

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