Global Seminar Faculty Outreach and Recruitment Plan

Outreach & Recruitment 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 Faculty Handbook)

1. In Person
   - Regular "meet the professor" information sessions (one each quarter during fall and winter)
   - Attend the study abroad fair in early fall. 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).
   - Distribute flyers to key people in department.
   - Diversity outreach (e.g. visit LGBT Center, Black Student Union, etc.)
   - Reach out to faculty colleagues at UC San Diego and other campuses, to enlist their help recruiting students.
   - Add something "extra" to info sessions (food, music, videos, dance).
   - Be on the lookout for events on campus related to your program country where we can mention the seminar.
   - Table at study abroad events or serve 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
   - Make a 3–5-minute video for the website by September 1st.
   - Send targeted e-mails to colleagues at UC San Diego and other campuses
   - Send targeted e-mails to related majors, minors.
   - Have undergraduate advisor send out emails and reminders.
   - 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 Study Abroad social media. Study Abroad student interns will build and maintain the site.
   - Faculty course websites. Some faculty add content about their program to a departmental web page and link back to the main GS website.
   - WhatsApp group for students accepted to each program (created by GS team)

Application Timeline:

- Rolling admissions beginning 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.