



Travel Program Marketing Tips

Program Leader & Center for Global Engagement Roles

Center for Global Engagement	Program Leader(s)
- The voice of study abroad and international education opportunities on campus. - General recruiting for education abroad - Presentations/presentation material on the process, scholarship and all offerings - Support leader recruitment, attend info sessions upon request to give information about the process and costs/scholarships	- The voice of your specific program - This is your program - you are its champion! - You designed the program, have likely been to the location before and you will be on the ground with the students, so you are best suited to talk about the program and get students excited. - Create course description & contribute to program brochures
Create marketing materials for all programs, including: - Posters/Flyers - Website (ViaTRM) - Facebook /Instagram	Engage with prospective students: - Facilitate info sessions - Send emails to prospective students - Distribute brochures - Classroom presentations - Address student questions and concerns
Coordinate Events & Outreach - Help Coordinate Information Sessions - MC Scots Abroad Info Sessions (general) - Study Abroad Ambassador Program	Garner support from your division: Share information about your program with relevant divisions.
Coordinate Communications - Send reminders to students from interest lists - Invite students to Via-TRM portal - Send study abroad newsletters to prospective applicants	Utilize past participants: - Ask past participants to help with info sessions and/or Social media - Communicate with the CGE if study abroad ambassadors are needed.

Tips for Marketing to Students

Adopt a marketing mindset. And start early.

- Talk about it all. the. time.
- Focus on the experience, not price
- Create a sense of urgency
- Follow up consistently with your interested students (leads)

Be a motivated and available faculty leader

- 8 out of 10 students tell us they chose to go on a program because of the faculty leader!

Talk about it...all the time...

Don't apologize for cost!

Use your partner organizations (e.g. CISabroad, Costa Rica Experience, Diversity Global, World Strides, CEPA, CEA, Bring It Promotions) See if they will create additional promo info and link to the program brochure. Do they have student testimonials we can use?

Framing the Conversation: Articulate the Value of Study Abroad

1. Dispel Myths

- "It's too expensive"
 - i. Focus on the value of the experience (data on Gen Z suggests this). Focus on what the price INCLUDES, not the number.
 - ii. Encourage them to be realistic and plan ahead. Tell them to talk to families early.
 - iii. Point out scholarship resources on the study abroad website. Scholarships are available for high need students (\$500 – \$2000). 65% of Travel Study students got scholarships for May 2019.
 - iv. Many students can get loans to help cover the costs. Our financial aid data shows that over 90% of scholarship applicants for study abroad are eligible for additional aid.
 - v. Emphasize return on investment.
- "It doesn't work with my major"
 - i. Many travel study courses fulfill CD requirement, and cross more than one discipline
 - ii. Programs take place in May (or over spring break) where students shouldn't have major-related conflicts
 - iii. Articulate the value of interdisciplinary study for every major
- "It's not safe"
 - i. Explain our process for evaluating safety issues, working with local partners and re-routing programs as necessary
- "It's not for me"
 - i. Be aware of who you are recruiting. We have identity-based resources available at <https://www.maryvillecollege.edu/international/studyabroad/diversity-inclusion/>
 - ii. Sometimes students need you to tell them 1-on-1 that this program is for them.

2. Education Abroad Benefits: Personal

- *Development of Transferable Skills:* adaptability, independence, self-confidence, maturity, meeting new lifelong friends, broadened worldview and understanding, leadership skills, communication skills.

3. Education Abroad Benefits: Academic

- *Focus on the program's academic elements:*
 - i. Not a trip, a program. Not just travel, study.
 - ii. Earn credit towards degree (be specific about type of credit)
 - iii. International perspective on academic major/minor
 - iv. Complete general education requirements (where applicable)
 - v. Easily fits into 4-year plan

4. Education Abroad Benefits: Professional

- Be prepared with statistics:
 - 73% of employers say that study abroad is important when evaluating resumes for entry-level positions (Top traits coveted by employers: <https://www.nacweb.org/career-readiness/competencies/career-readiness-defined/>)
 - Prepare stories from students who have gone on the program

- 97% of study abroad students found employment within 12 months of graduating (double that of the average student)
- 90% of study abroad alumni who applied got into their 1st or 2nd choice for graduate school
- Answer the question: *what knowledge, skills or attitudes will students acquire that they might not otherwise acquire without this study abroad experience?*
 - Make an effort to integrate and articulate clear employment-related learning outcomes into the design of study abroad program.
- Education Abroad Programs aim to help students develop this NACE Career Readiness Competency: **Global Intercultural Fluency**. Intercultural competence is defined as “communicating and behaving appropriately and effectively in intercultural situations.” Intercultural Competency/Global Fluency Goals may include outcomes related to
 - *Ability-learning* (openness to new and different ideas, values and norms; cultural self-awareness, curiosity and discovery (tolerating ambiguity); emotional resilience in handling challenging intercultural situations, intercultural communication, interest in attaining fluency in another language).
 - *Attitude/awareness-learning* (awareness of international and global issues; interest in learning about different cultures and the people that make up those cultures; appreciation of other cultures; increased effort in maintaining relationships with people different from oneself; positive regard for other cultures, understanding the benefits/costs of globalization; increased interest in travel).
 - *General awareness & functional knowledge of other cultures* (knowledge of how to travel, knowledge of conversion rates, navigation skills, exploration of similarities and differences between countries).
 - Sample Goals:
 - Participants will be able to use appropriate cultural etiquette and communication style of the host country, for example by effectively greeting, thanking, offering and receiving compliments, and (where a common language is shared) engaging in discussion.
 - Participants will learn and use basic local language in interactions with people from the host culture. (or understand better the variety and peculiarities of a version of "World English")
 - Participants will demonstrate enthusiastic engagement with new experiences overseas and people different from themselves.
 - Participants will gain a greater awareness of the economic, environmental, political, cultural, and social issues that face the host country.
 - Participants will have a greater capacity to accept differences in others and to tolerate other people’s actions and ideas that may be vastly different from their own.
 - Participants will become more tolerant of ambiguous situations. Participants will learn to respond mindfully in contexts that disorient or challenge them.

(<https://www.education.uw.edu/cirge/wp-content/uploads/2012/11/Darla-INTERCULTURAL-COMPETENCE-MODELS-deardorff-09.pdf>)

The Center for Global Engagement would be happy to work with you to determine appropriate goals and assist with strategies.

Tips and Tricks

Email

Email your list of interested students on a regular basis

Always include a link to your program page with an 'Apply Now' link

Program Link

Include a link to your program page in your signature line

Think of other places you could link to your program page (website bio, division pages)

Tools

Facebook Group

Canva.com

Mailchimp

Flickr.com

Digital signage around your area

Info Sessions

Hold the session right before a large club meeting or right after a large class gets out

Invite past participants

Bring food

Social Media

Use social media creatively

Share student stories on the facebook group

Use a hashtag #Mcscotsin_____

Additional Resources

<https://ibstours.com/promoting-your-study-abroad-program/>

<https://www.depts.ttu.edu/international/studyabroad/facultypartners/faculty/marketing-FLPs.php>

<https://capaworld.capa.org/how-to-market-your-faculty-led-program-on-campus-and-recruit-students>