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