

FACULTY TIPS: MARKETING & RECRUITING FOR STUDY ABROAD PROGRAMS



1. DEVELOP A CLEAR, ENGAGING PITCH

- **DESCRIBE YOUR PROGRAM'S GOALS, DESTINATION, AND UNIQUE BENEFITS IN 1-3 MINUTES.**
- **HIGHLIGHT ACADEMIC AND CAREER ADVANTAGES.**
- **USE A MEMORABLE PROGRAM NAME.**
- **GIVE CLEAR DETAILS ABOUT COSTS.**




2. USE CAMPUS RESOURCES

- **HOST INFO SESSIONS AND CLASSROOM VISITS.**
- **ANNOUNCE YOUR PROGRAM IN CLASS, ADD IT TO YOUR CANVAS COURSE**
- **SHARE FLYERS AND BROCHURES.**



3. PROMOTE ON SOCIAL MEDIA

- **POST PHOTOS, VIDEOS, AND STUDENT TESTIMONIALS ON INSTAGRAM OR OTHER SOCIAL MEDIA PLATFORMS.**
- **HOST LIVE Q&A SESSIONS.**
- **SHARE STORIES FROM PAST PARTICIPANTS.**



4. ATTEND CAMPUS EVENTS

- **RECRUIT AT STUDY ABROAD FAIRS.**
- **PRESENT AT ORIENTATIONS AND STUDENT ORGANIZATION MEETINGS.**



5. BUILD A SUPPORT NETWORK

- RECRUIT COLLEAGUES, ADVISORS, AND ALUMNI TO HELP SPREAD THE WORD.
- HELP STUDENTS WHO ARE INTERESTED IN YOUR STUDY ABROAD PROGRAM TO GET IN TOUCH WITH PAST PARTICIPANTS.



6. INTEGRATE STUDY ABROAD IN ADVISING

- BRING UP STUDY ABROAD DURING ACADEMIC ADVISING.
- ALIGN THE PROGRAM WITH STUDENTS' GOALS AND CLARIFY APPLICATION STEPS.



7. CAPTURE & SHARE EXPERIENCES

- TAKE PHOTOS AND VIDEOS DURING PROGRAMS.
- COLLECT TESTIMONIALS AND SHARE ON VARIOUS PLATFORMS FOR FUTURE RECRUITMENT.



8. START EARLY & FOLLOW UP

- BEGIN MARKETING WELL AHEAD OF DEADLINES.
- KEEP COMMUNICATION CONSISTENT AND ENGAGE INTERESTED STUDENTS.



BONUS TIPS

- AVOID CALLING IT A "TRIP"—FRAME IT AS AN ACADEMIC EXPERIENCE.
- ADDRESS COMMON MYTHS ABOUT COST AND CREDIT.
- CONSIDER INCENTIVES LIKE EARLY APPLICATION PERKS.
- SHARE INFORMATION ABOUT STUDY ABROAD SCHOLARSHIPS



STETSON
UNIVERSITY



The David and Leigh Ann Rinker
CENTER for
INTERNATIONAL
LEARNING