

FACULTY-LED PROGRAM RECRUITMENT AGENDA

Promotion and recruitment are an essential part of any study abroad program. Active involvement in the recruitment process by the program leader can make all the difference in a program's success or failure. A program leader's experience, enthusiasm and expertise about the program will be one of the strongest marketing tools. Illinois Abroad staff will collaborate with the program leader on promotional materials and strategies, but glossy brochures and attractive websites are no substitute for one-on-one faculty-to-student contact.

After a program has been approved, program leaders should begin marketing their program 5-6 months in advance. The recruiting timeline is as follows:

COMPONENT	TIMELINE: SUMMER PROGRAMS	TIMELINE: WINTER PROGRAMS
Program Proposal Deadline	July 15 the prior year	March 15
Recruitment (ongoing)	August 15 - February 15	April 15 - September 15

Leaders need to decide how to publicize the program in order to attract at least the minimum number of students and prevent the program from being cancelled. It is useful to create a marketing plan to outline the various methods to identify students interested in enrolling in the program. IAGE will assist leaders with:

Website Brochure: The IAGE office will develop a webpage for the program, which includes information on the program location, itinerary, dates, costs, and deadlines.

Fliers: The IAGE office will develop a flier for the lineup of faculty-led programs directing students to the individual brochure page links for more information.

Illinois Abroad Day : IAGE staff will contact students who previously participated in faculty-led programs to have them volunteer at Illinois Abroad Day held in Fall semester (late August/early September).

Given the resources that IAGE can provide you with, more of the responsibility for targeted marketing belongs to the leader and other sponsoring academic units. Program leaders are encouraged to maintain lists of prospective students including names and emails. This list can prove to be highly beneficial as you generate a target audience for your program. Other resources that program leaders are encouraged to utilize are:

Targeted Emails: Identify courses, majors and minors that may be specifically interested in the program topic or location.

Classroom Visits / Presentations: Announce the program in classes. This can be an effective way to spread the word. However, do not wait until the last few weeks leading up to the application deadline! Students are timid of making decisions of this magnitude with only little time to plan. Students listen to faculty, and having information and encouragement from you is priceless.

Past Participants: Involve students who have previously participated in the program, especially at information meetings. Prospective students are very interested in hearing another student's perspective. The testimony of past participants is one of the most effective marketing tools at your disposal!

Advisers and Colleagues: Inform and work with academic advisers who advise your target student audience. Present at department or college meetings to inform colleagues about the program. Communicate with your colleagues, so they can help recruit.

Special Events: Attend special events on campus, especially events that are attended by your target audience.

Electronic Sources: Announce details about the program on sources such as Facebook, LinkedIn, and Twitter. A strong social media presence can do wonders in reaching prospective students/spreading the word about your program!

Publications: Make sure the program is featured in the college or department communications and publications, such as bulletins, newsletters, flyers and magazines. Submit program information to the University of Illinois faculty and staff newsletter.

Photos: Photos can enhance the promotion of your program in printed materials, at information meetings and at study abroad fairs. Ask students' permission to use their best scenic photos and photos of students who are identifiable as University of Illinois students in a variety of locations and in learning or intercultural settings.

Display: Create a display to put up in academic advising offices, outside your office, or on college or department bulletin boards.

Personal Contact: Send emails or personally contact prospective students. Be available to counsel and assist interested students who have questions about the program or about the academic implications.

Potential Recruitment Partners

- Student returnees (ask your IAGE advisors for email addresses if you do not have them)
- [Student RSOs](#)
- [Daily Illini](#)
- [Departments and Colleges](#) (especially Academic Advisors)
- [Area & Thematic Studies Centers](#)
- [Cultural Houses](#)
- [Language Units](#)