

Recruitment Planning Worksheet

Time to Departure	Phase	Tasks (Assistance from Mercer Abroad Staff is available upon request)	Actions Taken	Budget	Completion Date
12 months	Program planning and development	<ul style="list-style-type: none"> Consider potential student market to determine target program size Consider whether other programs will compete for the same pool of students Consider how program cost affects student market 			
10 months	Program proposal	<ul style="list-style-type: none"> Work with Mercer Abroad to create flyers and social media posts 			
8 months-deposit deadline	Pre-deposit (students)	<ul style="list-style-type: none"> Host a booth at the study abroad fair Add information on Canvas pages Plan classroom visits Work out plan with student ambassadors Reserve a table in CSC to disseminate info Email students who have expressed interest with deadline reminders or invitations Host an information session (provide snacks) Post messages with Bear Blurbs Put an ad in the Cluster Respond quickly to student applications in Terra Dotta 			
2 months	Registration and Payment	<ul style="list-style-type: none"> Remind students to pay fee balances as scheduled Ensure all students are enrolled in the course(s) Email registered students periodically with information about pre-departure orientation, or program details 			
1 month	Pre-departure	<ul style="list-style-type: none"> Co-host a pre-departure orientation with Mercer Abroad 			