Academic Programs
College of Agriculture, Food and Natural Resources
University of Missouri
How to Pack Your Bags for Study Abroad:
Recruiting, Marketing & Supporting Study Abroad Programming
Study Abroad Recruitment

- Welcome Back “Pop-Ups”
- Class Visits & Department Orientations
- Club Meetings
- Fairs & Events
- Info Sessions
- Campus Events
- Social Media
- Surveys
- Program Focus, Offerings & Balance
- Scholarships & Grants
Study Abroad Marketing

• Simplification
• Strategy
• Branding
• Student Ownership/Buy-In
• Merch
Study Abroad Champions

• Program Leaders
• Past Participants
• Passionate Travelers
Study Abroad Collegiate Alliances

- Financial Aid
- Business Office
- Career Service
- Recruitment
- Advisors