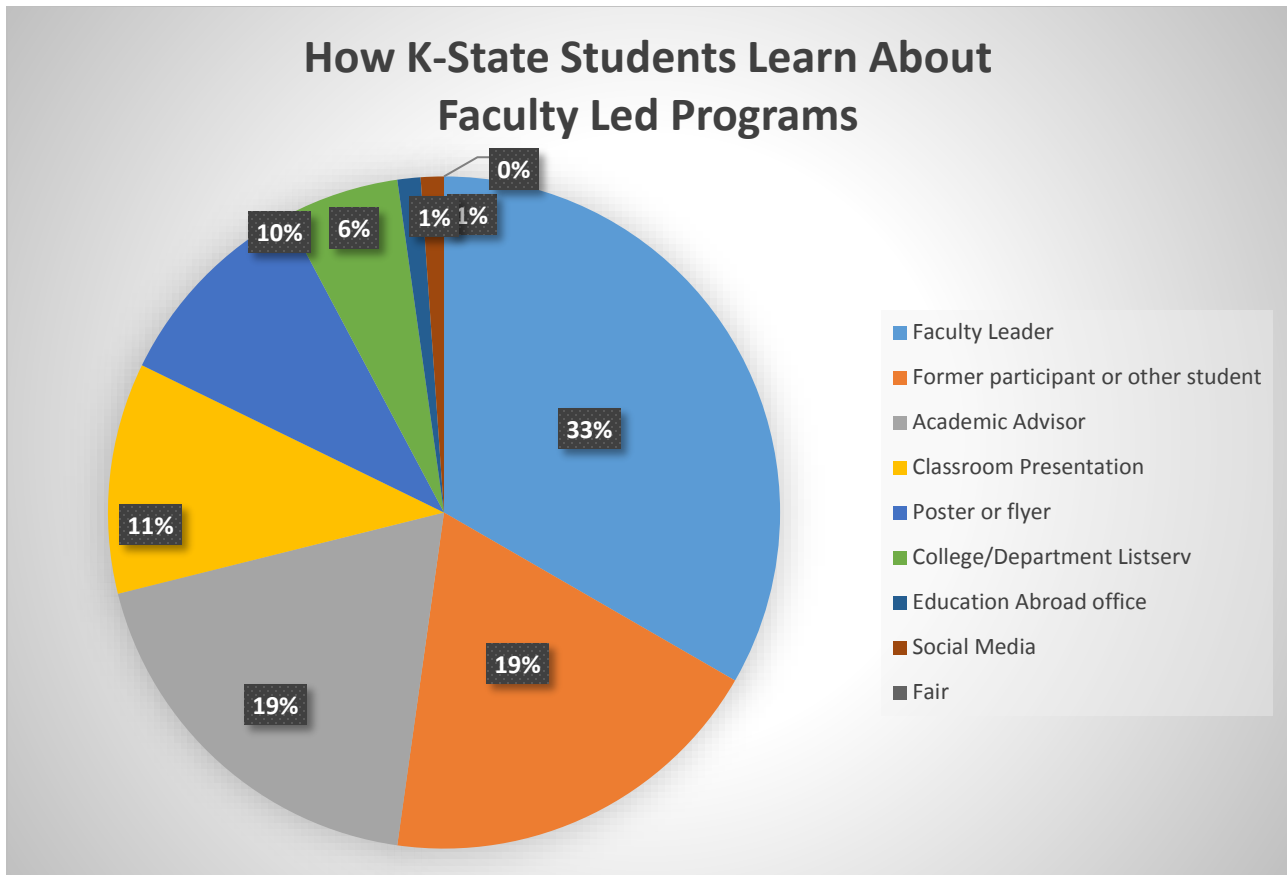


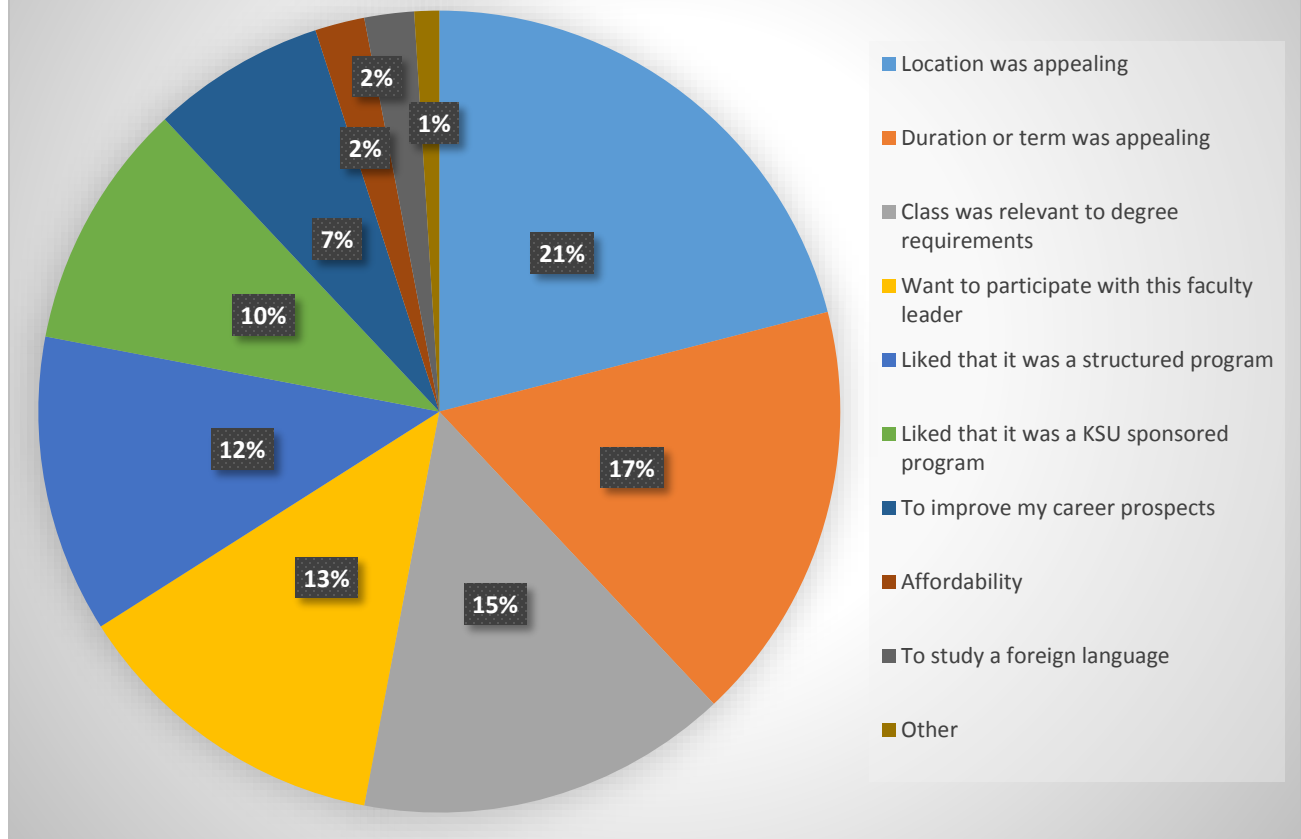
## Faculty Led Programs Marketing and Recruitment Toolbox

According to past education abroad students, participants in faculty led programs learn about the programs mostly from the faculty leaders themselves or from past student participants. While Education Abroad is glad to support the leader's outreach efforts in whatever way we can, the primary responsibility for promotion of faculty-led programs lies with the leader of the program.



Understanding why a student chooses to participate in a faculty led program is helpful as well. The reasons students cite include: a desire to take a course from a specific faculty member (popularity); the appeal of the short-term nature of faculty led programs (convenience); interest in the specific class or applicability to a student's degree requirements (relevance); faculty led programs have more guidance and are pre-planned (structured); and the appearance of faculty led study tours as KSU sponsored programs.

## Why K-State Students Choose Faculty Led Programs



With this data in mind, this “toolbox” has been created to assist you in promotion and recruitment of your program. Please use this as a guide and consult it as you consider your individual recruitment and outreach strategy.

### What Education Abroad will do to help promote the program:

- Create online application and brochure
- Design and create a digital program flyer for promotion
- Promote program on Education Abroad social media platforms
- Be available, if requested, to attend any program information sessions, tabling event, or classroom presentation you decide to host
- Invite you to attend any Education Abroad Fairs, if offered

## What the Faculty Leader should do to promote the program:

### Classroom visits and face-to-face promotion to students

Given that the #1 way students hear about faculty led programs is from the leader directly, faculty leaders should plan and organize multiple information sessions and classroom visits well in advance of the application deadline in order to give students opportunities to meet with the faculty member one-on-one and to learn about the program. The following are some suggestions for organizing these forms of outreach.

#### Classroom presentations:

Contact your department colleagues for permission to speak to their classes for the first five minutes of class. Share key points about your program, such as program dates and locations, course details, cultural aspects of the program, and the main selling points (why students would want to participate in your program). Take flyers, share your contact information, and show students where they can access more information about your program online or on social media. Follow up with interested students by email.

If you have longer opportunities to present to classes, as the graph above shows it is a great idea to utilize student participants from prior year programs to share their enthusiasm and personal experiences on your program. You can also invite Education Abroad to co-present with you. You can speak about your program details and our office can speak about the application process, scholarships, financial aid, and the benefits of an experience abroad.

#### Information sessions and panels:

Setting up an information session, Pecha Kucha-style presentation, or returnee panel is a great way to build momentum for your program. Develop a catchy Prezi or video presentation and promote the event as a K-State sponsored program. Reserve a room in the Union and advertise the event on K-State Today. As with classroom presentation outreach, invite Education Abroad to co-present, as well as returnees from past programs if applicable. If you have led a program before, offering a returnee Q& A panel is a great way for interested students to ask questions and gain first hand feedback from returnees. You can reserve a room in the Union by contacting the Union Director's Office at 785-532-6591, [reservations@k-state.edu](mailto:reservations@k-state.edu).

#### Tabling

Setting up a table to promote your program is most effective as part of a college or department fair. Contact your department to explore this kind of event. If your program has broad appeal to most K-State students, you can also arrange to have a table set up in the Union by contacting the Union Director's Office at 785-532-6591, [reservations@k-state.edu](mailto:reservations@k-state.edu). Bring lots of flyers.

## Utilizing your department resources

As the graph above shows, students often hear about faculty led education abroad programs from their academic advisors. Take time to meet with the Academic Advisors in your college and explain to them how this program is applicable to students' major or degree requirements. For example, if your course fulfills a K-State 8 requirement, an elective requirement, or fulfills a specific degree requirement, academic advisors can share this information with the students they meet with and advise, or to help them determine if your course fits in with the students degree or major requirements. Provide lots of flyers for academic advisors to distribute to students. Ask advisors if they can batch email their advisees to assist in promotion of your program.

Many departments and colleges offer periodic browsing fairs. This is another good opportunity to connect with students and share your program details.

Request from your department to have your program listed on their website. Some departments have a dedicated study abroad page where you can add your program details and link to the Education Abroad application. If there is no study abroad page, ask your department web developer if this is something that can be added.

Collaborate with your college to organize an education abroad fair to promote programs offered by your department or college

## Electronic and print promotion

Contact students directly via email, E-Newsletters, or through your college/department/advising listservs

Create an announcement about your program on K-State Today

Create posters or flyers for promotion to Academic Advisors, to post in residence halls and around campus

## Social media promotion

Promote your program on your department's social media platforms (Facebook, Twitter, Instagram, Snapchat)

## RESOURCES:

How to post an article on K-State Today: <http://www.k-state.edu/today/submit/>

K-State Advising Listserv: [advforum-l@listserv.ksu.edu](mailto:advforum-l@listserv.ksu.edu)

How to set up a table or information session in the Union: Contact the Union Director's Office at 785-532-6591, [reservations@k-state.edu](mailto:reservations@k-state.edu)

K-State printing services: <http://www.k-state.edu/uprint/>

Using Social Media at K-State: <http://www.k-state.edu/socialmedia/>

## **Checklist**

The following is a checklist to keep you on track with promotion of your program. Please follow up with Education Abroad regarding how these tools are working for you.

### Face-to-Face Promotion

- Classroom presentation #1: Location \_\_\_\_\_; Primary audience \_\_\_\_\_; # of students \_\_\_\_\_
- Classroom presentation #2: Location \_\_\_\_\_; Primary audience \_\_\_\_\_; # of students \_\_\_\_\_
- Classroom presentation #3: Location \_\_\_\_\_; Primary audience \_\_\_\_\_; # of students \_\_\_\_\_
- Information Session #1: Location \_\_\_\_\_; # of students attended \_\_\_\_\_
- Information Session #2: Location \_\_\_\_\_; # of students attended \_\_\_\_\_
- Tabling event: Location: \_\_\_\_\_; # of students reached \_\_\_\_\_

### Department/College Promotion

- Promotion to Academic Advisors or key department contacts: Names: \_\_\_\_\_;  
How did they assist in promotion of your program? \_\_\_\_\_
- Department or College promotional event (e.g. Browsing Fair) \_\_\_\_\_

### Electronic/Print Promotion

What methods did you use to promote your program?

- Direct email  College/department/advising listserv  K-State Today announcement
- Posters/flyers  Social Media