

# Marketing Guide For Faculty

## Fact:

Faculty members are the #1 recruiters for study abroad programs.

To further support your efforts, we have put together tips for faculty members about marketing study abroad program.

**Remember:** If directing a study abroad program for the first time, please keep in mind that successful programs require a considerable amount of time and effort spent marketing. While the study abroad office will be happy to advertise the program, we depend on your marketing of the program to successfully recruit students.

### Tip 1: Print and Online Materials

\***Contact** Tessly Dieguez to create a flyer for your program:

[tdieguez@ufic.ufl.edu](mailto:tdieguez@ufic.ufl.edu)

Please be sure to adhere to all flyer creation/editing deadlines. More information available from Tessly Dieguez.

\***Review** the Study Abroad website to make sure your program's online brochure information is correct:

[www.abroad.ufic.ufl.edu](http://www.abroad.ufic.ufl.edu)

### Tip 2: Utilize Your Network

\***Meet** with the study abroad advisor that will be working with your program to make sure that he/she fully understands your program.

\***Inform** academic advisors who work with your target student population about your program and provide them with flyers. Also, inquire about getting involved with student organizations or other events on-campus of target populations.

\***Attend** special campus events, especially the study abroad fair and anything sponsored by your department or college, to promote your faculty-led study abroad program.

### Tip 3: Work With Students

\***Maintain** a list (name, address, phone number, e-mail) of interested students, including anybody who has inquired by phone or in person. Follow up with them at a later date.

\***Utilize** alumni of your program who are official study abroad peer advisors. These students have been trained on the study abroad process and coached on appropriate topics. See a list of current peer advisors:

[www.ufic.ufl.edu/SAS/PeerAdvisorsList.html](http://www.ufic.ufl.edu/SAS/PeerAdvisorsList.html)

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## Other Promotional Ideas

Hold at least two informational meetings for students to generate interest in your program. Meetings before breaks are especially effective so students can bring fresh information home to discuss with their family.

\*Food from the host country, alumni of the program and photos are great tools to engage the students.

\*When you hold informational meetings, email the details to your study abroad advisor at least two weeks in advance so that they can post it on their events calendar. Also, post the information session details in the GatorTimes or other department list serves.

Consider a blog and/or podcast in addition to the study abroad website. Unlike a website, this interactive content gives life to your program that static pages cannot. Contact Jill Ranaivoson ([jranaivoson@ufic.ufl.edu](mailto:jranaivoson@ufic.ufl.edu)) if you need assistance creating a blog. Let Jill know once your blog is created, so we can add it to our study abroad resources.

\*Utilize past students who have blogged on your program: <http://globalgator.wordpress.com/>

Target specific student organizations that might benefit from your faculty-led study abroad program.

Create a promotional video with interviews from students who have participated in your program and use it through all your promotional venues. We will be happy to post the video on our online program page.

If you would like to attract students outside of your college, contact departments or professors to schedule a presentation. Consider targeting feeder courses, or large courses that all students go through.

Create bulletin boards or other displays about your faculty-led study abroad program that are visible by your target student population.

Write articles for campus publications and local newspapers to build credibility for you and your program, and subsequently attract students.

Contact the Navigators to have international students from the host country participate in promotional events. <http://navigatorsintl.com>

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## General Study Abroad and Advising Advice

\*Stress the benefits of studying abroad, such as academic, intellectual, professional, intercultural, and personal growth in your promotional efforts. Don't forget about career and employment prospects.

\*Make yourself available for e-mail and phone contact with students and/or parents. Become familiar with study abroad processes and procedures so that you can answer questions.

\*Most financial aid that a student receives at UF (e.g. Bright Futures, Florida Prepaid, etc.), except waivers, can be used for study abroad.

Note: Bright futures and pre-paid pay out in the *fall and spring semesters*, only pre-paid disburses in the *summer*.

\*The study abroad office offers scholarships every semester:

<http://www.ufc.ufl.edu/SAS/Scholarships.html>

\*Study abroad can be used to satisfy the summer residency requirement. Students must be participating in a UF-sponsored, UF-exchange, or approved State University System study-abroad program. Taking 6 credit hours in the summer on one of these programs fulfills the summer residency requirement.

Additional Resources:

[www.nafsa.org/resourcelibrary/default.aspx?id=8378](http://www.nafsa.org/resourcelibrary/default.aspx?id=8378)

<http://www.facultyled.com/study-abroad-marketing/>