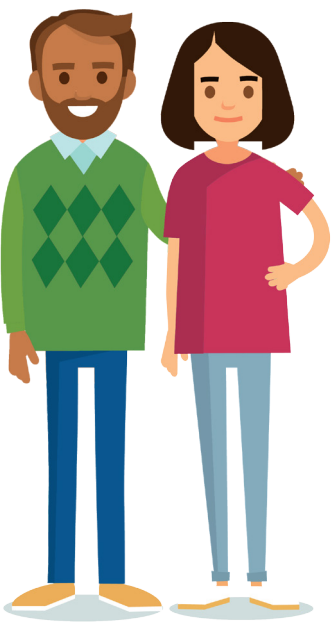


15 Ways to Make the Case for International Education



01

Meet with parents at Fall Open House and Prospective Students' Day to get their buy-in early on.



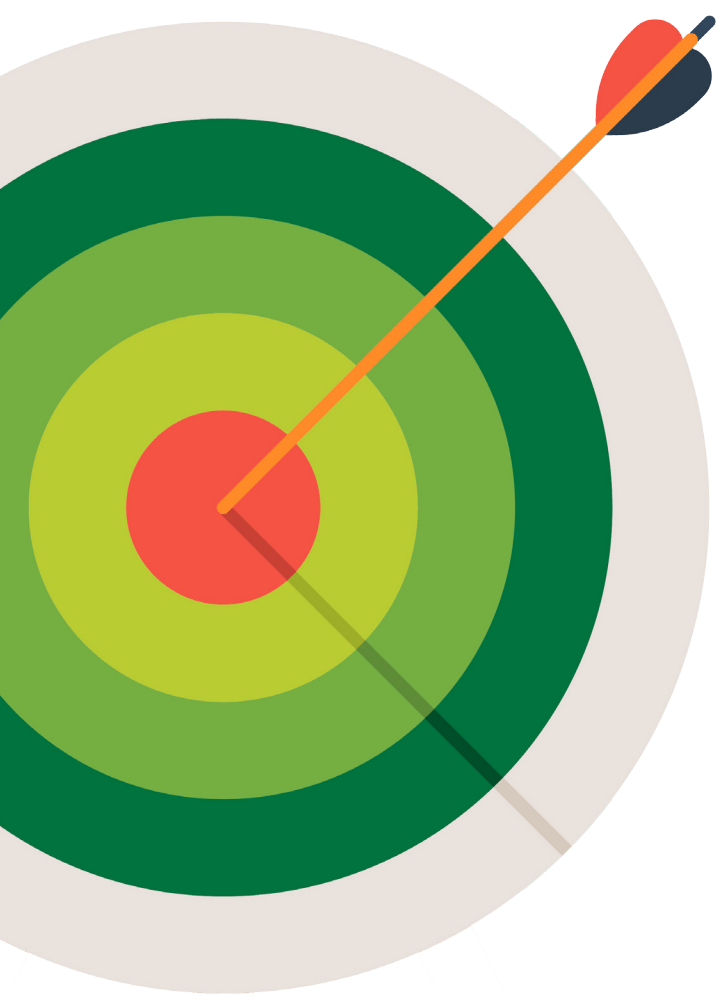
02

Ask study abroad alumni to comment on articles, email administrators, and share their stories.



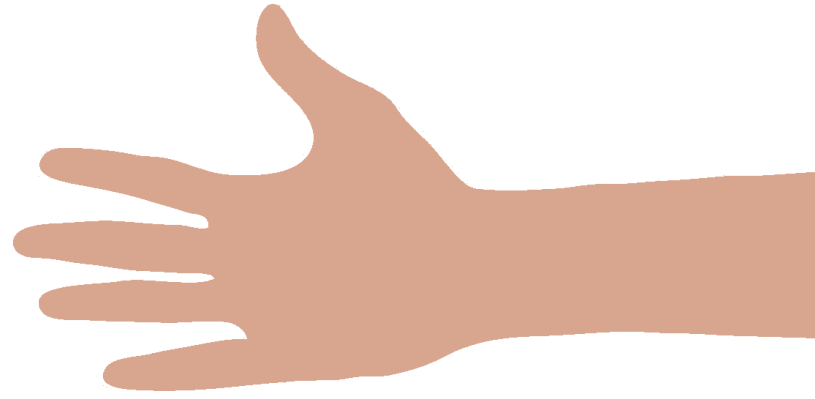
03

Encourage students to speak with senior administrators.



04

Target different stakeholders with different pitches. Adjust your approach depending on your audience.



05

Reach out to clubs, radio shows, blogs, and campus newspapers to raise awareness of international education.

06

Feature administrators in your newsletter, then mail it out to the President, Provost, and Deans. They're more likely to read something if they're in it!

07

Draw inspiration from real-world examples. Tell stories about the personal and educational growth of students who study abroad.



09

Create an international education advisory council to formalize support and give allies a platform for advocacy.



10

Participate in NAFSA's Advocacy Day.



11

Focus on campus internationalization to make global awareness resonate at home.



08

Plan events with global studies and world language departments.



12

Attend every event that you can on campus to raise awareness about international programs. Everything can be tied into a global perspective.

13

Meet with the Dean of every school to discuss their international education goals and form partnerships.

14

Share data on foreign direct investment in your state.

15

Spread the message to students that financial aid can go toward education abroad.



November 15th, 2017

<http://www.nafsa.org/elearningseminars>

Sign up for our upcoming e-Learning Seminar: *Demonstrating Value: Success Strategies for International Education Leaders!*