

Towson University Faculty Leader Study Abroad/Study Away Program Marketing Guide

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From Interest to Application

Once a student shows interest in your program there are several best practices that you can employ to help turn their interest into an actual program application

- **Be available.** If a student has a burning question (“is the hotel 4 or 5 stars?”), they will often send you an email or stop by your office. Although it may make you want to put your head down on your desk, the more questions they ask – the more interested they are. If you have a preferred method of contact with students, request that they use it – in the same way you do for class. If you like email, make sure they have yours. If you prefer in-person discussions, make that known.
- **If you don’t know, just ask.** We train our staff to go searching for an answer if they don’t know the response a student is looking for. Rather than wing it and make up something on the spot about financial aid, or a scholarship process, turn your student to the experts. We refer them to you on itinerary questions, on-the-ground questions, and for course related information. Please refer them to our office for passport and travel related issues, application questions, and pre-departure information.
- **Keep in touch.** Staying in frequent contact with the TU Study Abroad & Away Office (SAO), and your students will ensure a smooth process for all involved. Something missing on your Horizons program webpage? Tell us. Not sure about a salary issue? Ask us. Need to know your enrollment numbers? Call our office. You get the point!
- **Learn from your colleagues.** TU has a rich history of short-term programming with the majority of our students studying Abroad/Away now choosing a faculty-led program. This means we have a variety of experienced and talented past directors at our disposal. For a list of Faculty Director Mentors please consult our website:
<https://www.towson.edu/academics/international/Abroad/Away/faculty/programs/mentors.html>

Marketing your program

There are many different ways to market a study abroad/study away program not just at TU but around the nation. This includes everything from in-person meetings, fairs, social media, flyers, brochures and everything in between. This guide is meant to help you set short and long term goals for recruitment of students. This content is specific to the **what**, **how** and **why** of recruitment; please refer to the calendar at the back of this guide for examples on **when** these efforts should take place.

Some basics to consider:

1. *Think like a student.* If you utilized student focus groups before you started recruiting for your program, you understand the value of student input. Don’t underestimate how important it is to check in with your students throughout this process – after all, they will be the ones participating in your program. Although we would like them to respond to the charm of a rigorous academic opportunity, it is more likely they’ll be wondering if they can a) travel, b) sit on the beach, and c) get credit for it. If you’re not sure that your efforts are getting their attention, ask one of your students how they would advertise the program.
2. *Reassure the families.* Parents and families are an important constituent for our office. Many of our students are first generation college students, and their family is just learning about higher education processes, so study abroad/study away may throw them a curve ball. Be sure to include the basics in your marketing materials: cost, dates, locations and most importantly, make yourself available. Let your

students know that you're willing to answer questions from family and that there are in fact no stupid questions. You want to provide a safe, healthy, fun experience Abroad/Away.

3. *Be consistent.* This goes for everything from budget to promises. If you tell your students about a specific facet of the trip, plan to deliver. They are making academic and financial decisions based on the information that comes from your marketing materials. As for costs, make sure you are confirmed with Study abroad/study away before you start advertising a program fee. Once everyone is on the same page, you have the green light to begin marketing your faculty-led study abroad/study away program.
4. *Use your resources.* We know recruiting is an arduous process, and we are here to help! One thing that works for us is having a fresh set of eyes on a project. Feel free to send over a draft copy of something you're working on, or sit down with one of our staff members to start from scratch. Remember that we do this stuff every day, and we are more than happy to help.
5. *Don't get discouraged.* We know that by the middle of the fall semester, you're on pins and needles wondering when your next application will come in. Based on experience we can tell you students love to apply close to the deadlines. Just remind them that all faculty-led programs are first-come, first-served and encourage them to confirm their spot sooner rather than later.

Spreading the word

What does the Study Abroad & Away Office do?

While our faculty are creating buzz about their individual programs, the Study Abroad & Away Office (SAO) is working to create buzz about study abroad/study away in general. The movement toward internationalization involves the entire campus, and we are promoting not only your faculty-led programs but the overall study abroad/study away experience.

We will promote our faculty-led portfolio in a variety of ways:

- Post a comprehensive list of programs on our website, linked to our blog, starting in May each year.
 - This blog announcement employs statistics where we can track how often people are reading this content. When we announced the 2016 programs the announcement received over 2,500 views between May 1 and December 31.
- Highlight individual programs (including yours!) on our social media platforms: Facebook, Twitter, Instagram, and the blog.
- Produce a print piece with the comprehensive list of programs.
- Advise students on all available programs.
- Send out an email blast to specific majors with relevant faculty-led programming opportunities.

Hard copy: Yes or No?

All Faculty Directors will be equipped with a general faculty-led program flyer (hard copy) and program specific flyers (PDF and hard copies) designed in collaboration with TU Creative Services. The first flyer focuses on all of the programs available for either the Minimester/Spring Break or summer terms, while the individual flyer shares information specific to your program, including all relevant contact and course information. Why? We have a lot of amazing programs! Our hope is to use these materials to drive students to contact the Faculty Director and our office, and to utilize our website.

So why not share the price, too? For some programs the prices are not confirmed until the fall and inclusions also differ from program to program. Rather than run the risk of distributing incorrect or incomplete information, we have adopted the 'less is more' approach.

How should you utilize these pieces? Here are some recommendations:

- Post the flyers on your office door so advisees and students see the program offerings.
- Share a color flyer with your department chair, and ask for it to be posted in the office.
- Send the flyer PDF via email to your current students, or a relevant student group on campus.
- Hand the flyer to a student who has expressed basic interest in your program. That will point them toward the web page and get them started.
- Share a flyer with colleagues who may want to spread the word on your program to their students.

However you decide to share your information, make sure the message is clear, concise and consistent. Be careful how you quote the price. If you have a program fee of \$4,000 – remember that students must also factor in additional costs like international flight, and personal expenses. Be sure to advertise accordingly so students are not surprised by a larger bottom line price and refer them to the Horizons program page for a complete breakdown of all estimated costs. Include contact information for yourself, other colleagues traveling with you, and the SAO.

Advertising beyond TU

Remember, you can advertise your program outside of TU. Students attending other universities or colleges or even members of the community may enroll at TU as a non-degree seeking student (for a \$25 undergrad or \$50 graduate fee) in order to participate in a faculty-led study abroad/study away program. Please note non-TU students cannot access our scholarship funds, but otherwise the costs are the same.

Encourage all non-TU students or community members to contact the TU Study Abroad & Away Office directly. We can point them in the right direction and discuss things like financial aid, and credit transfer to their home institution if applicable.

How should you reach groups outside of TU? A few tips:

- Local community colleges are often more than happy to host you on campus for a presentation.
- Share the electronic copy of your flyer with colleagues at local colleges or programs similar to yours.
- Each academic department usually keeps a large list of programs throughout the U.S. You can email contacts at these programs to network and advertise your program.
- Likewise, consider posting on a list-serve about your program to share with colleagues. This may give you potential students and may also lead to some collaborative work in the future or suggestions from veteran faculty leaders.

Communicating with students

It is recommended that all faculty leaders build an email list of interested students. Any time you hold an event (info session, study abroad/study away fair table), be sure to include a sheet of paper with room for name / email address. Commit to emailing those students on average at least twice a month. These emails should be fun, informative, and frequent. This not only includes marketing leading up to your program, but also follow up once your group is confirmed. Even if you feel like it's a slow week and you have no updates worth sharing, send the

students a news article about your location (“New cooking techniques from Italy”) or a travel quote, photo, or fact about the destination. They remember these details and it encourages them to continue their own research on the destination.

Faculty directors should also plan to communicate with families. As mentioned earlier, many first generation students are making collective decisions with their families and will need all of the information you have available, as well as reassurance that this program suits their needs. Consider creating a Frequently Asked Questions flyer to answer these multiple (often repetitive) questions.

Remember that the Horizons system is a valuable tool for communicating with interested students. Consult the Horizons Faculty Director User Guide for instructions on how to send messages to individuals or a group of students from the system.

If you have questions about the application process, please consult the Faculty Director Handbook.

Web and Social Media

Do it or don't do it?

If you can't keep a page active, our advice is not to create a separate Facebook page for your program. Statistics show that the pages with the most interaction are the ones that are most visible to users. This means adding content at least 2 or 3 times a week. If you can't commit to this, then resist the urge to create a page, an account, or other online medium that will go un-used. Below are some pros and cons to major social media outlets that you might want to consider.

Remember: You can use *our* social media! We are happy to repost and retweet your content, advertise your sessions and otherwise create chatter about your program. Just share it with us via email and we'll take care of the rest.

If you do commit to using social media – put that link everywhere! Include it on your business cards, add it to your flyers and put it in your email signature.

Blogs: Ours & Yours

Blogs are a great way to keep your content in one place, and to say more rather than less. Both Facebook and Twitter are limited in what you can share. When our students blog, we recommend that they get started before they depart – they talk about packing, saying goodbye to family, getting excited to leave. But the real action on a blog happens in-country. If you can commit (or commit one of your students, GA's, etc.) to blogging while you're Abroad/Away, this will be a tremendous tool for your future marketing.

We use the Wordpress (<http://wordpress.com/>) platform in our office. It is intuitive and easy to update. Other common platforms include Blogspot / Blogger (www.blogger.com) and Tumblr (<https://www.tumblr.com/>).

- Blog example from our office: <http://towsonAbroad/Away.wordpress.com/>

In the past we have hosted faculty-led program blogs on our page. Examples include:

- The Psychology Department programs to Argentina and Italy where the faculty director used blog posts as assignments for students. Here's a look at the Italy example from Minimester 2016: <http://towsonAbroad/Away.wordpress.com/2015-2/minimester-faculty-led/italy-culture-psychology/>
- The Kinesiology Department program to Peru where the faculty director kept a daily journal of the group's progress in Summer 2014: <http://wp.me/p2S0DC-on>

Some faculty-led programs have also blogged on their own pages and we've linked to their content.

If you think you might be interested in blogging while Abroad/Away, please contact our office. We find this to be a useful tool in recruitment for future programs.

Facebook

www.facebook.com

As a social media platform, Facebook is falling behind some of its competitors like Twitter, Instagram, and others. That said, you may not want to invest the time in creating and maintaining a page. We strongly recommend tapping into existing resources like the SAO Facebook page, and that of your department.

If you do decide to create a page for your program, you should commit to posting weekly or bi-weekly content including photos, videos, links, testimonials from past students, etc. The key to making a page work is the interaction. Consider including the link to your program in your email signature, and using it on your flyers.

We prefer a “page” over a “group” as a page tends to travel well across a public space. A page also has “likes” where a group has “members.” Monitoring “likes” will allow you to keep track of your page’s success.

Vary your content! Don’t keep asking students to apply or they will ignore you. Consider travel websites for tips on the location, videos on packing ... you get the idea. Key articles about what’s up in your location are going to be a draw for students who are thinking about your program.

How do you get the “likes?” Again: use the link on all of your materials, make sure the SAO has the link for website and social media use, and place it in your email signature. Are there program alumni who enjoyed your program? Let them know you’ve created a page. Are there faculty who are promoting the program in your department? Be sure to share it with them. Once you create it, don’t keep it a secret. A page’s interactions are what keep it at the forefront of an individual’s news feed.

Here are some key pages we often refer to via social media:

- Travel & Leisure: <http://www.travelandleisure.com/>
- National Geographic Traveler: <http://travel.nationalgeographic.com/travel/traveler-magazine/>
- Lonely Planet: <http://www.lonelyplanet.com/>
- Fodors: <http://www.fodors.com/>
- Conde Nast Traveler: <http://www.cntraveler.com/>
- Rick Steves: <http://www.ricksteves.com/>
- GoAbroad/Away: <http://www.goAbroad/Away.com/>

Don’t forget to like our page! www.facebook.com/TowsonAbroad/Away

Twitter

www.twitter.com

Twitter is a popular medium, spreading faster than Facebook once did. It allows you to share news and updates in 140 characters or less, and can get the word out in a variety of ways.

Why use Twitter? It’s easy to tag other people (@TowsonU, @TowsonUAbroad/Away) and get your content out to the world multiple times. You can also employ common hashtags (#HowBigIsYourWorld, #studyAbroad/Away, #TU, #China) to attract anyone following those subjects. Twitter, like Facebook, also allows you to post photos, video, and links.

Why *not* use Twitter? Ask yourself: where are your students? We know that the majority of our students are on Facebook but our office employs Twitter because we have a large number of students Abroad/Away who use smart phones. This allows them to keep in touch with us in a quick and easy way. We retweet their content to others and keep in touch with what they're up to.

Does your department or program already have a Twitter account? Ask them to post on your behalf to advertise the program.

Some Twitter examples from TU:

- <https://twitter.com/TowsonUAbroad/Away>
- <https://twitter.com/TUHonorsCollege> - Honors College
- <https://twitter.com/TowsonU> - University main page
- <https://twitter.com/TUCBE> - TU College of Business & Economics

NOTE: You will see that some Facebook and Twitter accounts are linked. While this is common, it's a bit like cheating! We recommend using the accounts to complement each other, and do not have our own accounts linked. So while we may announce the Photo Contest on Facebook with a flyer and email address, the Twitter feed uses a quote and a link, instead. Our suggestion for a short term program is choose just one!

Events & Programming (In-Person and Virtual)

Study Abroad/Study Away Fair

The SAO holds Study Abroad/Study Away Fairs on-campus in September and February. Approximately 300-400 students attend each event and it is a GREAT marketing opportunity. It is strongly recommended that Faculty Directors attend the fair to promote their program or send a representative in their place. Former student participants of repeat programs will also be invited to help out if applicable.

What makes a successful fair table?

- Tangible information: postcards, business cards, take-aways.
- A highly visual display: photos, posters, slideshows, souvenirs from the location.
- Food ☺ Treats from a location are a great idea.
- Staffing. Use returning students and faculty to staff your table with people knowledgeable about the program and the location. We try to staff empty tables with volunteers if you give us a heads up, but it may not always be possible.
- Follow up: Bring a simple notepad or sign in sheet for people to leave their name and email address, and plan to follow up with them.

Classroom Presentations

In-class presentations play a key role in getting the word out about faculty-led programs. Make announcements in your classes (repeatedly!) and hand out materials for the students to take away and share with their friends.

Now is also the time to ask your colleagues to get on board. Taking just 5 minutes of class time, you can deliver a quick elevator pitch for your program in other professors' classes and leave an impression on the students. Consider leaving business cards, flyers or a half-sheet of information for the students to contact you after class. If you can't make it ask them to talk about the program on your behalf.

Think big! Reach out to professors in other academic departments that offer classes on a similar or complementary topic to reach even more students.

Host your own classroom presentations and invite our office! Study Abroad & Away Office staff are out on campus frequently talking about study abroad/study away – specific programs, scholarships, applications and general myth-busting. Just let us know via email when you'd like us to visit your classes and we can help you present not only your material but also the basics of study abroad/study away.

Information Sessions

Info sessions are held at your discretion, and considered a help by some and burden by others.

An info session is an opportunity to attract new students to your program. These are usually in the evening or over the lunch hour, and also involve much of the same material we recommend for a successful study abroad/study away fair table. We find the best approach to be an informal one. Online information sessions (webinars) have also been well received by students.

Here are some recommendations in what to include in an information session:

- Ask your Study Abroad and Away staff member for a PPT information session template you can customize for your program!
- Photos and videos of the destination go a long way. Use Google to your advantage.
- If you've been to the location, souvenirs are also a great idea. That includes food items!
- Prepare to walk through your itinerary whether in power point or via our website. Hit the highlights and prepare for questions about 'sightseeing' opportunities.
- If your program has been successful in previous years, consider including returnees in these sessions. Program alumni are some of the strongest advocates for study abroad/study away, as they can share experiences, photos and overwhelming enthusiasm for their time overseas.
- Show the students the Horizons page and make sure they know how to initiate an application.

Virtual info sessions can be held via [Webex](#), [Blackboard Collaborate Ultra](#), or [Zoom](#). For students who are unable to attend your virtual info sessions, be sure your virtual/in-person office hours are advertised.

Talking about Finances & Scholarships

You will undoubtedly field a variety of questions starting with "How can I pay for this?" TU financial aid can be applied toward TU exchanges, TU programs, and non-TU programs. Your students will work directly with their Study Abroad/Study Away Advisor and the Financial Aid Office to complete that process. Feel free to invite an SAO staff member to your presentations to speak about applying for scholarships. The office has significant funds to share with students via the competitive application process – encourage your students to apply. Scholarship listings are available online at

<https://www.towson.edu/academics/international/Abroad/Away/scholarships.html>.

Tips for Marketing Faculty-led Programs Summary

Outreach to TU Students (In-Person and Virtual)

- ✓ **Attend Study Abroad/Study Away Fair in semester of program deadline**
- ✓ **Classroom Visits**

- Classes in your department or in other departments that may have an interest in the program (start early!)
- Short 3-5 minute presentations/promotional video/ or narrated PowerPoint
- Highlight the academic/cultural aspects of the program, what is included in the price of the program, and handout flyers
- For repeat programs recruit returnees to present (Study Abroad & Away Office will send contact information for alumni, identifying past scholarship recipients with service requirement)
- Utilize a Study Abroad/Study Away Peer Advisor to help, if desired (provided on request)

✓ **Internet/Email Communication**

- Send email(s) to students in major
- Respond to email inquiries from students
- Post information about the program and photos on Blackboard sites for your classes and your department (and ask other faculty to do the same)
- Post information with link to the program website on your department's website
- Post information with link to the program website on your personal website
- Use social media to market your program

✓ **Post Flyers around your department/building/website/social media where allowed**

✓ **Make a short "commercial" to send to students or post on TU TODAY**

- For ideas and guidelines on what to include please contact the TU Study Abroad & Away Office (past examples have included videos and PowerPoint presentations)
- Example: Ashley Kilmer's commercial for her for her 2021 Norway program:
<https://www.youtube.com/watch?v=qVCSvHuFH3g>

✓ **One-on-One Advising with students**

✓ **Make announcements at department and relevant campus events**

✓ **Connect with student groups in the relevant disciplines and provide them with information about the program**

Outreach to TU Faculty

- ✓ **Present the program to faculty in your department and encourage them to tell their students and advisees about the program and to share the flyers**
- ✓ **Reach out to faculty in other departments who may have interested students**

Outreach to non-TU Students/Faculty

- ✓ **Send marketing materials and an introductory letter to colleagues at area institutions such as UMBC, UMCP, University of Baltimore, Goucher College, etc., and to contacts at other universities**
- ✓ **Promote the program to colleagues when you attend conferences**

Marketing & Logistical Plan from Proposal to Post-Return: Minimester/Spring Break Programs

Timing and Tasks		Countdown
November		
Program proposals due to the Study Abroad & Away Office November 1	14 months	
Program proposals reviewed by committee		
Receive email notification of approval (or otherwise) from review committee		
December		
Online Horizon program pages created	13 months	
TU TODAY campus-wide announcement about Minimester and Spring faculty-led programs by the Study Abroad & Away Office		
Planning meeting with your assigned program administrator in the Study Abroad & Away Office - an important first step to developing your program		
January		
Applications go live in Horizons in late January	12 months	
Faculty directors receive log-in information for Horizons system		
Start getting the word out about your program (but don't refer to cost until the program fee is finalized)		
Start an email list of students who express interest		
Your TU Study Abroad & Away Office program administrator will be in contact with providers to obtain price quotes and get the contract in place. Watch out for email communication from the Study Abroad & Away Office during the winter break!		
Continue to research your destination and find potential content for email blasts or other ways to catch student's attention		
Attend the Faculty Director Marketing session in late January for tips and guidelines on how to recruit participants for your program		
Confirm your attendance for the Spring Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.		
February		
Your program flyers should be ready - share them out in your classes and post them in your departmental space (permitted areas only)	11 months	
Attend the Spring Study Abroad/Study Away Fair – follow up with students on your program sign-up sheet after the event		
Ask your department and colleagues to help promote your program - ask your departmental administrative assistant to post a PDF of your program flyer or an announcement on the department's main web page and social media account(s)		

March	
Schedule and conduct presentations in colleagues' classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf. In your absence, you can also request your colleagues to play your short commercial you created for your program.	10 months
Encourage students to apply early. Remind them that students are admitted on a rolling basis and you can only take a specific # of participants.	
April/May	
Hold an information session or webinar for interested students. Let the Study Abroad & Away Office know so they can help advertise the meeting and attend if available. Need a space? Ask your Study Abroad & Away Office program administrator to book the TU International classroom for your meeting.	9 months
This is a great time to remind students to apply for a passport - direct students to the U.S. Department of State website for instructions and an application	
Study Abroad & Away Office sends program specific announcements to students in related majors via email	
Contact colleagues at other institutions and ask them to promote the program to their students. Non-TU students are eligible to apply to TU faculty-led programs.	
Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, and remind them that scholarships are available	
August	
Confirm your attendance for the Virtual/In-Person Fall Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	5 months
September	
Study Abroad & Away Office sends 2 nd round of program specific announcements to students in related majors via email	4 months
Attend the Virtual/In-Person Fall Study Abroad/Study Away Fair – follow up with students on your program sign-up sheet after the event	
Share program flyers out in your classes and post them in your departmental space (permitted areas only)	
Remind your department and colleagues to help promote your program in the lead up to the deadline	
Schedule and conduct presentations in colleague's classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf.	
October	
OCTOBER 1 - TWO WEEKS TO APPLICATION AND SCHOLARSHIP DEADLINE!	13 weeks
TU TODAY campus-wide announcement about upcoming application deadline for Minimester and Spring faculty-led programs by the Study Abroad & Away Office	
Check your enrollment numbers in Horizons. Don't panic - students often submit close to the deadline but now is time for your final recruitment push.	

Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, remind them that scholarships are available, and remind them the application deadline is approaching	
OCTOBER 15 - APPLICATION AND SCHOLARSHIP DEADLINE FOR MINIMESTER AND SPRING BREAK FACULTY-LED PROGRAMS!	11 weeks
If your program met minimum target enrollment congratulations! Your TU Study Abroad & Away Office program administrator will be in touch shortly to finalize program arrangements, book your flight, etc.	
If your program did not meet minimum target enrollment, your TU Study Abroad & Away Office program administrator will be in touch to discuss next steps. The application deadline may be extended for your program, the program may be able to run with a lesser number of students, or the program may have to be cancelled.	
Start communicating with your program group on a regular basis - consider starting a weekly digest with quotes, photos, facts, or other tidbits about your program, the course(s), and the host country. Engaging participants from this point forward is critical in creating a positive group dynamic and to minimize withdrawals.	
Flight information is communicated to students by the Study Abroad & Away Office	
November	
Complete the Faculty Director/Assistant Online Training Workshop (mandatory) and attend the in-person peer faculty session (optional but highly recommended!)	9 weeks
Program participants are registered and billed for their program by the Study Abroad & Away Office	
Remind students to book their flights if they have not already done so. Now is a great time to provide a packing list for specific items they should/should not bring.	
MID-NOVEMBER - PARTICIPATE IN THE FACULTY-LED STUDY ABROAD/STUDY AWAY PROGRAMS PRE-DEPARTURE ORIENTATION ARRANGED BY THE STUDY ABROAD & AWAY OFFICE. Prepare for and conduct your program specific breakout session at the orientation - review the course syllabus, academic and behavioral expectations, itinerary, etc.	7 weeks
December	
Keep in touch with your students via email as your program departure date approaches. Discuss a packing list, and do's and don'ts of the local culture. If you're going to a country where English is not the first language, consider contacting the Foreign Language Department to request a professor to share a few phrases or useful vocabulary.	5 weeks
You will receive a faculty packet including medical and flight information for your program participants – take this information with you Abroad/Away!	
January	
GO TIME!	
Upon your return, submit your receipts to the Study Abroad & Away Office and follow their directions to complete your Travel Expense Voucher in STRATUS	

Marketing & Logistical Plan from Proposal to Post-Return: Summer Programs

Timing and Tasks

Countdown

April

Program proposals due to the Study Abroad & Away Office April 1	14 months
Program proposals reviewed by committee	
Receive email notification of approval (or otherwise) from review committee	

May

Online program pages and applications go live in Horizons in mid-May	13 months
TU TODAY campus-wide announcement about Summer faculty-led programs by the Study Abroad & Away Office	
Planning meeting with your assigned program administrator in the Study Abroad & Away Office - an important first step to developing your program	
Faculty directors receive log-in information for Horizons system	
Start getting the word out about your program (but don't refer to cost until the program fee is finalized)	
Start an email list of students who express interest	
Your TU Study Abroad & Away Office program administrator will be in contact with providers to obtain price quotes and get the contract in place. Watch out for email communication from the Study Abroad & Away Office during the summer break!	

June/July

Continue to research your destination and find potential content for email blasts or other ways to catch student's attention	12 months
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August

Attend the Faculty Director Marketing session in late August for tips and guidelines on how to recruit participants for your program	10 months
Confirm your attendance for the Fall Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	

September

Your program flyers should be ready – have them posted in your virtual department spaces (social media and virtual classes), share them out in your classes, and post them in your physical departmental space (permitted areas only)	9 months
Attend the Fall Study Abroad/Study Away Fair – follow up with students on your program sign-up document after the event	
Ask your department and colleagues to help promote your program - ask your departmental administrative assistant to post a PDF of your program flyer or an announcement on the department's main web page.	

October	
Create a short 3-5 minute promotional video for your program that you can share with your Study Abroad & Away Office staff member by <i>November 6</i> . You can create this through whichever program you like as long as it's shareable. If you'd like to use PowerPoint and add music and/or your voice narration into it, please see this YouTube tutorial video on how to do that. a. Here's a great example of a presentation made in PowerPoint by Ashley Kilmer for the Criminal Justice program in Norway that she uploaded to YouTube! b. The QR code she used within her PPT/video links students right back to her Horizons program page. (How to make a QR code for free)	8 months
Schedule and conduct presentations in colleague's classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf.	
Encourage students to apply early. Remind them that students are admitted on a rolling basis and you can only take a specific number of participants.	
November	
Virtual/In-Person Study Abroad/Study Away Fair in November: This fair will be more focused on highlighting our Minimester & Spring Break programs. So, please send your promo video to your Study Abroad & Away Office administrator by <i>September 1</i> for it be used for your program during the fair.	7 months
Hold an information session or webinar for interested students. Let the Study Abroad & Away Office know so they can help advertise the meeting and attend if available. Need a space? Ask your Study Abroad & Away Office program administrator to book the TU International classroom for your meeting.	
This is a great time to remind students to apply for a passport - direct students to the U.S. Department of State website for instructions and an application	
December	
Study Abroad & Away Office sends program specific announcements to students in related majors via email	6 months
Contact colleagues at other institutions and ask them to promote the program to their students. Non-TU students are eligible to apply to TU faculty-led programs.	
Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, and remind them that scholarships are available	
January	
Confirm your attendance for the Spring Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	5 months
February	
Study Abroad & Away Office sends 2 nd round of program specific announcements to students in related majors via email	4 months
Attend the Virtua/In-Person Spring Study Abroad/Study Away Fair – follow up with students on your program sign-up document after the event	

Share program flyers out in your classes and post them in your virtual/physical departmental space (permitted areas only)	
Remind your department and colleagues to help promote your program in the lead up to the deadline	
Schedule and conduct presentations in colleagues' classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf.	
March	
MARCH 1 - TWO WEEKS TO APPLICATION AND SCHOLARSHIP DEADLINE!	13 weeks
TU TODAY campus-wide announcement about upcoming application deadline for Summer faculty-led programs by the Study Abroad & Away Office	
Check your enrollment numbers in Horizons. Don't panic - students often submit close to the deadline but now is time for your final recruitment push.	
Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, remind them that scholarships are available, and remind them the application deadline is approaching	
MARCH 15 - APPLICATION AND SCHOLARSHIP DEADLINE FOR SUMMER FACULTY-LED PROGRAMS!	11 weeks
If your program met minimum target enrollment congratulations! Your TU Study Abroad & Away Office program administrator will be in touch shortly to finalize program arrangements, book your flight, etc.	
If your program did not meet minimum target enrollment, your TU Study Abroad & Away Office program administrator will be in touch to discuss next steps. The application deadline may be extended for your program, the program may be able to run with a lesser number of students, or the program may have to be cancelled.	
Start communicating with your program group on a regular basis - consider starting a weekly digest with quotes, photos, facts, or other tidbits about your program, the course(s), and the host country. Engaging participants from this point forward is critical in creating a positive group dynamic and to minimize withdrawals.	
Flight information is communicated to students by the Study Abroad & Away Office	
April	
Complete the Faculty Director/Assistant Online Training Workshop (mandatory) and attend the in-person peer faculty session (optional but highly recommended!)	9 weeks
Program participants are registered and billed for their program by the Study Abroad & Away Office	
Remind students to book their flights if they have not already done so. Now is a great time to provide a packing list for specific items they should/should not bring.	
MID-APRIL - PARTICIPATE IN THE FACULTY-LED STUDY ABROAD/ STUDY AWAY PROGRAMS PRE-DEPARTURE ORIENTATION ARRANGED BY THE STUDY ABROAD & AWAY OFFICE. Prepare for and conduct your program specific breakout session at the orientation - review the course syllabus, academic and behavioral expectations, itinerary, etc.	7 weeks

May	
Keep in touch with your students via email as your program departure date approaches. Discuss a packing list, and do's and don'ts of the local culture. If you're going to a country where English is not the first language, consider contacting the Foreign Language Department to request a professor to share a few phrases or useful vocabulary.	5 weeks
You will receive a faculty packet including medical and flight information for your program participants – take this information with you Abroad/Away!	
Late May/June	
GO TIME!	
Upon your return, submit your receipts to the Study Abroad & Away Office and follow their directions to complete your Travel Expense Voucher in STRATUS	