

## Program Rationale and Implementation Plan

### FACULTY LEADER/S EXPERIENCE IN HOST COUNTRY/COUNTRIES:

Briefly describe your experience in the country/countries you will be visiting (including personal/professional/residential):

### PROGRAM RATIONALE:

Please share your rationale for proposing this course/program, as well as selecting the location/s you will be visiting.

What are some of the reasons students should participate in your program? Check all that apply. (This information will be helpful to you, Education Abroad advisors, academic advisors, or others who may speak with students about your program.).

- ☐ Course meets relevant degree, major, or K-State 8 requirements. If so, which requirements? \_\_\_\_\_
- ☐ Faculty leader has experience or expertise in host country
- ☐ Program is affordable
- ☐ There will be intentional opportunities for students to learn a foreign language
- ☐ This international experience will help improve students' career prospects
- ☐ Duration of program or term will be appealing to students
- ☐ Location of program will be appealing to students
- ☐ There are department scholarships for this program
- ☐ Other reasons: \_\_\_\_\_

### MARKETING AND RECRUITMENT PLAN:

If your program is approved, you will be responsible for recruiting a minimum number of participants for your course/program to be considered financially viable. While Education Abroad will be glad to assist you in your promotion, data has shown that the vast majority of Faculty Led Education Abroad participants learn about programs from the faculty leader, academic advisors, or past participants. Please share your strategy for effectively recruiting your minimum number of participants. Please view the [Marketing and Recruitment Toolbox](#) for additional ideas and recommendations.

Target student audience(s) for this program: \_\_\_\_\_

Indicate how you plan to promote your program:

- ☐ Utilizing your department academic advisors; Contact name(s): \_\_\_\_\_
- ☐ Utilizing past participants for outreach and promotion (if this is a repeat program)
- ☐ Promoting on your department social media platforms
- ☐ Promoting on your department listserv or newsletter
- ☐ Conducting classroom presentations (faculty leader or past participant)
- ☐ Information sessions (faculty leader or past participant)
- ☐ Additional strategies: \_\_\_\_\_