



RECRUITING FOR YOUR ***GEO FACULTY-LED PROGRAM***



Global Education Oregon
300 Oregon Hall
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GEO is the on-campus hub for more than 300 program options, including nearly 40 faculty-led programs each year. Due to this volume, faculty leaders are expected to be the primary recruiters for their program.

Ensure that your program receives adequate visibility and promotion by implementing the following tips, and by consulting the GEO Faculty Handbook section on Recruitment and Outreach. Your success in recruiting will influence final enrollments and thus whether you ultimately lead the program.

ENGAGE YOUR PROFESSIONAL NETWORKS

Nationally

- Post about your program on a professional list-serv
- Distribute information to colleagues at professional conferences
- Help GEO identify target audience: why is this a unique program for students around the country?
- Embed your e-card on your blog and departmental bio page
- Add a link to your program brochure page in your email signature

Departmentally

- Inquire about embedding the program information on your department's landing page
- Request display of promotional slide on building screens
- Highlight the program in departmental newsletters
- Coordinate with your GEO program coordinator on classroom visits
- Build time into your weekly schedule to make regular classroom announcements about the program

Campus-wide

- Embed program information on your blog and departmental bio page
- Employ social media to alert students to program; if a recurring program, ask returnees to tweet or share Facebook posts with their networks (see page 2-3 of the faculty handbook for specific instructions and tips for using social media in promotion)
- If leading a fall or summer abroad program, plan and promote at a fall info session with your GEO program coordinator; if leading a spring semester program, plan to promote your program at an info session at least six months prior to program deadlines; verify dates with your GEO advisor first so that he or she can attend
- Contact your students several times each term, reminding them about program highlights, and perhaps linking to an interesting facet or photo of the destination culture to maintain fresh interest
- Post promotional material on your office door
- Frequently share promotional slide at class meetings
- Post promotional information on Canvas and in course syllabi
- Reach out to students with open study abroad applications to maintain momentum, encourage them to complete the application by reminding them of exciting aspects of your program
- Attend (and table with GEO representatives) annual study abroad fair held in November

ENGAGE GEO PARTNER NETWORKS

- Consult with your GEO program coordinator about opportunities to network with GEO institutional partners

ENGAGE WITH GEO

- GEO will produce and maintain a brochure page for your program on its website
- GEO can produce a promotional e-card and slide for campus building screens for your use in recruitment (six months prior to your program application deadline)
- GEO will send out regular e-mail blasts to the UO student population; the content of these e-blasts will focus generally on major-specific programming, upcoming info sessions and study abroad fairs, and scholarship opportunities
- Consult regularly with your GEO program coordinator and advisor to monitor enrollment and understand application attrition rates
- Request student list pulls, as needed, from your GEO program coordinator to create your own email blasts; create interesting content around country destination and highlight program credits, length, and term with link to GEO brochure page
- Consult with the Institutional Relations team concerning your additional ideas for promotion and collaboration, such as requests to be shared on our social media platforms (photos, articles, ad sample excursions make excellent posts)