

Faculty-Led Program Recruitment Strategies

Program Flyer— Let us know if you are interested in having a brochure/flyer created to post around campus and distribute to students.

Classroom Visits— Ask colleagues if you can come speak to their classes about the program. Even 5 minutes at the beginning of class can make a huge difference.

Department and College Website - Feature your program to increase visibility. Be sure to include the hashtag #Roaminredbirds

Create a Facebook Page - Social media is one of the best ways to connect with students and post updates.

Department Events— Is your department having a large scale event running multiple days/hours? Set up a table and talk to people. This is the best way to reach a large number of students in your target audience.

Department Advisors – Share program details and handouts with your department adviser(s). They have a great deal of contact with your students and can be a great resource!

Information Sessions— Hold multiple information sessions per semester to answer questions that students have and give them an opportunity to meet who they would be travelling with.

Information Table— Set up a table by the library, dining halls or on the quad to hand out flyers and talk to students. Ask past participants to help staff events. Students love hearing from other students.

Listserv Blasts— Does your dept. have a listserv? Use it to email your students about study abroad opportunities. Ask to send out a message on other relevant university listservs.

Study Abroad Events— Do you plan to host an event or info session focused around promoting your program? Let us know so we can help promote it for you. We can also add the information session details to your program page.

News Feed— Write an article for News.Illstu.edu or *The Vidette* talking about the program and who is eligible to participate. News articles can be embedded into all department websites.

Study Abroad Fair— Each semester, the Study Abroad Fair attracts hundreds of potential study abroad students! Make time to recruit at this event or send a representative on your behalf. Bring photos or a laptop to show a presentation of what the program is all about to get students excited!