

Recruiting Agricultural Economics Graduate Students: Student Demand for Program Attributes

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Abstract

We use data from an Internet and traditional print mail survey to determine student demand for graduate program attributes. Results reveal that students value graduate program ranking more than stipend level, geographic location, or office/computer facilities. Higher ranked programs, as a whole, may be able to offer substantially lower stipends to students and remain competitive with lower ranked programs. Results also suggest that students might be willing to accept higher stipends or office space to attend lower ranked schools. The results may provide graduate program leaders with information to improve their recruitment efforts and/or potentially reduce graduate program expenditures.

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