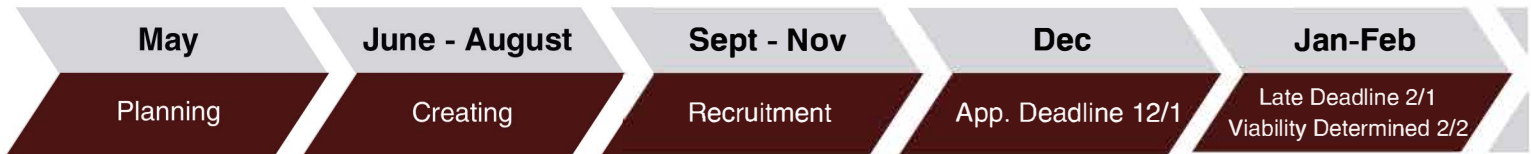




TIMELINE FOR RECRUITMENT



INTRODUCTION

The College of Arts and Sciences Study Abroad Office can assist you in the development of any recruitment resource or strategy and welcomes the opportunity to be your partner in this process. We can assist you with any of the strategies you select. The most important aspects of recruitment are to identify your target audience in terms of students who would be the most interested in your program, and then commit the energy/time it takes to ensure those students are equipped to commit their own energy/time/finances to your program.

IMPORTANT THINGS TO REMEMBER

Students take into heavy consideration the faculty leader(s) as educators/researchers/leaders, so advertising yourself as part of the recruitment strategy is crucial to successfully getting students to commit. The recruitment window is from September to November for programs in the summer, with applications opening in September and closing priority deadlines on December 1st. Successful programs often reach full target participation after 12/1 deadline and don't need to extend until the late deadline of 2/1. There is very little student interest/recruitment over the Winter Break before the final February 1st deadline. It's not advisable to wait till December to see if you have enough students and then implement recruitment strategies in January.

TARGET AUDIENCE

1. What restrictions (if any) are on your program? (e.g. Major, Classification, GPA, Pre-Requisites, etc.).
2. Identify majors/minors in the College of Arts and Sciences (and outside colleges) that would benefit the most from the coursework offered on your program.
3. Identify the classifications that would benefit the most from the level of the coursework.
4. Identify the career fields that this coursework/program would most likely align with (this assists in identifying student organizations/groups to target).
5. Identify any pre-requisite courses that may feed into the courses offered on your program.

RECOMMENDED STRATEGIES

Please check all that apply below. We will assist you in anyway we can with your selections.

Email Campaign - Sending an email about the highlights of the program, including information about the faculty leader, the offered courses, the location(s), the excursions, and the cost (what's included) to a subset of students.

Flyers (Print and Digital) - Designing a flyer that can be used both in digital and print medias, to be placed in your office, in the Study Abroad office, on our website, left in strategically identified classes, and share via email to interested students.

Classroom Visits - Scheduling classroom visits in pre-requisite courses, and spending 5-10 minutes talking about the program and answering questions either at the beginning or end of the lecture time.

EA World Fair - Attending the Education Abroad World Fair in September, ensuring that you have flyers, giveaways, and information, that you make yourself available for the event, and that you maintain a way of following up with interested students.

Informational/Lunch & Learn - Program-specific informational or lunch and learn, an event in partnership with ArtSci Study Abroad where we host students for an informational or lunch and learn so they can hear about your program.

Promotional Video - This can include you talking about your program as well as photos/videos from the location you'll be visiting, which can be posted on our website, the EA brochure for the program, and shared with interested students (and eventually played on our digital display in the study abroad office).

Navigate Campaign - The ArtSci Study Abroad office can work with you to identify a filter to attract specific student groups (certain majors, GPAs, courses taken, etc.), and send them information about the program with a link to set up Navigate appointments with our office to discuss the specifics.

Student Organization Meetings - Coordinating with student organizations that may have students interested in your program. For example, if your content would directly apply to a certain career, we can help coordinate presentations in those organizations regarding the program and how it can contribute.

Student Follow Ups – The ArtSci Study Abroad office can download application data for your program and provide you with information regarding students who have started applications but not completed them, so you can follow up with them and help answer any questions to help them submit/commit.

Other - Please describe in detail.

RECRUITMENT PLAN

Please provide details on how you will follow through on the selected recruitment strategies for your program.