

Marketing and Recruitment Guide for UT Faculty-Directed Programs

Recruiting participants for a faculty-directed program is a crucial responsibility of a program director. This guide provides suggestions for marketing your program and forming a plan to recruit students.

While the UT Programs Abroad Office does market study abroad in general, students tend to enroll in programs because they have heard from multiple faculty and/or peers that the experience is a valuable one. Whether your program runs annually or periodically, students should hear about it throughout the year. To request flyers and schedule information sessions, please complete the Marketing Request Form here.

Recruitment Responsibilities

What faculty can do	What Programs Abroad does
Electronic and printed flyers	
<input type="checkbox"/> Provide content and photos	<input type="checkbox"/> Creates flyers to be shared electronically and printed (up to 50 black and white copies per study abroad fair; see electronic example on p.3)
Website	
<input type="checkbox"/> Provide content and photos <input type="checkbox"/> Request that your department and school/college link to the program website	<input type="checkbox"/> Creates and maintains program-specific websites
Classroom visits/presentations	
<input type="checkbox"/> Visit classes in your department <input type="checkbox"/> Visit classes in other departments where students might be interested in your program	<input type="checkbox"/> Assists with visits arranged by faculty, schedule permitting <input type="checkbox"/> Provides Study Abroad 101 presentations for any class upon request to provide general overview of UT study abroad opportunities (Request Form)
Information sessions	
<input type="checkbox"/> Run a session to give students a chance to meet you, hear more about the program, ask questions, and learn about the application process <input type="checkbox"/> Promote the information session through: email, social media, classroom visits, flyers	<input type="checkbox"/> Organizes and hosts one session in the fall and one in the spring per program <input type="checkbox"/> Assists with additional sessions hosted by faculty members, schedule permitting <input type="checkbox"/> Promotes information sessions via social media and email
Email	
<input type="checkbox"/> Email students in your courses (past and present) <input type="checkbox"/> Email students who signed your interested student lists at information sessions and study abroad fairs <input type="checkbox"/> Send announcements to your department and school/college email lists	<input type="checkbox"/> Maintains a list of all students who attend a general information session at our office

Recruitment Responsibilities (cont.)

What faculty can do	What Programs Abroad does
Social Media	
<ul style="list-style-type: none"> <input type="checkbox"/> Request announcements through your department and school/college social media outlets <input type="checkbox"/> Start a Facebook page for your program <input type="checkbox"/> Keep blog before, during and after the program to get students excited (share link with PAO) 	<ul style="list-style-type: none"> <input type="checkbox"/> Maintains multiple social media sites and can advertise your information sessions: <ul style="list-style-type: none"> ♦ Facebook: https://www.facebook.com/utkprograms.abroad ♦ Instagram: @UTKProgramsAbroad ♦ Twitter: @UTKAbroad <input type="checkbox"/> Can link your social media site(s) to your program-specific website
UT Study Abroad Fairs	
<ul style="list-style-type: none"> <input type="checkbox"/> Be present for as much of the fair as possible – tables with someone at them receive more traffic <input type="checkbox"/> Bring display materials (postcards, maps, photos, etc.) that are attention-grabbing and represent the program (keep in mind that you may be sharing a table) <input type="checkbox"/> Bring a sign-up sheet for interested students to add their names and email addresses 	<ul style="list-style-type: none"> <input type="checkbox"/> Hosts biannual fair, usually in the 3rd or 4th week of September and the third week of January (you will receive an email in advance from the PAO asking you to RSVP for each fair) <input type="checkbox"/> Provides program flyers upon request (complete the Marketing Request Form here and see flyer example on p.3)
Student Organizations and Clubs	
<ul style="list-style-type: none"> <input type="checkbox"/> Offer to speak about your program at meetings of organizations with students who might be interested in your program (e.g. disciplinary honor societies or interest groups) <input type="checkbox"/> Send emails to group listserves and/or use social media to promote your program 	<ul style="list-style-type: none"> <input type="checkbox"/> Provides Study Abroad 101 presentations for any club or organization upon request to provide general overview of UT study abroad opportunities (Request Form)

What to cover in a classroom or student organization presentation:

- ♦ Program dates, location(s), and excursions/activities
- ♦ Course(s) offered, number of credits, prerequisites, etc.
- ♦ Program costs (reference the budget sheet on your program-specific website)
- ♦ Financial aid (direct students to One Stop) and scholarship opportunities (<https://studyabroad.utk.edu/?go=scholarships>)
- ♦ Application process and deadline
- ♦ How participating in your program will be beneficial:
 - ◇ Graduation requirements it can fulfill
 - ◇ Future career benefits

Involve past program participants

Prospective students love to hear past participants speak about your program. These students can help you market the program by:

- ♦ Joining you for classroom or student club/organization presentations
- ♦ Helping staff your study abroad fair table
- ♦ Speaking in their classes (with instructor permission)
- ♦ Joining the Programs Abroad Office Volunteer Corps to learn more about how to promote study abroad at UT and participate in general PAO outreach events

**Note: This list is not all-inclusive. Doing any or all of these things does not guarantee you will successfully recruit enough students to run your program. These are only suggestions to help you create a marketing and recruitment plan.*