



Reynolds School of Journalism  
University of Nevada, Reno

# 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?”



# THE REYNOLDS SCHOOL OF JOURNALISM



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  
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# Reynolds School of Journalism



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# 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!

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