

UNIVERSITY OF MINNESOTA
Study Abroad Curriculum Integration

International Education for Undergraduates

Communication Strategies

The importance of study abroad can be incorporated into publications for internal or external use, print or electronic, and for mass distribution or a specific audience.

Audiences to Consider

- Prospective Undergraduate Students
- Parents
- Current Undergraduate Students
- Staff, Faculty, and Administrators
- Colleagues and Students on Other U of M Campuses
- Colleagues Nation-wide
- Alumni

The Study Abroad Office on your campus provides:

- Website for study abroad or international education opportunities
- Print materials on study abroad programs
- Handouts that guide students through the study abroad process
- Email messages to students
- Information and advising tools for faculty and academic advisers
- Resources, references, and editorial support for academic units
- Statistical reports to illustrate study abroad trends by campus and academic units
- Study Abroad Catalogs from UMTC's Global Campus

Study abroad message could be incorporated in the following, for example:

- Collegiate catalogs and websites
- Departmental brochures and handbooks
- College information for campus-wide publications
- Promotional materials to prospective students
- Materials in admissions packet
- New student orientations
- 4-year plans and other program-specific documents
- Advising appointments
- Classroom visits
- Curricular discussions
- Email updates to students, staff, and faculty
- Career services
- Training sessions for new faculty and staff
- Recognition of faculty and staff
- Promotional materials to employers
- State of the College addresses
- Alumni banquet speeches