



Dear Rector

Dear UArctic Member:

In an effort to best serve our member institutions, we have created a brief survey to assess current recruiting activities and further develop GoNorth marketing strategies to support member institution recruiting goals and initiatives.

The survey is available via the web link:

[https://www.surveymonkey.com/s.aspx?sm=n8u0aiVnkVBEgx7q\\_2fRTTog\\_3d\\_3d](https://www.surveymonkey.com/s.aspx?sm=n8u0aiVnkVBEgx7q_2fRTTog_3d_3d).

Our deadline for survey completion is **3<sup>rd</sup> November**. Survey results, marketing activity options and associated costs will be summarized for the membership thereafter.

The GoNorth Program in coordination with the University of the Arctic Studies Catalog was approved by the Council in 2008 as a marketing initiative to support student recruiting by University of the Arctic member institutions.

Program Team strategy includes an in-depth review of domestic and international marketing and needs to support student recruiting efforts and the promotion and awareness of the importance of northern knowledge by northern institutions of higher education.

As we realize student recruiting responsibilities are designated according to institutional practice and preference, we ask UArctic member contacts/representatives to respond or forward this message and survey to the individual or office responsible for recruiting activities.

This activity is critical to establishing and maintaining institutional contacts in charge of recruiting so we kindly ask you to provide the office and/or individual name and contact information to us when forwarding this message to the relevant individual or office at your institution. We thank you and your colleagues in advance for your time and effort and we will be happy to contact you and your recruiting specialists by telephone or email to provide additional information.

Your response by **3<sup>rd</sup> November is highly appreciated.**

Sincerely,

GoNorth Program Team

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