Marketing Your Program

Who markets my program to students?
While PSU Education Abroad can help support your marketing efforts, the program leaders are ultimately responsible for marketing, recruiting, and filling each program. While this may seem daunting, the Ed Abroad team is here to support you through this process. This guide provides steps you can take to successfully market your program.

Step One: Who is your Audience?

Think outside the box, is the credit you are offering relevant to students in departments other than your own? The larger your initial pool of students, the better chances you have of filling your program.

Answer the following:

1. What majors can use this credit? Look at other departments beyond your own.
2. What year in school will students most likely be earning this credit?
3. Does/could the credit count towards a minor or certificate?
4. Does/could this course count towards UNST requirements (SINQ, Junior Cluster, Senior Capstone)?
5. Do students need research hours or professional experience as part of their degree?
6. Is this course open to community members? Students from other schools? Community college transfer students? How will you reach them?

Step Two: Gather Information

Now that you know your audience, you need to identify who can help you recruit. You have many resources in your own department to learn about how to connect with your students. Based on your answers above, you may be gathering information about departments beyond your own.

Answer the following:

1. Who are your department or pathway academic advisors? Consult with the lead advisor to see how this program fits into students overall degree plan.
2. When in their degree plan do students meet with advisors? How often?
3. Who manages the website of your department?
4. Does your department have a listserv or Google Group? How do you access it?
5. Does your department have a newsletter? Who manages it?
6. Does your department have social media pages? Who manages them?
7. Who manages the events in your department?
8. If you are going to target community college students in addition to current PSU students, what are the logical departments to contact? How do they communicate with students?
Step Three: Conduct Targeted, Consistent, Outreach

Education Abroad will create and print flyers for your program, print sign-up sheets, and will help you schedule information sessions during the terms leading up to your deadline.

Do the following at least once each term leading up to the deadline:

- Get your program listed on your department website (and any other relevant department websites). Request to have the course added to the Undergraduate or Graduate Advising pages so students see it as an option early. Link it to the Ed Abroad brochure page at VikingsAbroad.pdx.edu.

- Get in front of your Pathway and Department Advisors. Tell them about your program & explain why it is important for their students and how it fits in to the degree plan. Make sure they have copies of your flyer in their offices!

- Get the pdf version of your flyer added to all D2L courses for all the courses that hold students that may be interested in your program. Email the faculty directly to ask if they will add it to D2L or circulate it on their registration lists.

- Update your signature: "Join me in Peru this summer! I lead a 6-credit study abroad course, Living Systems Immersion: Sustainability & PDC in the Peruvian Andes. It is open to all PSU students (graduate & undergrad) and even non-PSU students. Click here for details, and apply by March 15th."

- Visit classrooms with flyers and sign-up sheets. Email the faculty directly to ask them to send a follow-up with a link to the Ed Abroad brochure page at VikingsAbroad.pdx.edu. Give a 5 minute pitch about your program and direct students to upcoming information sessions.

- Look at your department’s event calendar on pdx.edu. Be familiar with what your department does for regular student programming. Ask to join existing events and bring flyers and sign-up sheets.

- Submit your information sessions to Virtual Viking.

- Request for your program or info sessions to be featured on your department’s Instagram, twitter, or Facebook. Create an event for your info sessions.

- Schedule info sessions with Education Abroad. Use the info session guide as a model.
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**Step Four: Maintain Interest**

If you share your list with Education Abroad we can let them know when applications are open. You should be gathering a list of interested students throughout the recruitment phase and building a connection with them.

**Send an introductory email to new sign-ups.** Example email:

“Hello! My name is [first name] and I am thrilled you are interested in my [program name] in [location] traveling during [term]. This course is exciting because it gives you the opportunity to earn credit for [major] while gaining invaluable experience abroad. Some of the great things we will do on this program include [xyz]. Do you have any questions about the program? You can reach me directly by [phone or email], or you can join us at our upcoming info session on [date] in [location]. You also have an Education Abroad advisor who can answer your questions about how to use financial aid on study abroad programs, can give advice on study abroad scholarships, and talk you through the application process. You can make an appointment with [name] by [clicking here]. The program deadline is [deadline], so be sure to get your questions answered before then! I hope you’ll decide to join us on this exciting opportunity!”

**Send follow-up emails** to students to keep them engaged and excited about the program, include interesting details about the program, such as:

- News articles about the location they’re traveling to
- Updates on the itinerary as it’s developed
- Images or videos about the location