

# PROMOTING YOUR PROGRAM

## INTRODUCTION

You've invested a lot of time and energy designing a faculty-led program. Now it's time to **spread the word** and get students enrolled!

We've created an on-line Recruitment Guide filled with tools you can use to generate awareness and get students enrolled. All of the materials in our Recruitment Guide can be easily downloaded free of charge.

## WE'RE HERE TO HELP!

If at any time during the process you have questions, please reach out to your Faculty-Led & Custom Programs manager who will be happy to help.

## GETTING STARTED

The earlier you get the word out about your program, the longer students will have to start planning and saving. The most successful programs begin 12-18 months before departure date. But even if you're working on a shorter timeline, these guidelines will help you attract participants.

## WORD OF MOUTH

The most important part of your sales kit is you! Share your vision and enthusiasm with as many faculty, students, and administrators as possible. Word of mouth (WOM) has become one of the most powerful forms of marketing. According to Nielsen, 92% of consumers rely more on WOM than advertising campaigns to make purchase decisions.

Spread news of your program in classes, at meetings, campus events, student organization gatherings, and informational meetings. At each of these, be prepared to circulate a sign-up sheet so you can develop a list of those interested, and with the help of our recruitment tools,



**TIP:** The title of your faculty-led program plays an important role in attracting students. Keep it fun, catchy, and something that students will want to appear on their transcripts and resume.

turn them into participants.



## BARRIERS TO STUDENT ENROLLMENT

### 1. Finances

Meet with your study abroad office and learn about financial resources available to students so you can point them in the right direction, if needed.

### 2. Personal Safety

Ensure students are aware of CIEE's commitment to safety from our Health, Safety and Security team. Nothing is more important than safety abroad and all CIEE locations follow expert protocols to make sure your experience is life-changing and safe.

### 3. Graduation Date

Students may be concerned that your program won't meet their degree requirements and in turn, delay their graduation date. Ensuring your program has credit approval from a wide range of academic departments will help.

### 4. Scheduling

Many students have commitments when they're not at school such as work or family. When possible, schedule your program so it's accessible to your target audience.

## FILLING THE SEATS IN YOUR PROGRAM

Our online Recruitment Guide - or "Toolkit" - has all the tools you need to **overcome the barriers above** and generate interest and enthusiasm for your program. Once you've created your strategic enrollment plan, access the content to guide your promotion efforts. From program flyers and location images to social media posts and press releases - it's all there, easy to download and customize with your program highlights.

<https://www.ciee.org/custom-toolkit>

## CIEE RESOURCES INCLUDED IN TOOLKIT:

- Health, Safety, and Security FAQ
- Press Release Sample
- CIEE Location Images
- Program Flyer Sample and Template
- Sample Email and Sample Email Stream
- CIEE Location Descriptions
- Informational Meeting Template
- CIEE Social Links and Blogs
- Student Advocate Guide
- CIEE Study Abroad Testimonials
- Social Post Sample
- Enrollment documents - and more!



11. Recruit a student from one of your classes to help with social media posts and/or website creation in return for extra credit.