Marketing and Recruitment Roundtable for Faculty Directors

Introductory Remarks
Michelline Granjean, Assistant Director, Study Abroad

The Study Abroad Office coordinates the overall marketing of study abroad opportunities to students on campus:
- SAO website
- SAO Fair
- utilizing electronic Billboard system
- social media outlets: Facebook, Twitter, Blog
- Peer Presenters
  - trained past study abroad participants give presentations in classes upon request
- numerous tabling events on campus throughout the year
  - SAO can table at a departmental event to help promote your department’s or college’s programs!

Recruiting Students in Information Sessions & Utilizing Past Participants
presented by Annette Moore, Dept. of Parks, Recreation and Tourism Management, College of Natural Resources
Faculty Co-Director, South Queensland, Australia and New Zealand summer programs

Surrender the spotlight to students! Using past participants in info sessions allows for peer to peer advice, and they believe them.
- advertise info sessions on the summer program flyers created by Study Abroad (must set dates & times prior to the Study Abroad Fair)
- email reminders to interested students (from names gathered at the Fair)
- use sign in sheets to follow up with those who attend the info session
- train a student as a program ambassador
  - give classroom presentations
  - comes to info session

Info sessions should include the following:
- discuss expectations for program (family-like exp. on program)
  - co-adventurers - partners in learning
    - the group is more important than the individual
- provide app. deadline & timelines (program dates, payment deadline, etc.)
- utilize program alumni to share their perspectives; ask them to speak on:
  - what did you get out of your program?
  - what was the program experience like?
  - what has stayed with you after the program?
- distribute info on their program’s separate website (wolfpackabroad.org), hosted by program provider AUIP

Tips:
- develop relationships with colleagues who teach complementary courses
- they may be willing to help promote your program
- can give presentations in their class
- go through the course approval process to have program's Special Topics courses’ approved as permanent course offerings
  - courses can potentially then fulfill GEP requirements
  - makes it easier for students, and they’re more likely to go on program if courses fulfill actual degree requirements
  - a student may be eligible to use financial aid for your study abroad program if the course fulfills a degree requirement

Creating your Own Program Website
presented by Dr. Stefan Franzen, Dept. of Chemistry, College of Sciences
Faculty Director, Hangzhou Physical Chemistry & Research summer program

Students are accustomed to finding everything they need online. Develop your own program website to provide the details you want them to know!

- a program website should provide the following information:
  - all program details
  - link to SAO website application
  - language resources for students to help them prepare themselves
  - cultural aspects of host country
  - itinerary
  - philosophy & purpose of program
  - photos for browsing
  - allows students to become familiar and comfortable
  - safety assessment
    - receives lots of questions from students about safety and can easily point them to this for general safety tips, how to conduct themselves while in host country, and dos & don'ts

Tips:
- can easily create a WordPress website or blog
  - supported by NC State
  - free templates available
  - WordPress website samples: http://oitdesign.ncsu.edu/our-projects/
  - WordPress blog sample: Study Abroad Office’s Notes from Abroad student blog
  - other blog samples: http://wordpress.ncsu.edu/blog-sites/sites/
- run Google analytics on program’s website to track numbers of visits to site

General Marketing & Connecting with Student Groups to Recruit for a Program
Presented by Werner Dörgeloh, Dept. of Forestry and Environmental Resources, College of Natural Resources
Faculty Director of Namibia African Ecology & Conservation summer program

- create a program that is a quality product, then students will promote it to their peers
- approach marketing program to students with a business perspective
- flyers posted on campus can help, but they can be lost among the many other flyers posted on campus once semester starts
  - gets at least one student each year from the flyer alone, so don't discount them!
  - use them early, but use them in combination with other recruitment techniques
- more than 50% of his applicants start seeking program information on SAO website -- be sure to include details and photos!
- request that your program be highlighted on your department’s website
- face to face marketing is a great way to reach students
- send targeted emails about program via department (reaches thousands)
- early marketing is crucial
- give classroom presentations
  - targeted population, relevant to his course
  - show pictures
  - very productive time (10 min. presentation, typically enrolls 3 students from a classroom)
- statistics for his program
  - on average, 11% of students who inquire actually apply & complete an application
  - use this information to inform how you communicate with students
    - reach out to all applicants directly to answer their questions
    - personally encourage students to complete their applications
- price is the deal breaker for student
  - price must be kept low to recruit students!
- students will never get more close connection with a faculty member
  - ideal for a tough subject matter, like physical chemistry

Tips:
- search the Student Organization Resource Center (SORC) site to find student clubs that are relevant to program and request to give presentations to that group