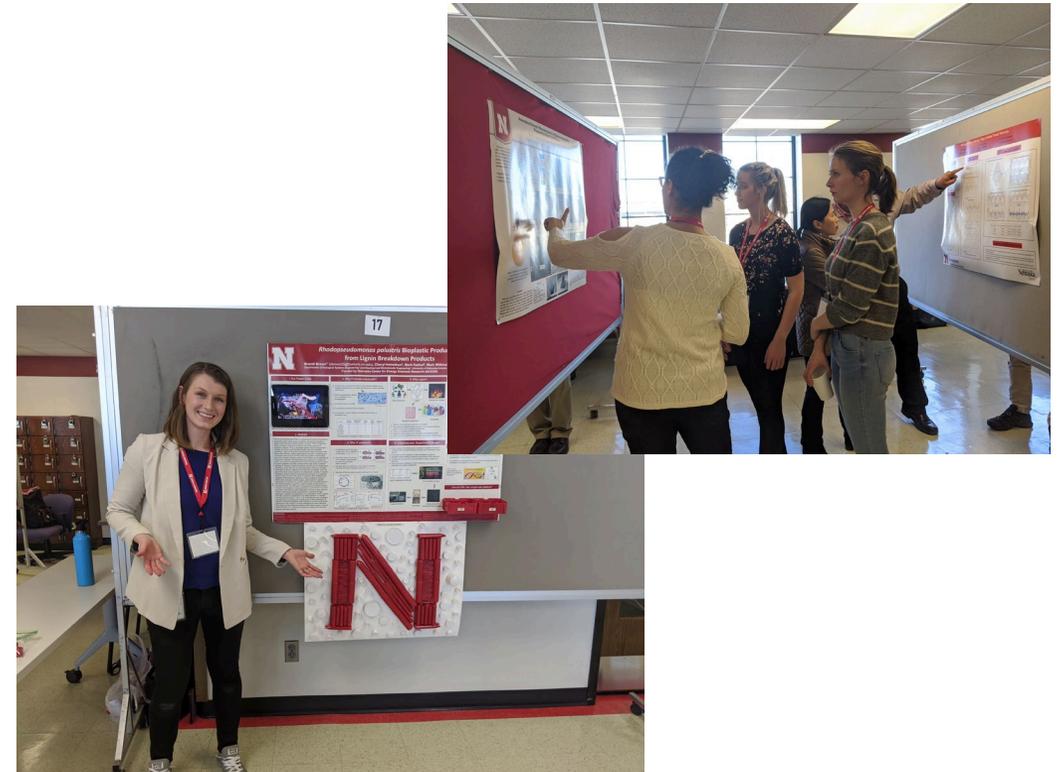


The screenshot shows a ResearchGate profile for Forrest Kievit. The profile includes a circular profile picture, the name 'Forrest Kievit', and affiliation with the University of Nebraska at Lincoln | NU - Department of Biological Systems Engineering, with a Ph.D. degree. Below the name are navigation tabs for 'About', 'Network', 'Publications' (with a count of 67), and 'Projects' (with a count of 4). The 'About' section is expanded, showing a summary of 67 Publications, 4,965 Reads, and 4,172 Citations. A right-hand sidebar lists 'Current institution' as University of Lincoln, 'Department of E', and 'Current position' as Assistant Professor. The name 'Forrest Kievit's' is also visible at the bottom of the sidebar.

# Best Practices – On-campus and regional opportunities

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- Attend or volunteer to judge posters at:
  - UNL's Spring undergraduate and graduate research fair
  - UNL's Summer Research Program symposium
  - UNL's Conference for Undergraduate Women in Physical Sciences (WoPhys)
  - COE's Graduate Student Symposium
- Participate in COE Fall and Spring Recruitment Days
  - When student attends be very engaging, work with graduate specialist to schedule one-on-one breakfast, lab activities, tours, social activities, or attend department dinner.
- Share notable successes with our College's communications team ([js.engebretson@unl.edu](mailto:js.engebretson@unl.edu))
- Review the [COE Graduate Program Faculty Resources](#) website (must log in)





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