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