

Cal Poly Global Programs Faculty Leader Marketing Toolkit

FACT

Faculty Leaders are the

#1 recruiters for Cal Poly
Global Programs!



Successful Cal Poly Global Programs require you to spend a **considerable amount of time and effort** on marketing, outreach, and recruitment.

Begin recruiting **EARLY**, and dedicate time to recruiting **CONTINUALLY**. Be proactive and move your feet!

Faculty Leaders need to be committed to the process of...

Getting the word out to students in your target audience

Inciting curiosity and interest in your program

Keeping students' interest, and cultivating new interest

Getting students (and their friends!) to apply to your program

Having students commit to going on the program

Leading students on your program abroad!

Personalized outreach from you, the program's Faculty Leader, goes a long way. You should keep an 'Interest List' for your program. Communicate regularly with the students on your Interest List, and add new names and emails to it weekly.

Once you have captured students' interest in your program, it is your job to **nurture** and **convert** them from interested students to **committed participants**.

Know your applicant pool **by the numbers**. What is your target audience, and how big is it? How are the program courses relevant to various major, minor, and GE degree requirements?

Realize that, in order to fill your program, you will need to **generate abundant interest** among qualified students. Only a fraction of the students initially interested in your program will apply, and only a fraction of the applicants will ultimately go.

Prioritize **diversity and inclusion** in your recruitment efforts. Diversify your applicant pool by reaching out to students in underrepresented populations such as first-generation college students, low-income students, students of color, student athletes, students with disabilities, non-traditional students, and other populations.

Marketing your Cal Poly Global Program

What the International Center & IGEE Marketing can do

- Create a webpage ('online brochure') for your program on the study abroad website
- Create flyers and posters for your program (print & pdf)
- List Info Sessions for your program on the study abroad website
- Send email blasts to students in your target population to announce upcoming Info Sessions
- Promote your program on social media outlets including Facebook, Instagram, Twitter, and Snapchat
- Prepare presentation slides for your Info Sessions (upon request) and co-present with you at Info Sessions (based on availability)*
- Arrange for service provider representatives to co-present at Info Sessions via live video conference
- Add videos, images, and digital photo albums that you provide to your program's online brochure
- Create digital image slideshows with music and the Cal Poly logo (budget permitting), using photos that you provide
- Promote Cal Poly Global Programs in the general Study Abroad 101 Workshops
- Promote Cal Poly Global Programs at the annual Study Abroad Fair and other campus events
- Promote Cal Poly Global Programs through the Study Abroad Peer Advising program
- Have Study Abroad Peer Advisors post flyers and posters for your program on campus bulletin boards
- Post advertisements for your program on media screens around campus (budget permitting)

What the CPGP Faculty Leaders can do

- Announce your program in all of your classes
- Go to your colleagues' classes to announce your program
- Enlist returnee ambassadors (past participants) to help you promote your program
- Host Info Sessions where students can learn more about your program (you can present on your own, and/or co-present with the International Center*)
- Create a presentation that features photos and videos of your program site
- Share photos, videos, and testimonials from returnee ambassadors
- Compile an Interest List for your program, and follow up with students personally via email/phone
- Have an announcement about your program added to your department's email newsletter
- Do targeted outreach to relevant student clubs related to the academic area and/or geographic region of your program (clubs.calpoly.edu)
- Post flyers** provided by the International Center in your specific department/college area
- Inform your college Advising Center and Academic Advisors about your program, and ask them to promote it to qualified students
- Give a presentation about your program at a department meeting and ask your colleagues to promote your program in their classes
- If relevant, promote your program across academic disciplines
- Get creative! Think of other innovative and intentional ways to market your Cal Poly Global Program.

*Please coordinate with the International Center to schedule your Info Sessions early! The Tues/Thurs UU hours fill up quickly. You can reserve a meeting room on your own, or ask to reserve a conference room at the International Center (availability is limited).

**Please note that the International Center (IGEE Marketing) must review all marketing materials for Cal Poly Global Programs.