

## CBIE 2021 Workshop

### Marketing & Recruitment to Expand Access to Education Abroad

#### Self-reflection

- Explore and acknowledge your own positionality:
  - How do you see the world?
  - How do your background and experiences shape how you approach your work?
  - What are some of your possible blind spots?
- Consider some of the assumptions and biases that you hold that may be barriers to inclusivity.

#### Marketing

- Who is your target audience?
- From what you know, what are the motivations of this group of students when it comes to participating in education abroad? Are these common to other student groups or unique to this population?
- What assumptions might these students bring to education abroad and specifically to the program you are trying to recruit for?
- From what you know, what are the needs of this group of students when it comes to participating in education abroad and/or the specific program you are recruiting for? Are these common or unique?
- Review your current imagery from one marketing tool that you use through the lens of that audience. What are some of the assumptions it makes? What are some informational gaps?
- Who are the knowledge experts at your institution when it comes to your target audience? Have you consulted with them for feedback on the above questions?

#### Recruitment

- Where is your target audience? How do you get to where they are as opposed to assuming they will come to you?
  - What campus services do they use?
  - Where might they spend their time while on campus?
  - Are they on social media?
- Recruitment funnel: walk through the student journey from awareness to application to participation from the lens of your target audience - are there specific considerations to be aware of at the various stages of the process?
- Are there barriers for your target audience in your application process?
- Are there barriers for your target audience in your eligibility requirements?
- Ask yourself: Are these barriers necessary? If these barriers are in your control, what can you do instead? If these barriers are not in your control, are there ways to still make it more accessible?

**Resource:** Sample Recruitment Funnel (*note, the image below is specific to full degree recruitment but is easily translated to education abroad*)

