



THE Awards Asia 2020 - Student Recruitment Campaign of the Year

Institution Name	Okinawa Institute of Science and Technology (OIST) Graduate University
Submission title or project name	Creating targeted recruitment strategies for Japanese and international students
Nominee/key personnel	Yuuki Guzman, Student Recruiting Team Leader; Kanako Aono and Huong Do, Student Recruiting Team, Toshinori Matsui, Manager, Academic Affairs Section, Keely Brandon, Student Internship Coordinator
URL	https://admissions.oist.jp/brochure-list
Submission	<p>OIST pursued two different strategies for its most successful year of student recruitment to date. First, the Student Recruiting Team collaborated with an external advertising company to design creative and eye-catching new English language materials for international recruitment. These were made accessible online, for easier downloading and distribution.</p> <p>Second, the Student Recruiting Team worked closely with the Research Internship Coordinator to create a streamlined process to allow successful interns to apply and interview for PhD admissions while on campus. Furthermore, targeted communications encourage promising but unsuccessful internship applicants to stay engaged with OIST. These initiatives have made OIST more accessible to the domestic audience.</p> <p>The results speak for themselves. From 501 applications received in 2018, over 1,500 students applied for the PhD program in 2019 - a 3x increase on the previous year.</p>