

# PROMOTING YOUR FACULTY-LED EDUCATION ABROAD PROGRAMS



## MARKETING MATERIALS

- Should include cost, value, uniqueness and attractiveness of program
- Advertise how program would fit with student degree requirements and personal needs and interests
- Make a note for students to understand that program details, fees, itineraries, etc. can change and may not be exactly as advertised

## HOW TO MARKET FOR SUCCESS

- **Recruit early and continually**
- Ask faculty teaching the specific courses to **hand out flyers** in class
- Advertise and **hold information meetings** for interested students
- **Use social media** such as Facebook, Instagram, Twitter, etc to promote program
- **Secure a table around campus** during high traffic times (11-1) to set up program display and talk to students
- **Keep lists of interested students** and email them with information regarding meetings, deadlines, or interesting details
- **Attend special events on campus**, especially events sponsored by the department that will draw students - opportunity for discussion about the program
- Make sure to **feature program in any department/college newsletters**

## IMPORTANT TALKING POINTS

- **Money** – What does the program cost include and are there scholarships or potential financial aid that could help fund for the program?
- **Time & Credits** – How might the education abroad program affect the student's graduation date (might they be able to graduate sooner)? For which courses will they receive credit? How do these courses apply to a particular major/minor or other graduation requirements?
- **Lack of Foreign Language skills** – Will students need to attain a level of fluency before studying abroad?
- **Benefits** – Why is your particular program necessary or beneficial? Will it impress future employers who see the experience on their resume? Will it help them find a job, apply to graduate school or progress in their career?



# SUGGESTED METHODS AND IDEAS

## Program Flyers

A flyer is an easy and convenient way to **highlight the features of the program** and provide students with useful information. Program flyers are primarily created and distributed by faculty. Faculty are encouraged to post flyers in and around academic department buildings. If faculty-led programs are open to non-KSU students, faculty should feel free to send flyers to colleagues at other institutions.

## Web Page

Each faculty-led program has a designed brochure page on the EAO education abroad website. Prospective students should be directed to the website for program details, prices, program schedule, policies, and the **application**. Feedback from faculty members regarding the program webpage is encouraged including corrections, updates, or suggestions for additions. It is very helpful to add a link to the program webpage from any faculty and departmental websites.

## Class Visits

In-class presentations play a key role in advertising faculty-led education abroad programs. Faculty directors should announce the program in classes (repeatedly) and hand out program flyers. Also, they can share information with colleagues in their department and ask them to make announcements in their classes or allow visits to their classes, if possible. The EAO recommends **targeting classes** for students in specific majors relevant to the program or classes that focus on topics similar to the program.

## Education Abroad Fair

The EAO holds an annual on-campus Education Abroad Fair in October. It is very important that faculty leaders attend the Education Abroad Fair to promote their program or send a representative in their place. Former student participants of repeat programs should be invited to help out.

## Past Participants

Prospective students are very interested in hearing other students' perspectives. The testimony of past participation is one of the most effective recruitment tools you can utilize. Returned study abroad students are effective recruiters for study abroad programs. Faculty that have offered the program before are encouraged to **ask past participants** from their own program to **speak about the experience** in classes and spread the word to other students. As much as possible, **use former students to help you recruit**.

## Email

While the application and admission process (including acceptance emails) are handled by the EAO, it is important that faculty maintain regular contact with admitted students in order to keep their interest. To maintain students' interest and necessary minimum number of participants, the EAO suggests that faculty update students often via email. You can email students with new, exciting details of the program, past student testimonies, how the program fits into their academic plan, informing them of organized promotional events, etc.

## Social Media

Today's students are active in social media and an important way to connect with them is through this means of communication. Set up a Facebook page and Instagram account and post content regularly to **keep them engaged and get them excited** about the program. If you have a program that has run before, this is a great forum for previous participants to post pictures and videos to promote the program.

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# RECRUITMENT CHECKLIST

## Outreach to KSU Students:

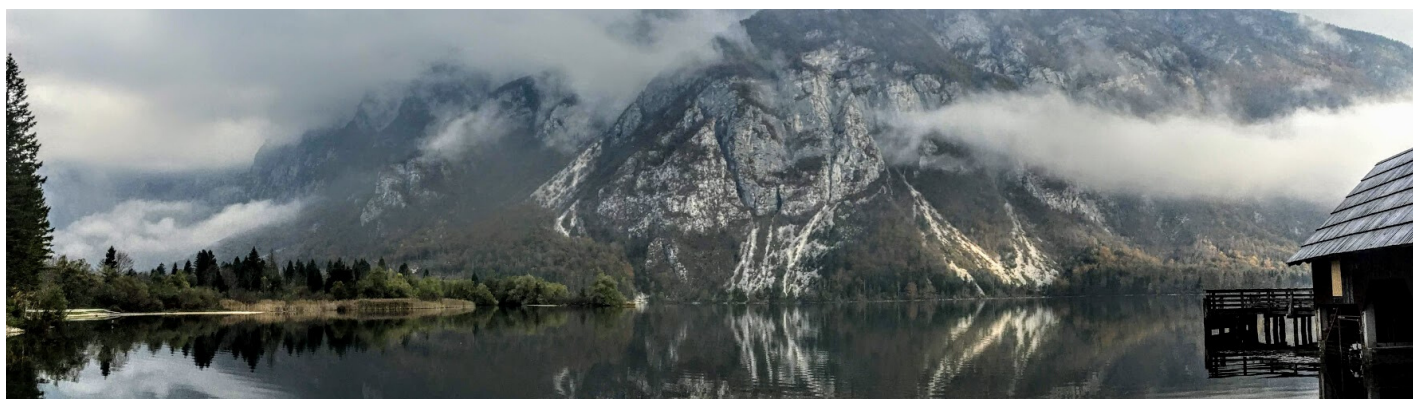
- Attend Education Abroad Fair
- Classroom visits
  - Classroom visits can include classes in your department or in other departments that may have an interest in the program
  - Short 2-5 minute presentations
  - Highlight the academic/cultural aspects of the program, what is included in the price of the program, and handout flyers
  - For repeat programs - recruit returnees to present
- Internet/ Email Communication
  - Send email(s) to students in applicable majors
  - Respond to email inquiries from students
  - Post information about the program and photos on D2L sites for your classes and department (and ask other faculty to do the same)
  - Post information with link to the program website on your department's website
  - Post information with link to the program website on your personal website
  - Create a facebook page for your program to post information and interact with prospective and admitted students
- Post flyers around your department/ building/ campus where allowed
- Make a short "commercial" to send to students or post on social media
- Offer one-on-one advising with students
- Make announcements at department and relevant campus events
- Connect with student groups in the relevant disciplines and provide them with information about the program

## Outreach to KSU Faculty:

- Present the program to faculty in your department and encourage them to tell their students and advisees about the program and to hand out flyers
- Reach out to faculty in other departments that may have interested students

## Outreach to Non-KSU Students / Faculty:

- Send flyers and an introductory letter to colleagues at other USG institutions or to contacts at universities out of the area
- Promote the program to colleagues when you attend conferences



*Sources used for this marketing handout include the University of Wisconsin-Oshkosh, The University of Alabama, and Towson University.*