

Recruiting for your study abroad program

Some basics to keep in mind:

- Begin recruiting early and continue until your program is full or you've reached your deadline.
- There are a variety of avenues through which faculty-led study abroad programs can be advertised.
- Keep lists of students who have expressed interest in your program and e-mail them periodically with information regarding meetings, deadlines, updates, fun facts about your program or program site, etc.

Possible recruitment venues/strategies

- Classroom Presentations (your own and, with permission, your colleagues').
- Make a special effort to recruit students in classes that are pre-reqs to your program. They are ideal candidates.
- Encourage past participants to submit photos to the International Photo Contest-free advertising for your program and they enter for a chance to win \$250.
- Host an Info Session.
- Email (your classes, advisees, specific department chairs have lists for majors/minors they might be willing to send a targeted email, etc.)
- Webpages (link your study abroad website to your departments, your moodle, relevant institutional offices on their respective pages, etc.)
- Whiteboard Messages — write in various classrooms in many academic buildings
- Brochures/posters/flyers for Departments and Bulletin Boards around campus.
- Make sure your program is featured in any departmental newsletters.
- Host a cultural event as part of International Education Week (Nov 7-11) and highlight your program. Contact Robert Straub for availability.
- Use Social media (Facebook, Pinterest, Twitter, Youtube, etc.). For example, create a Facebook Group for your program, invite interested students to join the group and post relevant information to it.
- Small cards or info sheets for your colleagues to distribute during advising sessions.
- Table at the Study Abroad Fairs (mid-September and mid-January). If you have an Info Session already planned, advertise it at the upcoming fair.
- Enlist help of other faculty in your own and other units on campus who may have an interest in your program and/or be willing to promote.
- Advertise in campus publications/newsletters
 - Contact the Blue Banner and ask if a student can interview you for your program.
 - Contact UNCA News Center (news@unca.edu) or (<http://news.unca.edu/contact>) with a story idea.
- Present your program to relevant non-academic student groups on campus.
- Secure a table in HIG for a few hours during high traffic times (11-1), set up a display and talk to students.

- Attend special events on campus, especially events sponsored by your department that will draw students. There may be opportunity for discussion or at least distribution of promo material about your program.
- Utilize previous study abroad participants to help you recruit. Prospective students are very interested in hearing another student's perspective. The testimony of past participants is one of the most effective recruitment tools you have.
- Create a display that you can put up outside of your office, and/or in the entry hall of your building.

Help from Study Abroad:

- Reserve a room for info session, as needed. You'll run your own info session but we can send a study abroad staff member to help answer general application and Fin. Aid questions.
- Study Abroad will reserve tables in HIG on T/R in September and October. Contact Diane if you have a date in mind and she will set it up for you.
- Create brochure and website. We put posters up for study abroad programs and deadlines, but do not single out one program. If you want posters or flyers for your program, please let us know.
- Publicize your program on our website, in our advising sessions, and through tabling events.
- Conduct presentations in classes on the benefits of study abroad and programs available. We don't single out programs but we "plant the seed."

These are just suggestions. No doubt, you'll come up with more of your own.