

Promotion and Recruitment Round Table Notes from Oct 31, 2017

Promotion Strategies that faculty have found to be successful:

- Classroom Visits (5-10 minutes):
 - Talk to colleagues in person about doing short visits within their classrooms
 - Have PowerPoint with pictures when presenting
 - Use your current classes to promote programs as well

- Personally connecting with students
 - Being available to meet and answer student questions
 - Have one-on-one meetings with students
 - Create community as part of the program
 - Be creative on who might be interested in your program
 - Timing on emails is important
 - Take time to debrief the program during and upon return

- Cross-Collaborate on promotion and program development
 - e.g. Honors & English; Ethnic Studies & BAACC
 - Plan ahead for both development and recruitment

- Engage academic advisors and other faculty and staff
 - Talk about the program in staff meetings before departure, and update upon return from running the program
 - Give ½ or ¼ sheets for advisors about the program to have on their desks

- Credit
 - Having credit is important
 - Removing Pre-requisites to eliminate barriers
 - Let students know exactly how the course can be substituted into their degree plan

- Involve students program alumni
 - They naturally will talk with individuals in their classes
 - Have at info sessions to share personal experiences
 - Have at pre-departure to give student perspective
 - Use student videos and photos to have displays of information about the program

- Remove barriers by discussing misconceptions
 - Asking students why they are hesitant and listening to what students are saying about the program and share related details with students e.g. if going to a Spanish speaking location do they need to speak Spanish; what type of training is given to students if they are going to be working with animals, swimming, etc.
 - Students can use financial aid on credit bearing programs

Challenges

- Cost - working with departments to get funding/scholarships
- TV ads do not work, students are looking down at their phone
- Pre-planning