

Global Seminar Faculty Outreach and Recruiting Plan

Outreach & Recruiting Goals:

- Maximize enrollments (15-28 students)
- Reach target audiences
- Staff and faculty joint effort
- Most activities will be in fall and winter quarter
- Make this a high priority and be sure to attend all events that you commit to doing

Outreach Strategies:

(Refer to online Faculty Handbook: <http://studyabroad.ucsd.edu/faculty/index.html>)

1. In Person

- Regular “meet the professor” information sessions (2 each quarter during fall and winter)
- Attend the study abroad fair in October in the Price Center Ballroom West. Be on hand at the GS table to meet prospective students. GS staff will send out the date and time in fall quarter.
- Class presentations
- Talk to student groups (e.g. visit pre-med group for public health themed Global Seminar).
- Handing out flyers to key people in department
- Diversity outreach (e.g. visit LGBT Center, Black Student Union, etc....)
- Reach out to faculty colleagues at UCSD, and other campuses, to enlist them to recruit their students.
- Adding something “extra” to info sessions (food, music, videos, dance)
- Extra credit events where we can mention the seminar
- Tabling at study abroad events or serving on panels for study abroad events held at our office or at colleges
- Get courses approved for departmental and college requirements, then send announcements.

For repeating Global Seminars:

- Ask returnees to attend information sessions.
- Engage returnees to reach out to their peers (magnifying the outreach).

2. Virtual

- Faculty will meet with Jim Galvin to make a 3-5 minute video for the website and YouTube by September 1st.
- Targeted e-mails to colleagues at UCSD and other campuses
- Targeted e-mails to related majors, minors
- Follow-up with interested students who have not started or completed an application. This is a very effective technique to converting interest into actual enrollments. GS staff will provide names and e-mail contacts for faculty to use in their outreach.
- Provide content for Global Seminars Facebook page. GS staff will build and maintain the site.
- Facebook group for students interested in your program (faculty)
- Closed Facebook group for students accepted to each program (created by GS team)
- Faculty course websites. Some faculty build a web page to supplement to main GS site.
- Have undergraduate advisor send out emails and reminders.

Application Timeline:

- Rolling Admission begins November 1
- January and February last chance recruiting
- “Early bird” deadline = Feb. 1, application deadline = March 1.
- Under-enrolled programs will be cancelled in mid-March.