

Towson University Faculty Leader Study Abroad/Study Away Program Marketing Guide

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From Interest to Application

Once a student shows interest in your program there are several best practices that you can employ to help turn their interest into an actual program application

- **Be available.** If a student has a burning question (“is the hotel 4 or 5 stars?”), they will often send you an email or stop by your office. Although it may make you want to put your head down on your desk, the more questions they ask – the more interested they are. If you have a preferred method of contact with students, request that they use it – in the same way you do for class. If you like email, make sure they have yours. If you prefer in-person discussions, make that known.
- **If you don’t know, just ask.** We train our staff to go searching for an answer if they don’t know the response a student is looking for. Rather than wing it and make up something on the spot about financial aid, or a scholarship process, turn your student to the experts. We refer them to you on itinerary questions, on-the-ground questions, and for course related information. Please refer them to our office for passport and travel related issues, application questions, and pre-departure information.
- **Keep in touch.** Staying in frequent contact with the TU Study Abroad & Away Office (SAO), and your students will ensure a smooth process for all involved. Something missing on your Horizons program webpage? Tell us. Not sure about a salary issue? Ask us. Need to know your enrollment numbers? Call our office. You get the point!
- **Learn from your colleagues.** TU has a rich history of short-term programming with the majority of our students studying Abroad/Away now choosing a faculty-led program. This means we have a variety of experienced and talented past directors at our disposal. For a list of Faculty Director Mentors please consult our website:
<https://www.towson.edu/academics/international/Abroad/Away/faculty/programs/mentors.html>

Marketing your program

There are many different ways to market a study abroad/study away program not just at TU but beyond the TU campus. This includes in-person meetings, fairs, social media, information sessions, flyers, and everything in between. This guide is meant to help you set short- and long-term goals for recruitment of students. This content is specific to the **what**, **how** and **why** of recruitment; please refer to the calendar at the back of this guide for examples on **when** these efforts should take place.

Some basics to consider:

1. *Think like a student.* If you utilized student focus groups before you started recruiting for your program, you understand the value of student input. Don’t underestimate how important it is to check in with your students throughout this process – after all, they will be the ones participating in your program. Although we always emphasize the academic nature of our programs, it’s also okay to lean into the opportunity for travel and the cultural aspects of the experience. If you’re not sure that your efforts are getting their attention, ask one of your students how they would advertise the program.
2. *Reassure the families.* Parents and families are an important constituent for our office. Many of our students are first generation college students, and their family is just learning about higher education processes, so study abroad/study away may throw them a curve ball. Be sure to include the basics in your marketing materials: cost, dates, locations and most importantly, make yourself available. Let your

students know that you're willing to answer questions from family and that there are in fact no stupid questions. You want to provide a safe, healthy, fun experience abroad or away.

3. *Be consistent.* This goes for everything from budget to promises. If you tell your students about a specific facet of the trip, plan to deliver. They are making academic and financial decisions based on the information that comes from our marketing materials. Use the materials provided by our office and direct students to the program page in Horizons for details. As for costs, make sure you are confirmed with Study abroad/study away before you start advertising a program fee.
4. *Don't get discouraged.* We know that recruiting for faculty-led programs takes time and effort and you may well be on pins and needles as the application deadline approaches wondering when your next application will come in. Based on experience we can tell you students love to apply close to the deadlines. Just remind them that all faculty-led programs are first-come, first-served and encourage them to get their application in sooner rather than later.

Spreading the word

What does the Study Abroad & Away Office do?

While our faculty are creating buzz about their programs, the Study Abroad & Away Office (SAAO) is working hard to help get the word out too. In fact, we're promoting not only your faculty-led programs but all opportunities available to our students to study abroad or away.

We promote our faculty-led portfolio in a variety of ways:

- Have a comprehensive list of programs for each term on our [website](#) and maintain a page for each program in [Horizons](#)
- Feature programs (including yours!) on our social media platforms and digital screens across campus
- Produce a portfolio of marketing materials for each program (see below)
- Send out email blasts to specific majors and groups of students about upcoming faculty-led programs
- Get messaging out to students about financial aid, scholarships, etc.
- Hold Study Abroad & Away Fairs in the spring and fall
- Help you advertise your information sessions and assist with in-class presentations

Marketing Materials

All Faculty Directors will be provided the following materials to help you recruit for your program:

- **A promotional flyer** (digital and hard copies) created specifically for your program designed in collaboration with TU Creative Services. Note: We don't include the price or dates on the flyers as the program fee often isn't set until later in the process and dates can change. Rather than run the risk of distributing incorrect or incomplete information, we have adopted the 'less is more' approach. The program page in Horizons is where all details for the program are housed so always direct students there.
- A **graphic** created in Canva for use on social media
- A **digital slide** that can be shown on any digital screens owned by your department and/or college on campus

- A **PPT presentation** for you to use in information sessions and class presentations

How should you utilize these pieces? Here are some recommendations:

- Post the flyer on your office door so advisees and students see the program offerings.
- Share the flyer, the social media graphic, and the digital slide with your academic department and ask them to help get the word out.
- Send the flyer via email to your current students and relevant student groups on campus and post it to the Blackboard sites for all your courses.
- Keep flyers on hand in your classes and your office to hand out to students to show preliminary interest in your program. That will point them toward the web page and get them started.
- Share the flyer with colleagues and ask them to make an announcement about the program and hand them out in their classes.
- Show the PPT presentation in all your classes and ask your colleagues to do the same.
- Use the PPT presentation at information sessions about the program

Advertising beyond TU

Remember, you can advertise your program outside of TU. Students attending other universities or colleges or even members of the community may enroll at TU as a non-degree seeking student (for a \$25 undergrad or \$50 graduate fee) to participate in a faculty-led study abroad/study away program. Please note non-TU students cannot access our scholarship funds, but otherwise the costs are the same.

Encourage all non-TU students or community members to contact the TU Study Abroad & Away Office directly. We can point them in the right direction and discuss things like financial aid, and credit transfer to their home institution if applicable.

How should you reach groups outside of TU? A few tips:

- Local community colleges are often more than happy to host you on campus for a presentation.
- Share the electronic copy of your flyer with colleagues at local colleges or programs similar to yours.
- Each academic department usually keeps a large list of programs throughout the U.S. You can email contacts at these programs to network and advertise your program.
- Likewise, consider posting on a list-serve about your program to share with colleagues. This may give you potential students and may also lead to some collaborative work in the future or suggestions from veteran faculty leaders.

Communicating with students

It is recommended that all faculty leaders build an email list of interested students. Any time you hold an event (info session, study abroad/study away fair table), be sure to include a sheet of paper with room for name / email address. Commit to emailing those students on average at least twice a month. These emails should be fun, informative, and frequent. This not only includes marketing leading up to your program, but also follow up once your group is confirmed. Even if you feel like it's a slow week and you have no updates worth sharing, send the students a news article about your location ("New cooking techniques from Italy") or a travel quote, photo, or fact

about the destination. They remember these details and it encourages them to continue their own research on the destination.

Faculty directors should also plan to communicate with families. As mentioned earlier, many first-generation students are making collective decisions with their families and will need all of the information you have available, as well as reassurance that this program suits their needs. Consider creating a Frequently Asked Questions flyer to answer these multiple (often repetitive) questions.

Remember that the Horizons system is a valuable tool for communicating with interested students. Consult the Horizons Faculty Director User Guide for instructions on how to send messages to individuals or a group of students from the system.

If you have questions about the application process, please consult the Faculty Director Handbook.

Social Media

Faculty leaders have had great success creating interest in their programs via social media. Instagram and TikTok are your best bet for reaching your target audience, but Facebook can help you connect with parents, non-traditional aged students, and other members of the TU community.

- Check out this faculty member's Insta account for the Mass Communication program in Italy:
<https://www.instagram.com/towsonflorence/towson.edu/#>
- Once you've created your page/account, put that link everywhere including in your email signature.
- To engage successfully you will want to add content at least 2 or 3 times a week including photos, videos, links, testimonials from past students, etc.
- *Vary your content!* Don't keep asking students to apply or they will ignore you. The key to using social media productively is interaction and fun and engaging content. Consider travel websites for tips on the location, videos on packing ... you get the idea. Key articles about what's up in your location are going to be a draw for students who are thinking about your program.
- Remember: You can also use *our* social media. We are happy to repost and retweet your content, advertise your sessions and otherwise create chatter about your program. Just share it with us via email and we'll take care of the rest. And make sure your academic department helps to get the word out through their social media too!
- Don't forget to like our social media pages too!

Events & Programming

Study Abroad/Study Away Fair

The SAAO holds Study Abroad/Away Fairs on-campus in September and February. Approximately 300-400 students attend each event and it is a GREAT marketing opportunity. It is strongly recommended that faculty leaders attend the fair to promote their program or send a representative in their place. Former student participants of repeat programs will also be invited to help out if applicable.

What makes a successful fair table?

- Tangible information: postcards, business cards, take-aways.
- A highly visual display: photos, posters, slideshows, souvenirs from the location.

- Food ☺ Treats from a location are a great idea.
- Staffing. Use returning students and faculty to staff your table with people knowledgeable about the program and the location. We try to staff empty tables with volunteers if you give us a heads up, but it may not always be possible.
- Follow up: Bring a simple notepad or sign in sheet for people to leave their name and email address, and plan to follow up with them.

Classroom Presentations

In-class presentations play a key role in getting the word out about faculty-led programs. Make announcements in your classes (repeatedly!) and hand out materials for the students to take away and share with their friends.

Now is also the time to ask your colleagues to get on board. Taking just 5 minutes of class time, you can deliver a quick elevator pitch for your program in other professors' classes and leave an impression on the students. Consider leaving business cards, flyers or a half-sheet of information for the students to contact you after class. If you can't make it ask them to talk about the program on your behalf.

Think big! Reach out to professors in other academic departments that offer classes on a similar or complementary topic to reach even more students.

Host your own classroom presentations and invite our office! Study Abroad & Away Office staff and Peer Advisors are out on campus frequently talking about study abroad/study away – specific programs, scholarships, applications and general myth-busting. Just let us know via email when you'd like us to visit your classes and we can help you present not only your material but also the basics of study abroad/study away.

Information Sessions

Info sessions and/or tabling are strongly encouraged! An info session (in-person or virtual) is an opportunity to attract new students to your program. Make it informal, conversational, and fun. The goal is to get students excited about the program, destination, and itinerary and to have any questions they have answered. They also want to get to know you!

Here are some recommendations on what to include in an information session:

- The PPT presentation for your program provided by our office.
- Photos and videos of the destination go a long way. Use Google to your advantage.
- If you've been to the location, souvenirs are also a great idea and food items from the host destination is always a hit.
- Prepare to walk through your itinerary whether in power point or via the Horizons program page.
- If your program has been successful in previous years, consider including returnees in these sessions. Program alumni are some of the strongest advocates for study abroad/study away, as they can share experiences, photos and overwhelming enthusiasm for their time overseas.
- Show the students the Horizons page and make sure they know how to initiate an application.

Virtual info sessions can be held via [Webex](#), [Blackboard Collaborate Ultra](#), or [Zoom](#). For students who are unable to attend your virtual info sessions, be sure your virtual/in-person office hours are advertised.

Talking about Finances & Scholarships

You will undoubtedly field a variety of questions starting with “How can I pay for this?” TU financial aid can be applied toward TU exchanges, TU programs, and non-TU programs. Your students will work directly with their Study Abroad/Study Away Advisor and the Financial Aid Office to complete that process. Feel free to invite an SAAO staff member or Peer Advisor to your sessions to speak about financial aid and applying for scholarships. Encourage every student to apply for the TU Institutional Study Abroad Scholarships and to visit the financial aid and scholarships page on our website

<https://www.towson.edu/academics/international/Abroad/Away/scholarships.html>.

Tips for Marketing Faculty-led Programs Summary

Outreach to TU Students

- ✓ **Attend Study Abroad/Study Away Fairs**
- ✓ **Classroom Visits**
 - Classes in your department or in other departments that may have an interest in the program (start early!)
 - Short 3-5 minute presentations/promotional video/or narrated PowerPoint
 - Highlight the academic/cultural aspects of the program, what’s included in the program fee, and hand out flyers
 - For repeat programs recruit returnees to present
 - Utilize a Study Abroad/Study Away Peer Advisor to help (just contact our office)
- ✓ **Internet/Email Communication**
 - Send email(s) to students in major
 - Respond to email inquiries from students
 - Post information about the program and photos on Blackboard sites for your classes and your department (and ask other faculty to do the same)
 - Post information with link to the program page on your department’s website
 - Post information with link to the program page on your personal website
 - Use social media to market your program
- ✓ **Post Flyers around your department/building/website/social media where allowed**
- ✓ **Make a short “commercial” to send to students or post on TU TODAY**
 - For ideas and guidelines on what to include please contact the TU Study Abroad & Away Office (past examples have included videos and PowerPoint presentations)
 - Check out these examples:
 - <https://youtu.be/8OzRzI-v0DE>
 - <https://www.youtube.com/watch?v=qVCSvHuFH3g>
- ✓ **One-on-One advising with students**
- ✓ **Make announcements at department and relevant campus events**

- ✓ **Connect with student groups in the relevant disciplines and provide them with information about the program**

Outreach to TU Faculty

- ✓ **Present the program to faculty in your department and encourage them to tell their students and advisees about the program and to share the flyers**
- ✓ **Reach out to faculty in other departments who may have interested students**

Outreach to non-TU Students/Faculty

- ✓ **Send marketing materials and an introductory letter to colleagues at area institutions such as UMBC, UMCP, University of Baltimore, Goucher College, etc., and to contacts at other universities**
- ✓ **Promote the program to colleagues when you attend conferences**

Marketing & Logistical Plan from Proposal to Post-Return: Minimester/Spring Break Programs

Timing and Tasks	Countdown
November	
Program proposals due to the Study Abroad & Away Office November 1	14 months
Program proposals reviewed by committee	
Receive email notification of approval (or otherwise) from review committee	
December	
Online Horizon program pages created	13 months
TU TODAY campus-wide announcement about Minimester and Spring faculty-led programs by the Study Abroad & Away Office	
Planning meeting with your assigned program administrator in the Study Abroad & Away Office - an important first step to developing your program	
January	
Applications go live in Horizons in late January	12 months
Faculty directors receive log-in information for Horizons system	
Start getting the word out about your program (but don't refer to cost until the program fee is finalized)	
Start an email list of students who express interest	
Your TU Study Abroad & Away Office program administrator will be in contact with providers to obtain price quotes and get the contract in place. Watch out for email communication from the Study Abroad & Away Office during the winter break!	
Continue to research your destination and find potential content for email blasts or other ways to catch student's attention	
Attend the Faculty Director Marketing session in late January for tips and guidelines on how to recruit participants for your program	
Confirm your attendance for the Spring Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	
February	
Your program flyers should be ready - share them out in your classes and post them in your departmental space (permitted areas only)	11 months
Attend the Spring Study Abroad/Study Away Fair – follow up with students on your program sign-up sheet after the event	
Ask your department and colleagues to help promote your program - ask your departmental administrative assistant to post a PDF of your program flyer or an announcement on the department's main web page and social media account(s)	

March	
Schedule and conduct presentations in colleagues' classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf. In your absence, you can also request your colleagues to play your short commercial you created for your program.	10 months
Encourage students to apply early. Remind them that students are admitted on a rolling basis and you can only take a specific # of participants.	
April/May	
Hold an information session or webinar for interested students. Let the Study Abroad & Away Office know so they can help advertise the meeting and attend if available. Need a space? Ask your Study Abroad & Away Office program administrator to book the TU International classroom for your meeting.	9 months
This is a great time to remind students to apply for a passport - direct students to the U.S. Department of State website for instructions and an application	
Study Abroad & Away Office sends program specific announcements to students in related majors via email	
Contact colleagues at other institutions and ask them to promote the program to their students. Non-TU students are eligible to apply to TU faculty-led programs.	
Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, and remind them that scholarships are available	
August	
Confirm your attendance for the Virtual/In-Person Fall Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	5 months
September	
Study Abroad & Away Office sends 2 nd round of program specific announcements to students in related majors via email	4 months
Attend the Virtual/In-Person Fall Study Abroad/Study Away Fair – follow up with students on your program sign-up sheet after the event	
Share program flyers out in your classes and post them in your departmental space (permitted areas only)	
Remind your department and colleagues to help promote your program in the lead up to the deadline	
Schedule and conduct presentations in colleague's classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf.	
October	
OCTOBER 1 - TWO WEEKS TO APPLICATION AND SCHOLARSHIP DEADLINE!	13 weeks
TU TODAY campus-wide announcement about upcoming application deadline for Minimester and Spring faculty-led programs by the Study Abroad & Away Office	
Check your enrollment numbers in Horizons. Don't panic - students often submit close to the deadline but now is time for your final recruitment push.	

Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, remind them that scholarships are available, and remind them the application deadline is approaching	
OCTOBER 15 - APPLICATION AND SCHOLARSHIP DEADLINE FOR MINIMESTER AND SPRING BREAK FACULTY-LED PROGRAMS!	11 weeks
If your program met minimum target enrollment congratulations! Your TU Study Abroad & Away Office program administrator will be in touch shortly to finalize program arrangements, book your flight, etc.	
If your program did not meet minimum target enrollment, your TU Study Abroad & Away Office program administrator will be in touch to discuss next steps. The application deadline may be extended for your program, the program may be able to run with a lesser number of students, or the program may have to be cancelled.	
Start communicating with your program group on a regular basis - consider starting a weekly digest with quotes, photos, facts, or other tidbits about your program, the course(s), and the host country. Engaging participants from this point forward is critical in creating a positive group dynamic and to minimize withdrawals.	
Flight information is communicated to students by the Study Abroad & Away Office	
November	
Complete the Faculty Director/Assistant Online Training Workshop (mandatory) and attend the in-person peer faculty session (optional but highly recommended!)	9 weeks
Program participants are registered and billed for their program by the Study Abroad & Away Office	
Remind students to book their flights if they have not already done so. Now is a great time to provide a packing list for specific items they should/should not bring.	
MID-NOVEMBER - PARTICIPATE IN THE FACULTY-LED STUDY ABROAD/STUDY AWAY PROGRAMS PRE-DEPARTURE ORIENTATION ARRANGED BY THE STUDY ABROAD & AWAY OFFICE. Prepare for and conduct your program specific breakout session at the orientation - review the course syllabus, academic and behavioral expectations, itinerary, etc.	7 weeks
December	
Keep in touch with your students via email as your program departure date approaches. Discuss a packing list, and do's and don'ts of the local culture. If you're going to a country where English is not the first language, consider contacting the Foreign Language Department to request a professor to share a few phrases or useful vocabulary.	5 weeks
You will receive a faculty packet including medical and flight information for your program participants – take this information with you Abroad/Away!	
January	
GO TIME!	
Upon your return, submit your receipts to the Study Abroad & Away Office and follow their directions to complete your Travel Expense Voucher in STRATUS	

Marketing & Logistical Plan from Proposal to Post-Return: Summer Programs

Timing and Tasks	Countdown
April	
Program proposals due to the Study Abroad & Away Office April 1	14 months
Program proposals reviewed by committee	
Receive email notification of approval (or otherwise) from review committee	
May	
Online program pages and applications go live in Horizons in mid-May	13 months
TU TODAY campus-wide announcement about Summer faculty-led programs by the Study Abroad & Away Office	
Planning meeting with your assigned program administrator in the Study Abroad & Away Office - an important first step to developing your program	
Faculty directors receive log-in information for Horizons system	
Start getting the word out about your program (but don't refer to cost until the program fee is finalized)	
Start an email list of students who express interest	
Your TU Study Abroad & Away Office program administrator will be in contact with providers to obtain price quotes and get the contract in place. Watch out for email communication from the Study Abroad & Away Office during the summer break!	
June/July	
Continue to research your destination and find potential content for email blasts or other ways to catch student's attention	12 months
August	
Attend the Faculty Director Marketing session in late August for tips and guidelines on how to recruit participants for your program	10 months
Confirm your attendance for the Fall Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	
September	
Your program flyers should be ready – have them posted in your virtual department spaces (social media and virtual classes), share them out in your classes, and post them in your physical departmental space (permitted areas only)	9 months
Attend the Fall Study Abroad/Study Away Fair – follow up with students on your program sign-up document after the event	
Ask your department and colleagues to help promote your program - ask your departmental administrative assistant to post a PDF of your program flyer or an announcement on the department's main web page.	

October	
<p>Create a short 3-5 minute promotional video for your program that you can share with your Study Abroad & Away Office staff member by <i>November 6</i>. You can create this through whichever program you like as long as it's shareable. If you'd like to use PowerPoint and add music and/or your voice narration into it, please see this YouTube tutorial video on how to do that.</p> <ol style="list-style-type: none"> Here's a great example of a presentation made in PowerPoint by Ashley Kilmer for the Criminal Justice program in Norway that she uploaded to YouTube! The QR code she used within her PPT/video links students right back to her Horizons program page. (How to make a QR code for free) 	8 months
Schedule and conduct presentations in colleague's classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf.	
Encourage students to apply early. Remind them that students are admitted on a rolling basis and you can only take a specific number of participants.	
November	
Virtual/In-Person Study Abroad/Study Away Fair in November: This fair will be more focused on highlighting our Minimester & Spring Break programs. So, please send your promo video to your Study Abroad & Away Office administrator by <i>September 1</i> for it be used for your program during the fair.	7 months
Hold an information session or webinar for interested students. Let the Study Abroad & Away Office know so they can help advertise the meeting and attend if available. Need a space? Ask your Study Abroad & Away Office program administrator to book the TU International classroom for your meeting.	
This is a great time to remind students to apply for a passport - direct students to the U.S. Department of State website for instructions and an application	
December	
Study Abroad & Away Office sends program specific announcements to students in related majors via email	6 months
Contact colleagues at other institutions and ask them to promote the program to their students. Non-TU students are eligible to apply to TU faculty-led programs.	
Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, and remind them that scholarships are available	
January	
Confirm your attendance for the Spring Study Abroad/Study Away Fair. If your program has run before, reach out to former participants to join you at the fair to help promote your program.	5 months
February	
Study Abroad & Away Office sends 2 nd round of program specific announcements to students in related majors via email	4 months
Attend the Virtua/In-Person Spring Study Abroad/Study Away Fair – follow up with students on your program sign-up document after the event	

Share program flyers out in your classes and post them in your virtual/physical departmental space (permitted areas only)	
Remind your department and colleagues to help promote your program in the lead up to the deadline	
Schedule and conduct presentations in colleagues' classes. Can't make it to a specific class? Ask your Study Abroad & Away Office program administrator if a Peer Advisor (study abroad/study away returnee) or staff member can conduct the presentation on your behalf.	
March	
MARCH 1 - TWO WEEKS TO APPLICATION AND SCHOLARSHIP DEADLINE!	13 weeks
TU TODAY campus-wide announcement about upcoming application deadline for Summer faculty-led programs by the Study Abroad & Away Office	
Check your enrollment numbers in Horizons. Don't panic - students often submit close to the deadline but now is time for your final recruitment push.	
Email students with incomplete applications in Horizons – highlight key components of the program, encourage them to reach out you with questions, remind them that scholarships are available, and remind them the application deadline is approaching	
MARCH 15 - APPLICATION AND SCHOLARSHIP DEADLINE FOR SUMMER FACULTY-LED PROGRAMS!	11 weeks
If your program met minimum target enrollment congratulations! Your TU Study Abroad & Away Office program administrator will be in touch shortly to finalize program arrangements, book your flight, etc.	
If your program did not meet minimum target enrollment, your TU Study Abroad & Away Office program administrator will be in touch to discuss next steps. The application deadline may be extended for your program, the program may be able to run with a lesser number of students, or the program may have to be cancelled.	
Start communicating with your program group on a regular basis - consider starting a weekly digest with quotes, photos, facts, or other tidbits about your program, the course(s), and the host country. Engaging participants from this point forward is critical in creating a positive group dynamic and to minimize withdrawals.	
Flight information is communicated to students by the Study Abroad & Away Office	
April	
Complete the Faculty Director/Assistant Online Training Workshop (mandatory) and attend the in-person peer faculty session (optional but highly recommended!)	9 weeks
Program participants are registered and billed for their program by the Study Abroad & Away Office	
Remind students to book their flights if they have not already done so. Now is a great time to provide a packing list for specific items they should/should not bring.	
MID-APRIL - PARTICIPATE IN THE FACULTY-LED STUDY ABROAD/ STUDY AWAY PROGRAMS PRE-DEPARTURE ORIENTATION ARRANGED BY THE STUDY ABROAD & AWAY OFFICE. Prepare for and conduct your program specific breakout session at the orientation - review the course syllabus, academic and behavioral expectations, itinerary, etc.	7 weeks

May	
Keep in touch with your students via email as your program departure date approaches. Discuss a packing list, and do's and don'ts of the local culture. If you're going to a country where English is not the first language, consider contacting the Foreign Language Department to request a professor to share a few phrases or useful vocabulary.	5 weeks
You will receive a faculty packet including medical and flight information for your program participants – take this information with you Abroad/Away!	
Late May/June	
GO TIME!	
Upon your return, submit your receipts to the Study Abroad & Away Office and follow their directions to complete your Travel Expense Voucher in STRATUS	