

STUDY ABROAD PROGRAM MANAGEMENT

Responsibilities by Role

Marketing/Recruitment

Office of Global Opportunities	Faculty Director
Assists with marketing (see marketing resources on back)	Recruits for program
Maintains web site & brochures & other marketing collateral, upon request	Provides content for web site, brochures and other marketing collateral

Logistics

Office of Global Opportunities	Faculty Director
Communicates with partner(s) on big picture issues (as appropriate)	Coordinates details with partner(s)
Works with Legal Affairs to screen and approve contracts	Provides input on contracts (as appropriate)
Creates and oversees budgets and student budget worksheets with input from director	Provides input for budget
Implements student billing	
Oversees hiring processes for program assistants and non-OHIO personnel	Provides information on job responsibilities and expectations for those employed by the program
Maintains application system and nomination and deposit processes.	Reviews applications and makes decisions regarding nominations.
Maintains course registration system and processes	Provides information on courses to be offered during program
Responds to parent concerns	Responds to parent concerns
Responds to administrative and financial questions from students	Responds to academic and logistical questions from students
Provides advising services to students on all program options	Provides detailed information to students interested in their program
Implements Bobcats Abroad (general orientation)	
Assists with resources for site-specific orientation	Conducts site-specific orientation sessions
Provides checklist on pre-departure materials to directors	Collects paperwork from students during orientation/provides students with appropriate forms and resources
Provides risk management pre-departure steps and resources	Provides information for emergency plan pre-departure; attends trainings on risk management and finances

DURING PROGRAM

Office of Global Opportunities	Faculty Director
Advises on and assists with student behavioral issues, medical issues and/or perceived and real emergencies	Acts as on-site respondent to behavioral issues, medical issues and/or perceived and real emergencies
	Oversees academics and logistics of program
	Keeps detailed financial records and collects receipts

POST-PROGRAM

Office of Global Opportunities	Faculty Director
Provides resources for returned student debriefing/event.	Engages students in returned study activity.
Inputs and processes expense reports	Submits financials records and receipts
Provides evaluations for students to fill out at end of program	Ensures students fill out evaluation by scheduling a time to do so or sending reminder e-mails

MARKETING RESOURCES

Provided by the Office of Global Opportunities

- Web site maintenance and updates
- Program brochures
- Individual program posters upon request /slides for Baker (as available)
- Announcements in College and student service e-newsletters
- Press releases – with one month notice and as time allows
- Special events to highlight program offerings, such as the Study Abroad Fair, A Taste of Study Abroad and more
- Attendance at one information session to explain administrative processes
- Advice on information sessions
- Inclusion in OEA advising materials, such as regional handouts
- Inclusion in mass e-mails as appropriate (OEA cannot send out mass e-mails for individual programs)
- Typed lists of attendees after fairs and events
- Inclusion in social media (Facebook and Twitter) upon request

MARKETING SUGGESTIONS

For Program Director

- Classroom presentations
- Information sessions
- Provision of information to colleagues
- Tabling in appropriate classroom buildings
- Departmental/college-level group e-mails about program
- Maintenance of e-mail list and regular follow-up with students on e-mail list
- Dissemination of materials such as posters and brochures