



Effectively Marketing Loyola Faculty-Led Study Abroad Programs

When looking at the attributes of successful Loyola faculty-led study abroad programs, they are often led by professors that students know, heading to desirable locations, meeting a specific academic need for students. While the Center for International Education (CIE) will promote your program to Loyola students, successful program marketing often depends heavily on the faculty directors. This is because you are your program, and it is primarily through you that students can see the full range of benefits in considering the study abroad option. The most effective form of promotion is word of mouth.

Marketing is not advertising or selling your study abroad program; it's creating and delivering value to your target

population. If you are directing a study abroad program for the first time, please keep in mind that successful programs require a considerable amount of time and effort spent marketing.

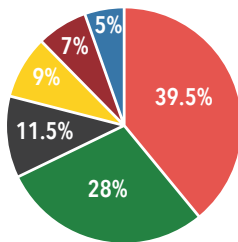
The key to successful recruitment is to begin early and provide enthusiastic details. Beginning early allows students to save money and plan academically. Providing thorough and detailed information about the itinerary, housing, meals, costs, and travel arrangements increases student enthusiasm and reduces concerns and questions from students and parents.

Source: <http://www.facultyled.com/>

Top Reasons Students Consider Loyola Faculty-Led Programs

When marketing Loyola faculty-led programs to students, it is helpful to keep in mind why some students choose this type of program. Students who decide to participate in Loyola faculty-led programs are likely to do so for the following reasons:

- Location
- Courses
- Duration/Timing
- Peers
- Faculty
- Price

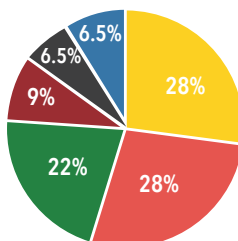


- Location. Some students are attracted to popular tourist destinations or they speak the language spoken in the host country. Others choose a program specifically because it is off the heavily beaten path and offers an experience outside of a student's comfort zone.
- Interest in a particular course. The assurance that credit for an exact course will be received abroad is a particularly attractive feature of Loyola faculty-led programs.
- The option for short-term study abroad. For many this is an excellent opportunity to cover coursework during spring break or summer and have an adventure as well. For those who have not traveled far from home, this is an opportunity to whet their appetite. Being away for a few weeks seems more manageable for some students, and it allows them to not "miss out" on a semester on campus.
- Peers. Some students prefer studying abroad with friends. Others will choose a program because it was recommended to them by a past participant.
- The desire to go abroad with a Loyola faculty member. The faculty leader may have a reputation or teaching style that attracts students. Students may be more comfortable going abroad with someone they know and have an established relationship with, and who they view as a representative of Loyola abroad.
- Price. Students are looking for programs that are affordable and offer the most value for their money.

Marketing Opportunities and Tips

In student evaluations we ask students how they learned about the program. Consider the results when thinking through marketing and recruitment avenues for your program.

- Professor
- On-campus Publicity
- Friend
- Web
- CIE
- Email



Flyers and Print Materials

CIE Role: CIE produces promotional brochures for distribution using a standard template. These materials are available at CIE for students to view and are distributed at on-campus events, such as Study Abroad Fairs, info sessions and tables in the Danna Center.

Faculty Director Role: We encourage you to distribute print or electronic versions of marketing materials as you see fit. Share them in your classes, throughout your department, and with any other units that may have a thematic crossover.

Web Brochure Page

CIE Role: CIE will work with you to create a program page with engaging and accurate information so that interested students may contact you or begin the application process through our office. Every approved program has a page on the study abroad website and can be accessed through the CIE main webpage, as well as the Loyola single sign-on page.

Faculty Director Role: We encourage you to verify the information provided is accurate and engaging to the students. Please submit updates using your program application. Incorporating student-produced photos or videos and/or including student quotes and recommendations will increase student interest. Consider linking to the brochure page in your email signature.

Study Abroad Fairs

CIE Role: CIE plans and coordinates two annual fairs. The office provides the following services during the fairs: on-campus advertising of event, emails to prospective students through database; table reservation for your program, program brochures, general study abroad information.

Faculty Director Role: The study abroad fairs might be the only opportunity you have to directly contact students outside your academic department. It could also be the only time students can put a face with your program. Have an active presence at the Study Abroad Fair by providing a powerful display and energy to attract students to your program. Recruit your former program participants to share their experiences with students attending the fair. Your program alumni are a powerful tool in your toolbox when it comes to marketing.

Classroom Presentations and Info Sessions

CIE Role: CIE conducts info sessions and classroom visits to present on general study abroad information. CIE touches on all study abroad options, including Loyola faculty-led programs.

Faculty Director Role: Speak to students in your own classes about study abroad and your program in particular. Ask colleagues to allow you a few minutes in their courses to discuss these opportunities or ask them to distribute your program brochure or make announcements about your program. Hold an info session for your program and promote the info session to students.

Academic Units/Department Promotion

CIE's Role: CIE reaches out to academic departments to promote study abroad opportunities and creates major-specific study abroad advising resources for departments.

Faculty Director Role: Your department or school can be an invaluable source of support in marketing your program. Ideas for reaching out to colleagues may include:

- Request to post program webpage link to your academic department's website, social media, and anywhere else with which your students interface.
- Attend faculty meetings and discuss the details of your program with them so they, in turn, can convey this information to students in their classes and/or advising sessions.
- Provide program flyers to advising staff and/or ask them to promote the program in advising sessions.
- Include promotional materials in waiting areas and hallways.
- Add a link to the study abroad website to your department's website.

Electronic/Social Media

CIE Role: CIE has multiple social media outlets through which we promote all of our study abroad programs. CIE social media outlets include our LoyolaAbroad Instagram account and Flights, Late Nights & Hindsight's podcast (available on Spotify). We invite you to recommend exemplary past program participants we could feature on our social media and in podcasts. Upon your request, we can post faculty-led information sessions through our social media outlets. We also promote study abroad in direct emails to students, bulletin boards across campus and in the TV ads in the Danna Center.

Faculty Director Role: There are many creative ways in which electronic and social media can be used to generate buzz for your program. Ask to include your program information in a "5 Things to Know" email to students. (These spots are booked on a first come, first served basis.) Include announcements about your program within your department's listserv, newsletter, or any appropriate departmental e-newsletters. Send direct emails to students that have expressed an interest in your program. If you have interesting pictures of the location you've taken, use Instagram to share with students.

Word of Mouth

CIE Role: CIE peer advisors are past study abroad participants who promote study abroad to prospective students in advising sessions and CIE events.

Faculty Director Role: Invite past program participants to promote your program at study abroad fairs, info sessions, and in student clubs and organizations. Ask your current and previous students to help spread the word about your program through social media and personal connections.

Scholarships

Student surveys demonstrate that financial need is one of the most significant barriers to participation in study abroad. When speaking with students please remind them of the **scholarship opportunities** to help defray the costs of study abroad. Feel free to refer students to CIE for scholarship advising.

Marketing to Non-Loyola Students

Students who are enrolled at other institutions may participate in Loyola faculty-led study abroad programs. CIE will work closely with these students to ensure that all application materials are submitted in a timely manner. You are encouraged to reach out to your colleagues at other institutions to see if they may want to market your program to their students. Send promotional materials to your colleagues for distribution. Direct the non-Loyola students to their institution's study abroad office for information about program approval, credit transfer, and possible scholarship opportunities.

Contact CIE

CIE is here to support your study abroad program from initial planning to post-program evaluation. We look forward to helping make your faculty-led program a success!

Center for International Education

Founders Hall 223
504-864-7550
cie@loyno.edu



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