

## Tips for recruiting

### Faculty Led education abroad programs

Adapted from Kansas State University

The Offices of Education Abroad and International Affairs are here to assist you with recruitment! We will promote your program on our social media accounts, add your program details to our website, connect you with our Global Ambassadors, display your brochures in our office and our displays across campus, talk about your program during our advising sessions (the more details you provide us with, the more we can tell students during advising), accompany you to classroom presentations with advanced notice, offer you a table at the Study Abroad Fair, help you reserve a table on campus to promote your program, encourage interested students to contact you, advertise your specific program website/blog/social media sites to students, and generally make ourselves available to answer any questions or attend events when requested. However, ultimately, it is up to the Faculty Leader to promote their program and recruit their students. Below are some suggestions!

- In addition to adding your program details to the OEA website, create your own! Or consider creating a blog where you can provide continuous updated information and answer questions. Use social media!
- Can your program be featured on your academic department's website or newsletter?
- Create flyers/rack cards or other promotional materials to post around campus. Most buildings require that flyers are stamped ahead of time by the front desk. However, OEA has approximately 8 displays around campus where you are always welcome to advertise your program.
- Hold informational sessions to generate interest in your program. Meetings before breaks are especially effective so students can bring fresh information home to discuss with their parents. Food is always helpful to encourage attendance! The OEA will help advertise your Info Session (or attend!) if you provide the details.
- Involve students who have previously participated on an education abroad program. OEA has approximately 35 Global Ambassadors who are required to participate in a couple of events each semester. One of those events could be assisting you! Peer-to-peer marketing is one of the most effective tools.
- Inform your departmental academic advisors about your program and provide them with brochures.
- Attend special campus events, especially the Study Abroad Fair, and anything sponsored by your department or college. You can always request a table to advertise your program in the Student Union or the KUC by contacting Events Coordination.
- Target specific student clubs that might benefit from your Faculty Led program. MTSU has over 250 registered student organizations.
- Make yourself available for email and phone contact with students and/or parents.
- Become familiar with the OEA procedures so you can answer student/parent questions.
- Create a promotional video with interviews from students who have participated on your program.
- Advertise in the Residence Halls. Contact the Housing Office to discuss hanging promotional materials or being part of a housing program.
- Speak to Faculty members who have led education abroad programs and ask for their advice.
- **Classroom Presentations! This is the most effective way to recruit students. The Office of EA recommends that you visit at least 15-20 classrooms to promote your program during the fall semester.**