

Marketing Guide for Short Term Programs

To best market your program we need your help to spread the word! In order for a program to go you must have 10 students but we want to help you get as many students as you envision as your ideal group size! Below is a snapshot of what we do and how you can help.

Marketing Area	What CIS Does	What you can do
SCSU Education Abroad Website	CIS will create a “brochure” page on the Education Abroad website, based on the <i>Website Information Form</i> you complete. See the website at the following link and click on Search Programs: http://www.stcloudstate.edu/educationabroad/default.aspx	If you would like a specific image for your website page, submit one with the Website Information Form.
Tall Cards	CIS will create a program tall card based on information from your proposal.	Proof the program page before we publish it on the website.
Tabling	CIS staffs an information table in Atwood, Miller Center, ISELF, and other locations on campus.	You are welcome to join us, as you are available.
Social Media	CIS posts daily on Facebook, Twitter, Instagram and LinkedIn to promote education abroad.	If you have events or informational meetings we would love to help promote it on our social media. Please send us the details (who, what, where, and when).
Photo Contest	CIS puts on a contest for students who studied abroad the past year where they can submit photos taken abroad and win money.	Encourage your group to submit photos. Also if you are interested in being a part of the judging panel, let us know! We would love to have you!

<p>Study Abroad Fairs: Fall, Spring, Short-Term</p>	<p>At study abroad fairs CIS promotes each program individually to allow students to have the most comprehensive information available.</p> <ul style="list-style-type: none"> • All Long Term Programs • All Short Term Programs • Stearns County Passport Agency • SCSU Financial Aid • Preferred Providers 	<p>Help us promote your programs by attending the fair and talking with students and by promoting the fair in your classes or in campus organizations you may advise.</p>
<p>Classroom Presentations & Info Sessions</p>	<p>CIS offers classrooms from 10 minutes to 50 minutes in length, along with experiential international education activities.</p>	<p>Invite us to come and talk about studying abroad which allows you to discuss your program specifically. Also, you should plan to do info sessions for your specific program and promote your programs in relevant classes.</p>
<p>Images</p>	<p>We have hundreds of photos students have taken on their programs and would be happy to share them with you.</p>	<p>Send CIS images from your experiences in the locations you will be bringing students or request images from us, if you need them.</p>
<p>Interactive Display at Atwood Memorial Center</p>	<p>Video slideshows are on the display of that provide information about SCSU programs.</p>	<p>Send us videos from being abroad. Often your students create interesting videos while studying abroad that would help promote your program to the larger student body.</p>
<p>Special Events (Provider tables, Red and Black Days, Advising and registration days, etc)</p>	<p>CIS tables at these events to inform students about all the amazing education abroad programs available at SCSU.</p>	<p>If you plan on doing any special events to promote your program, let us know and we will help advertise it.</p>
<p>Newsletters</p>	<p>Once a month CIS puts out a newsletter that contains information for students, programming, and events on campus.</p>	<p>If you would like your program highlighted, send us a photo and a blurb and we can highlight it.</p>