

# MARKETING AND RECRUITMENT GUIDE

## Faculty-Led Programs

The most effective advertising and the key to sufficient enrollment is the faculty leader. While the primary responsibility for recruiting lies with the faculty leader, the sponsoring department/college and the Education Abroad Office are here to support their efforts.

While the Education Abroad Office does market education abroad opportunities in general, students tend to enroll in programs because they have heard about the experience via friends or a faculty member. With that being said, in order to create a cohesive message and avoid confusion for the student, the Education Abroad Office is happy to design marketing materials for the faculty member's recruitment efforts.

### Recruitment and Student Outreach

<i>Faculty Role &amp; Responsibilities</i>	<i>EAO Role &amp; Responsibilities</i>
<b>Brochure and Print Materials:</b>	
<ul style="list-style-type: none"> <li>• Provide content and photos</li> </ul>	<ul style="list-style-type: none"> <li>• Creates brochures to be printed and shared electronically</li> <li>• Provides 50 complimentary brochures; PDF shared with faculty leader*</li> </ul>
<b>Webpage</b>	
<ul style="list-style-type: none"> <li>• Provide content and photos</li> <li>• Link departmental page to MyWorld brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Creates and maintains MyWorld brochure for program</li> <li>• EAO will maintain brochure and budget information**</li> </ul>
<b>Information Sessions</b>	
<ul style="list-style-type: none"> <li>• Plan and organize logistics for info sessions to give students one-on-one time with faculty leader</li> <li>• Promote info sessions through classroom visits, social media, e-mails, tables in Union</li> </ul>	<ul style="list-style-type: none"> <li>• Staff can attend, schedule permitting, to discuss application process and scholarship opportunities</li> <li>• Creates fliers for promotional use and will cross-promote on social media channels, post fliers, etc.</li> </ul>
<b>Digital Ads</b>	
<ul style="list-style-type: none"> <li>• Submit digital ad to various locations around campus (department, college, union, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Design program-specific digital ad</li> </ul>
<b>E-mail</b>	
<ul style="list-style-type: none"> <li>• Send e-mails to past and present students</li> <li>• Send e-mail announcement to department/advising listserv and other relevant lists</li> </ul>	<ul style="list-style-type: none"> <li>• Design a program-specific e-mail header (if desired)</li> <li>• Send e-mail announcing program to students who have inquired about faculty leader's program location</li> </ul>
<b>Social Media</b>	
<ul style="list-style-type: none"> <li>• Request to be promoted on departmental pages</li> <li>• Keep a blog and/or share a blog of the program to share with students</li> </ul>	<ul style="list-style-type: none"> <li>• Maintains multiple social media sites: Facebook, Instagram, Twitter, Pinterest</li> <li>• Post/promote program at least once on each channel</li> </ul>
<b>UNL Education Abroad Fair</b>	
<ul style="list-style-type: none"> <li>• Try to attend fair for as much of the fair as possible in order to chat with students</li> <li>• Bring display material, contact past participants to help "man" your table</li> <li>• Consider attending college specific fairs as well</li> </ul>	<ul style="list-style-type: none"> <li>• Organizes a Fall and Spring Education Abroad Fair (Usually mid-September and mid-January)</li> <li>• Provides UNL branded, country-specific sign for table</li> <li>• Help students navigate tables and find particular programs</li> </ul>

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Tables in the Union	
<ul style="list-style-type: none"> <li>• Inform EAO when tabling so they can inform and promote to students</li> <li>• Have additional brochures printed and reserve the table through the Union</li> </ul>	<ul style="list-style-type: none"> <li>• Assist faculty with tables in Union, schedule permitting</li> </ul>

### On-Campus Marketing Suggestions

- Involve past program participants (invite to join you at a table, the education abroad fair, class visits, RSO visits, etc.)
- Organize a themed event on campus. For example: show an Argentinean film and offer regional treats for those who attend to promote your course in Buenos Aires.
- Host a Q & A panel of past study abroad participants and international students from the host country (if possible).
- Work with your on-campus bookstore to promote guidebooks to the country or region where your program is located.
- Provide information to academic advisors and/or departments for distribution.
- Classroom visits: visits to other departments where students might have an interest in your program.
- If looking to promote your program on a national level, consider hosting an online webinar info session.

### Info Sessions and Classroom Visits Talking Points:

Covered by Faculty Leader	Covered by EAO
<ul style="list-style-type: none"> <li>• Program dates and locations</li> <li>• Courses information (language requirements, pre-reqs, etc.)</li> <li>• Cultural aspects of the program</li> <li>• Unique “selling” points of your program</li> <li>• How to get in contact with you</li> </ul>	<ul style="list-style-type: none"> <li>• Application deadlines</li> <li>• Application process</li> <li>• Financial aid and scholarships</li> <li>• Health and safety abroad</li> <li>• Benefits of an experience abroad</li> </ul>

\* **Marketing Materials Budget:** The EAO is happy to build additional marketing materials into your program budget, should you feel these materials would be beneficial to your recruitment efforts.

\*\* **Program Cost Info:** Work with the EAO as soon as possible to finalize a budget for your program. The program cost should not be advertised to students, neither verbally or in writing, until finalized. Additionally, program costs should not be placed on print materials, but will remain advertised in the MyWorld brochure