

# **Study Away Marketing and Recruitment Strategies**

There are many ways to promote and market your study abroad program to potential participants. Below are some general marketing and recruitment ideas to get you started. Remember that the most successful recruiting strategies are direct and personal.

## **Branding**

Marketing your program to potential students starts with choosing a simple and appropriate title that grabs attention and interest. Make the title a telling one; avoid jargon or obscure references - aim for concepts with which students will instantly connect and understand.

Write a program description to explain the program and the goals of the course. Use clear, concise language. Make your program sound educational, adventurous, challenging and fun. Let students know not just what they will be doing, but what they will be getting from the program.

## **Website, Blogs and Social Networking Sites**

It is important for students to have access to information about your program. The SPU Study Abroad Office will create a page for the program within the study abroad website. This will include promotional information and details about the program based on the materials that you submit to us in the program proposal.

You may also want to have information about your program on your departmental homepage to share information about your program with students. We will link to any supplemental webpage that you provide to us. Program websites give a detailed picture of your program including pictures, testimonials, travel plans, etc. Make sure that the information on your site links to ours.

In addition to the website, blogs and social networking sites are great tools for sharing information about your program with students, scheduling events, and giving an overview of the program dates, course descriptions, site visits, housing, field trips, etc. The SPU Study Abroad Office has both a Facebook and Twitter account where we promote all of our programs generally, but you might also want to set up program specific sites. Since students are accustomed to using a variety of social networking tools in their everyday life, these sites can be a great platform for promotion.

## **Flyers, Posters & Brochures**

Flyers and posters should be simple and informative. Provide only the most pertinent information (title, program and info session dates, & contact info). Images of the site or past programs are helpful. They should also direct students to more information via website and contact information. Flyers are great for

distribution at events. The SPU Study Abroad Fair is January 31. We will promote all SPU programs at this event, so this would be a good time to have flyers available. If possible, you or a student are welcome to be at the event to answer questions and promote your program.

Most buildings have open bulletin boards or will post approved information. The residence halls will post flyers and posters around their buildings if you deliver them to the reception desks. Target academic departments with a connection to your program and distribute recruitment materials to these sites as well.

Flyers can be passed out/made available at related events, provided to clubs and organizations, and delivered to student affairs offices around campus.

Flyers, posters and brochures can also be distributed and posted in the SPU Study Abroad Office. It helps us advise students on programming when we have promotional materials on hand.

### **Information Sessions**

Information sessions are an opportunity to elaborate on your program and course, entice students, answer their questions, and introduce them to maps, pictures, syllabi, even past participants. Schedule during the recruitment period to help jumpstart applications. Plan a short presentation allowing for questions at the end. Invite a Study Abroad advisor to your info sessions to help answer questions about financial aid, the application process, credits, etc.

Posting flyers that advertise the date and time of your info session around your department and other pertinent locations is important. This information should also be posted to the program website and can be sent out over departmental email lists and posted to campus calendars.

### **Classroom Visits**

To help get the word out about your program, it can be helpful to visit both classes within your department and those that may cover material related to your program topics. It is helpful to collaborate with your colleagues in your department to arrange promotional visits.

Large lecture classes, such as USEM, help you reach the widest audience and maximize your time. Bring a simple overhead flyer that is easy to read with only the most pertinent information on it. Classroom visits should be brief and concise (3-7 minutes). It is helpful if you can provide a flyer or brochures during your classroom visit so that interested students can follow up and obtain more information about your program.

## **Departmental Outreach**

### **Home Department**

Enlist the help of faculty and advisors within your home department. Department faculty and staff have direct contact with student and can be a good resource for matching students with your program and sharing basic information.

### **Other Departments**

Reach out to other departments whose curriculum is related to the focus of your program. Share program information with advisors and faculty, explaining why this program is a good fit for their students. Many departments have lists of students with which they shared major-related information on a regular basis.

### **Be Creative**

Recruit your current and previous students (and program alums!) to help spread the word.

Post program information on existing departmental resources: newsletters, websites, meetings. Consider an announcement in the Falcon or the online student publication, Loopy <http://www.spu.edu/depts/studentprograms/email/Loopy-AutumnWeek8.html>

Promote your program to relevant language and area-studies departments. Think about which kind of students you want on the program and market toward that population specifically.

Again use Facebook, Twitter, and other social networking tools that students visit regularly.