

How to Promote your Study Abroad Program

Promoting your program and recruiting participants can be extremely stressful and it is not always simple. As a Faculty Leader you have a wide sphere of influence. Additionally, the enthusiasm that spreads among students will be an advantage for you. Begin early! Planning early gives students maximum time to save money and time to pass the word around to fellow students.

- ___1. Submit photos and program information to be posted on the [WU Study Abroad Application Website](#):
- ___2. Add your program link from the WU Study Abroad Application Website to your department's website and/or Facebook page.
- ___3. Promote your Study Abroad Program in your classes. Ask your colleagues to publicize your Study Abroad Program in their classes.
- ___4. Study Abroad Fair early Sept. /Connect & Select Fair early Feb. Contact Kate Gray kathryn.gray@washburn.edu
- ___5. WU Study Abroad Facebook Page, Contact: Kate Gray Study Abroad FB Administrator at kathryn.gray@washburn.edu
- ___6. Washburn Event Calendar/ Bod Talk, weekly email newsletter sent to Students, Faculty & Staff.
- ___7. My Washburn Spotlight (located on the homepage of MyWashburn)
- ___8. Electronic Message Boards
 - Washburn Ave. in front of Petro, WU University Relations wurelations@washburn.edu
 - Mabee Library. Contact: Sean Bird, Assistant Dean Mabee Library, sean.bird@washburn.edu.
- ___9. All Faculty/Staff Email message: allfacultystaff@washburn.edu
- ___10. WU Review Student Newspaper, contact Student Media Phone number: 785-670-2506, wureview@gmail.com. *Note: there is a cost associated with advertising in the WU Review.*
- ___11. Information Table. Best location - Corner Store area of the Union. Contact University Scheduling Office at 670-1725 or universitiescheduling@washburn.edu to reserve a table.
- ___12. Posters/Fliers
 - The OIP can assist with designing and or making copies of program promotional fliers & posting them around campus. *If you design your own program flier please send a draft to studyabroad@washburn.edu. We will add the WU Study Abroad logo and OIP contact information.*
 - Provide a final copy to the OIP to place in your program file.

Take one copy of your program flier to the Student Life Office, request approval and date stamp (poster cannot be larger than 11 x 17). Make copies of the stamped poster otherwise you will have to stamp each poster individually. The OIP can assist with this process.

- Place fliers in high traffic areas inside each building. OIP Student workers can assist with posting on campus.

Informational Meeting 1 (About 4 to 5 months before program)

Some suggestions for the meeting:

- Share the itinerary, the curriculum, and the cost (what it includes and does not include.)
- Give students program information, the itinerary, program cost and payment deadlines (even if tentative). Hand out Study Abroad Program and Scholarship Application instructions.
- Present a brief overview of the country, its culture, its people, its history, its climate, etc...
- All program leaders should be present – personal contact is very important!
- Review initial WTE requirements for those students completing the International WTE.

Informational Meeting 2 (About 3 to 4 months before program)

Reserve a WU computer lab and invite the Study Abroad Coordinator to walk through the online program and scholarship application process as well as WTE requirements.

Pre-departure Meeting (About 2 months before program)

- Discuss accommodations, clothing, packing tips, academic supplies (if necessary), medication, etc.
- Discuss cultural differences, safety issues, conduct while abroad and any relevant issues. Refer to the [Study Abroad Code of Conduct](#) document found inside their online program application.
- Verify that each student has a passport and a credit/debit card.
- Give students copies of the program itinerary and flight information.
- Establish a time for meeting at the airport if the group travels together. If participants have made their own travel arrangements, set up a meeting time and place abroad.
- Announce the following important dates. (these may be found on the [Bods Abroad](#) website on the bottom left side under ‘Announcements’)
 - The **mandatory** OIP Pre-Departure Travel Safety Orientation. This takes place in November for Winter & Spring programs and in April for Summer & Fall programs. The OIP requires all students to attend a mandatory 1 ½ hour pre-departure orientation which covers general travel safety and related issues. This is a good time for you to meet with your group immediately following the orientation to discuss more specific issues.
 - The Scholarship Awards Ceremony. This is an optional reception – family and friends are encouraged to attend.
 - The WTE Post Program Requirements: Final Written Assessment Report and Public Presentation