

Marketing Strategy for Faculty-Led Programs

A successful faculty-led program is the result of two main components: faculty participation in recruitment and departmental strategy for curriculum integration and promotion. In order to best promote your program abroad, we recommend a thorough marketing strategy over a broad period of time. Given the length of time required to effectively coordinate the initial framework of the program, there is enough time for a whole range of strategies to ensure your program's success. The better program enrollments have been facilitated by faculty willing to promote their program routinely and vigorously. The prospect of studying abroad is a daunting undertaking for our students, requiring both planning and initiative. They will have many concerns over the course of the process and one of our main roles is to act as cheerleader and professional support, encouraging them with our reminders of the deep value of the experience and the security of traveling with St. John's faculty members.

DEPARTMENTAL STRATEGY

- All programs for a given academic year should be strategized within the department and included in departmental announcements to faculty and students, newsletters, mailings & listservs.
- The department and/or school should have a space dedicated to promoting their own faculty-led programs on their websites.
- Is there funding from the department for scholarships? Returning scholarship recipients can present to the department at various functions or to classes as a way to "give back" on their experience and engage other student participants.

PROGRAM FLYER

- Once the itinerary and program dates are tentatively put in place, faculty directors should put together a flyer that can be hung around the department, in key classroom areas and shared on Blackboard sites within appropriate departments and courses.

OIE WEBPAGE: www.stjohns.edu/global/study-abroad/programs

- The OGS webpage will be updated to include detailed program and country-specific information.
- After the program has run once, we can add testimonials from former participants or any slideshow and video presentation you may have of sites visited and activities held.

INFO SESSIONS & CLASS VISITS

- The faculty and department should offer info sessions early in the semester and visit classes. Past participants can highlight their experiences for interested students.

STUDY ABROAD FAIRS

- There are 2 study abroad fairs (in September & February) where prior participants can be available to help market each program to new students.

EXTERNAL PROMOTION

- For courses that take place during winter and summer intersessions, think of ways that you might market outside of SJU: professional association, listservs, or external colleagues.