Marketing Faculty-Led Study Abroad/Away Programs

Outreach to Southeastern Students:

✓ Attend Study Abroad/Away Informational tables

✓ Classroom Visits
  ✓ Classes in your department or in other departments that may have an interest in the program (start early!)
  ✓ Short (5-minute presentations)
  ✓ Highlight the academic/cultural aspects of the program, what is included in the price of the program, and hand out flyers

✓ Internet/Email Communication
  ✓ Send email(s) to students in major
  ✓ Respond to email inquiries from students
  ✓ Post information about the program and photos on Moodle sites for your classes and your department (and ask your colleagues 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
  ✓ Use social media to market your program

✓ Post Flyers around your department/building where allowed

✓ Make a short “commercial” to send to students or post

✓ 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 Southeastern 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 who may have interested students

Outreach to non-Southeastern Students/Faculty:

✓ Send flyers and an introductory letter to colleagues at area institutions such as Community Colleges