

Multi-Dimensional approach

- Various stakeholders
 - Admissions office
 - College of Engineering
 - Other Drexel professional staff



- Phases of student outreach
 - Pre-admissions
 - Accepted students
 - Students on campus
 - Inbound
 - Outbound



Set the stage...

- Before and as students are applying to Drexel
 - Regular contact with admissions department
 - Present to parents and students applying to Drexel
 - Highlight range of opportunities
 - Focus on Yes, YOU can!





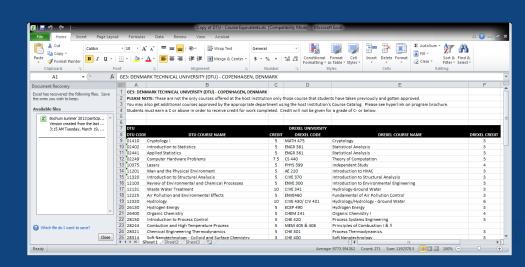


Accepted students

- Continue to present at admissions events
 - Presentations are more targeted
 - Use student panelists to highlight **ACTUAL** engineers who have gone abroad.
 - Work with specific colleges so that their faculty presentations include international information
 - Work with student affairs so that study abroad is included in Freshman orientation
 - Train orientation leaders
 - Present at orientations

Web presences

- Online application with details about individual programs
 - Course equivalencies
 - Budget sheets
 - Academic concerns including calendar and grading
- <u>Facebook</u>
- Student bloggers



Matriculated students

- Study Abroad 101
 - Basic 45 minute intro to study abroad
 - Followed up by personal one on one session
- Program specific information sessions



STUDY ABROAD 101

Interested in studying abroad during your time at Drexel and don't know how? Come attend one of our Study Abroad 101 sessions to learn about the many Drexel-sponsored programs and see how study abroad can work for you!

Location: Intercultural Center Basemen



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Africa Study Abroad

Experience the spectacular wildlife, and culture of Bioko Island!

Learn more at our:

INFO SESSION Thursday, April 11, 5:30 PM **PISB 103**

Bioko.org







Outreach to matriculated students

- Outreach to individual majors
- Country specific information sheets (Illinois)
- Work with career office for joint programing







Students as marketers

- Welcome/welcome back and goodbye parties
 - Invite students getting ready to go abroad
- Dragon buddies
- Photo contests
- Video contests







Outreach within Drexel

- Study Abroad Newsletter
- Faculty Forums
 - What is in it for me?
- Council of International Programs
- SWAG
 - Everyone likes something free!





DREXEL UNIVERSITY STUDY ABROAD

FIND YOUR DESTINATION