

# Sponsoring an International Travel Seminar

## What Makes the Center for Global Education Unique?

**Experience:** Since 1982 the Center has successfully coordinated over 700 educational programs for institutions throughout the US and Canada, including a wide range of colleges and universities.

**Quality:** Long-term, highly qualified faculty and staff in all program sites keep you abreast of current issues as well as safety, health and logistical needs.

**Community Contacts:** Whether you wish to meet with government representatives, health care workers, environmental organizations or grassroots groups, our international staff can provide access to them. We also have a broad network for arranging family stays, if desired.

**Educational Philosophy and Leadership:** The Center for Global Education has been a pioneer in international experiential education and continues to refine its pedagogy and provide professional development opportunities for educators.

**Worldwide:** Study centers in Managua, Nicaragua; Cuernavaca, Mexico; and Windhoek, Namibia; and staff in Guatemala and El Salvador. Long-term consultants in Honduras, South Africa and Thailand. Expanding to Vietnam in 2005.

**Fully Tailored Package:** A staff member will work closely with you to make your program a success and tailor it to your group's needs.

**All-inclusive Pricing:** Travel seminars include everything - pre-trip resources, country entry fee, all meals and lodging, ground transportation, programming, translation, honoraria for resource people, fees for scheduled activities (museums, baseball games, etc.), country departure tax, and airfare if requested.

## What is CGE's Educational Philosophy?

True education enables and empowers individuals to think critically about their world and their role in it. The Center's role in this process is to create occasion for dialogue, help people make connections and ask questions, and allow those who share their lives with us to be the interpreters of their own experiences.

The Center strives to offer programs that are rigorously academic, experiential, intercultural and transformative. Five assumptions about education shape the Center's programs:

- **Process:** The best kind of learning is learning how to learn.
- **Content:** Liberating education takes place when the content is made real through experience and includes dialogue with people whose voices are underrepresented in higher education.
- **Community:** Learning happens best when it takes place in the context of community.
- **Analysis:** Critical analysis of experiences is required in order to make them educational.
- **Action:** We encourage individuals to live as active agents in history, and hence, foster social transformation rather than the maintenance of the status quo.

## What are Some Examples of Programs?

- Sustainable Development and Peace: Comparisons, Contrasts, Lessons, a 2-week travel

seminar to Guatemala and El Salvador sponsored by Randolph-Macon Woman's College, Lynchburg, Virginia

- **Marginalized Voices of Mexico and Central America** to Chiapas, Mexico and Guatemala, a 15-day travel seminar sponsored by Hiram College, Hiram, Ohio
- **Our Fragile Relationship: Birds, People and Namibia's Environment**, a 2-week travel seminar to Namibia
- **International Business and Development Ethics**, a 10-day course in Cuernavaca, Mexico, for business, economics and other interested students sponsored by the University of Wisconsin - River Falls
- **Coffee with a Conscience**, a 10-day travel seminar to Nicaragua co-sponsored by Lutheran World Relief

# Planning Your International Travel Seminar

Planning a travel seminar is a collaborative endeavor between the Center for Global Education and you. Every travel seminar has 4-5 key players, and each has an important role in the planning and promotion, and ultimately the success, of the program:

- CGE Minneapolis Staff: Handle the administrative details of registration and payment, flight arrangements, and development and distribution of participant resources.
- CGE In-Country Staff: Work with the sponsor to plan the program and they coordinate all of the setup in-country including ground transportation, accommodations, and programming.
- Sponsor: Contact person for the sponsoring organization (school, church, family, company, etc.) who takes responsibility for working with CGE to plan the program and recruit participants.
- Trip Leader: CGE staff person, either Minneapolis or in-country, who accompanies the group.
- In-Group Leader: Individual from the sponsoring organization who may accompany the group during the trip. This person may also be the sponsor. Not every group needs an In-Group Leader.

## Responsibilities of the Center for Global Education

### ♦ Program Set-up and Administration

The Center has an extensive network of contacts in the countries in which we work. As a result, we are able to arrange a wide variety of meetings and activities to fit the theme and focus of your group. Our *Programs and Services* brochures suggest some of the current themes which can be explored in each country, and provide detailed information on our in-country staff and facilities. Our staff will put together a program that meets your needs as closely as is possible. They will handle all the in-country components of your travel seminar – program, translation, meals, lodging and ground transportation. Our Minneapolis staff can arrange air transportation to your destination if needed. The Center's programs always include time for group discussion, analysis, and reflection, as we believe that they are a critical part of the educational process.

### ♦ Participant Resources

At the Center for Global Education, we believe that good communication, and thorough preparation and follow-up are essential for participants to gain as much as possible from your travel seminar. We have developed a series of communication and resource materials which are mailed or sent via email including:

- Acknowledgement: Acknowledge receipt of the participant's application materials.
- Welcome Packet: Sent 2-3 months prior to the travel seminar including a Reading Book, invoice for final balance for the travel seminar (if applicable), and information on how to access the CGE Traveler online.
- Reading Book: Contains information on CGE and selected articles to provide important background information on the region, including an annotated bibliography of resources for further learning.
- CGE Traveler: Information on policies, immunizations, packing, and logistics; this is available

on our website and can also be printed and mailed to anyone without online access.

- Pre-Trip Communication: Sent 4 weeks prior to the travel seminar with details on flights (if applicable), and in-county contact names and places.
- Post-Trip Communication: Sent after the travel seminar including a letter from the trip leader, copy of the final itinerary with detailed names and places, and ideas for follow-up and resources.

## ♦ Promotion

The Center will develop and print brochures which you can use to promote your seminar. The process generally takes 2-3 weeks and the first 1000 brochures are provided at no charge. Additional brochures may be ordered for approximately \$50 per 500 copies. We can also provide you with a PDF file or camera-ready copy which you can use to make additional copies yourself.

If your trip is open to participants from outside your constituency, we will promote the trip on our website, in our quarterly newsletter, and via brochure racks in our office and at partner organizations. We subscribe to a number of Listservs that may be an option to promote your program through those groups. On occasion we have also done mailings to target groups on our mailing list. Please contact us to discuss these options.

## Responsibilities of the Sponsor

### ♦ Program Planning

You will have the opportunity to customize your travel seminar through correspondence and conversation directly with the Center's in-country staff. They will work with you to plan a travel seminar that is programmatically sound and successful. Some points for you to consider:

- Destination: What country or region are you interested in exploring? Will this destination attract participants? What is it about this destination that most appeals to you and what unique themes could emerge as a result?
- Timing: What time of year will work best for your constituency? Keep in mind the number of days that people can take off work or school, any special calendar considerations, and the number of days that will be optimum for the themes of your seminar.
- Participants: What groups of people do you think will be interested in the seminar? What is the ideal size of the seminar? Do you want the travel seminar to be open only to people in your organization, or can be it be advertised to participants outside of your constituency?
- Theme/Focus: What would you like the travel seminar to focus on? What are specific program topics that will be easy to promote within your constituency?
- Cost: The price of the seminar is all-inclusive in-country. We can also include airfare if you'd like us to arrange that for you. Talk with us about how to develop a seminar that includes what you want programmatically, but at a reasonable cost. Also, start thinking now about alternative funding sources that could be available to you and your constituency.
- Academic Credit: If you are an academic institution, consider offering the travel seminar as part of a course for credit. Our experience shows that students prefer to travel as part of a course. This also requires careful planning on your part.

### ♦ Promotion

The promotion of the travel seminar is challenging work but is definitely worth the energy put into it! You may need to develop a promotional plan and timeline for the travel seminar. A list of suggestions for promotion, some sample timelines, press releases, and listing/advertisement possibilities, as well as tips for scholarship and fund raising for trip participants will be sent to you upon receipt of the Sponsor Application. We encourage you to start thinking now about how you plan to promote your program.

We recommend that you consider opening your travel seminar to people outside of your constituency. If it is an open trip, The Center for Global Education will advertise the seminar. Often sponsors find that they would welcome a few extra participants and appreciate the diversity of perspectives that an open trip generates.

### ♦ **Pre-Trip Orientation**

We encourage you to have a pre-trip orientation meeting, if possible. The Center can give you ideas about what to cover in an orientation. If your group is in the Twin Cities or nearby areas, we can provide a staff person to assist with this meeting.

### **Responsibilities of the Trip Leader**

The trip leader is a CGE staff person who will accompany your group throughout the travel seminar. For travel seminars to our dedicated field sites this is often an in-country staff person. However occasionally a member of the Minneapolis staff will accompany a group. The primary responsibilities of the trip leader are:

- ♦ Handle the day-to-day logistics – head counts; pay for meals, lodging and honoraria; confirm reservations etc.
- ♦ Coordinate with resource people for visits – confirm meeting time/location; brief the resource person on the interests of the group, handle honoraria
- ♦ Lead group discussion/analysis/reflection sessions – sessions held very 2-3 days to de-brief, analyze issues, and reflect on connections with other issues and action for the future

## **Responsibilities of the In-Group Leader**

The in-group leader also accompanies your group through the travel seminar. Sometimes this is the same person who fulfilled the role of sponsor, and sometimes it is another individual from the group's constituency. Not every group needs an in-group leader. However an in-group leader would work with the Trip Leader to:

- ♦ Assist with some logistics like head counts
- ♦ Adjust the itinerary as needed based on changing needs of the group, cancellations of speakers, etc.
- ♦ Help plan the group discussion/analysis/reflection sessions

## **Next steps?**

When you are ready to begin planning your international travel seminar, please:

- Read the "Overview of the Center for Global Education" and "Is a CGE International Travel Seminar for You?" to ensure that our mission and features are a good fit for your group's interests and needs.
- Review "Sponsoring an International Travel Seminar" and "Planning Your International Travel Seminar" so that you understand all of the guidelines and expectations with regard to: roles and responsibilities, scheduling and pricing the travel seminar, sponsor deposit, and participant payment and cancellation.
- Contact us to determine if we have space available for your group, for your preferred region and timeframe.
- Complete the Sponsor Application, including the Travel Seminar Program Planning Checklist for your requested region, and return them to us along with the \$500 sponsor deposit.

Once we have your sponsor application and deposit we will confirm your travel seminar dates and begin making arrangements (including flight reservations if requested), and put you in touch with our field staff to begin planning your program! We also have resources to help you market your travel seminar and recruit participants, if applicable.

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## **Overview of the Center for Global Education (CGE) & International Travel Seminars Program**

### **Mission**

The mission of the Center for Global Education at Augsburg College is to provide cross-cultural educational opportunities in order to foster critical analysis of local and global conditions so that personal and systemic change takes place leading to a more just and sustainable world.

The Center is committed to education that helps citizens expand their world view and deepen their understanding of international issues. Firsthand knowledge of other cultures and peoples creates a broader global perspective, informs debate on foreign policy issues, and thus contributes to a more just and peaceful world. To this end, the Center offers a variety of experiential education programs which bring people face-to-face with diverse community voices. These programs examine the root causes of poverty and hunger, the dynamics of social change, and the role of U.S. policy. A unique dimension of the Center's work is that it includes the perspectives of those struggling for justice and human dignity as well as the views of decision-makers.

### **History**

The Center, a program of Augsburg College, was founded in 1982 in response to concern within the Lutheran Church about developing international awareness. This action also served to consolidate and intensify a number of efforts in global education that had already been initiated at the college. These included January interim programs to Mexico, an undergraduate semester program in Mexico and Central America, and a study center that had been established in Cuernavaca, Mexico.

### **Staff**

From modest beginnings, the Center has grown to encompass a staff of over twenty people. CGE coordinates both semester programs abroad and international travel seminars that help participants learn in the context of the community in which they study and from a variety of perspectives. In addition to its office in Minneapolis, CGE maintains study centers and adjunct faculty in Managua, Nicaragua; Cuernavaca, Mexico; and Windhoek, Namibia; and has adjunct faculty in Guatemala and El Salvador. CGE has also worked with consultants in over 40 other countries to provide programming. The Center has an ethnically and culturally diverse staff of North Americans, Latin Americans, and Africans who coordinate educational programs. In addition, a diverse pool of individuals and organizations serve as community resources.

### **Sources of Financial Support**

Since its inception the Center has been primarily self-supporting. The Center's actual fixed operating expenses are paid for through program fees. Foundation grants, institutional support and individual contributions help with programming development and expansion, scholarships, . Restricted funds also occasionally provide funding for specialized travel groups, program

development or endowed scholarships.

## **Accomplishments**

The Center has established itself as a national leader in the field of international experiential education. The Center has been highlighted in numerous major publications, including: US News and World Report, USA Today, Arthur Frommer's New World of Travel, Boston Globe, National Geographic Traveler, The Black Collegian and ABCnews.com. The Center was the 2003 recipient of the National Society for Experiential Education Program of the Year Award!

## International Travel Seminars Program

The Center for Global Education has built a reputation on being a leader in developing and conducting short-term travel seminars that help introduce participants to the political, economic and social realities of developing countries. The International Travel Seminars Program staff work with 30-40 different sponsors each year to design and develop experiential education travel seminars primarily to Mexico, Central America, and Southern Africa. However we have also recently coordinated trips to the Caribbean and Southeast Asia.

Our seminars are designed to help connect you with the local people, and assist you in learning about the issues they face, so that you begin to see the world through their eyes, while most packaged tours to focus on traditional attractions— historic buildings, museums, and curio shops. Participants have the opportunity to meet with people in their places of work, worship and play including government representatives, business owners, church members, grass-roots organizers, and others. Through firsthand encounters, travelers have the unique opportunity to examine the causes of injustice, explore the dynamics of development, and discover the spirit of hope lived out by people working for change.

The International Travel Seminars Program is characterized by careful attention to pre-trip preparation. In addition, participants receive follow-up resources to help integrate their experience into their personal lives, and effectively communicate about it with others. The Center customizes travel seminars for colleges and universities, churches and other religious institutions, non-profit organizations, community groups, companies, and even family groups. Some programs are open to the public.

**Colleges/Universities:** The Center for Global Education has worked with a wide array of colleges and universities to develop short-term educational opportunities for undergraduate and graduate students. Travel seminars both for credit and not-for-credit have been organized to provide intensive learning experiences for students during January-term, spring break, May-term and summer school. Some of the institutions for which we have coordinated seminars recently include:

Beloit College - Beloit, Wisconsin	Hiram College - Hiram, Ohio
Boston College - Boston, Massachusetts	Messiah College - Grantham, Pennsylvania
Carleton College - Northfield, Minnesota	Seattle University - Seattle, Washington
Furman University - Greenville, South Carolina	Tidewater Community College - Virginia
George Washington University - Washington DC	United Theological Seminary - Minneapolis
Gustavus Adolphus College - St. Peter, Minn. Tennessee	Vanderbilt University - Nashville, Tennessee

**Educators:** The Center is committed to equipping educators for teaching in a multicultural world. Through professional development seminars to various regions of the Two-Thirds World, the Center provides elementary-, secondary-, and college-level educators with tools for cross-cultural and experiential education. Traveling and learning with colleagues from various disciplines and institutions, teachers experience new models of teaching and explore new ways to globalize curricula.

**Churches/Religious Institutions:** The Center for Global Education works with churches and religious institutions of various denominations to offer cross-cultural educational travel experiences for congregations, synods and other church bodies. These seminars serve to raise awareness of global concerns and increase understanding of the church's relationship to societal issues.

**Companies:** Several companies have instituted programs to regularly send employees on Center travel seminars, helping them to develop employees who are more globally conscious. Two of these companies have won national awards as a result of their programs – Foldcraft and

Carris Reels.

**Non-Profit Organizations/Community Groups:** Non-profits and community groups have worked with the Center to organize travel seminars focused on key issues for their constituents. Such seminars have focused on the environment, human rights, political activism, and debt relief.

## Is a CGE International Travel Seminar for You?

The style of a CGE travel seminar is intensive—stimulating for the seasoned traveler, yet accessible to those who have never experienced life in another country. The Center's staff in our field sites create programs that set the stage for a two-tiered learning process: participants learn about the realities of another society as described above, AND they do so in a supportive group environment that allows for dialogue, a diversity of opinions and personal growth.

These are the common components of programs sponsored through the Center for Global Education:

CORE PROGRAMMING – No matter what theme you want to explore, you will be provided with a base of program content that provides the political, economic, and social context.

RESOURCE PEOPLE AND FIELD VISITS – Programs include some lectures and meetings with local resource people, as well as field visits with people from the host community. The primary focus is on those working at the grassroots level, in order to hear under-represented voices to broaden the diversity of perspectives. Visits with community and policy leaders are also included. We view a range of people as experts on issues, not just those with formal degrees or elected positions. Field visits allow us to meet with people in their locale. You will experience the reality of life for the majority of the people, not just the one that tourists see. Meetings are interactive with time for dialogue and sharing.

PARTNERS IN LEARNING – Our international staff and consultants will partner with you to develop your program, lending their expertise on the country and as experiential education practitioners. Many of them teach in our undergraduate semester programs and are experienced instructors. The Center also values the many local resource people who participate in our programs by meeting with groups—in many ways they are the real teachers within the seminars.

REFLECTION AND ANALYSIS – The CGE staff will plan a debriefing session about every other day of full programming, to give participants an opportunity to share their personal reactions and observations (affective level) to what they are experiencing, and to relate those experiences to the themes of the seminar through analysis (cognitive level). They will work with you to determine the degree to which you wish to be involved in planning these sessions. These sessions are another element that distinguish the Center's learning philosophy from that of other experiential programs – we consider them a key element and what turn experiential education into a truly transformational experience.

PREPARATORY MATERIALS – We provide materials pre-trip to help travelers prepare for their learning experience including historical and political background materials, reading suggestions, logistical information, inoculation advice and health information as well as tips on what to wear and how to pack. Our post-trip help you to process and communicate your experiences after you return home.

MODEST BUT CLEAN ACCOMMODATIONS – We utilize accommodations in our own study centers, retreat centers, or modest guesthouses that will bring you closer to the reality you came to see. We are also able to arrange homestays in many locations.

NO HIDDEN COSTS — Your price includes all in-country costs including programming, foreign language translation, meals and lodging, ground transportation, activity fees (museums, etc.), and honoraria for resource people and speakers. Airfare costs are included only if arranged.

### **What is a typical day like?**

A typical day is structured with group meals, and 2-3 meetings or visits, most taking place on location throughout the community. Some evenings will include reflections, and the opportunity to attend church or community events or to hear local music. Free time will be included as requested. While each seminar has a particular theme, many travel seminars include the following components:

Meet with government officials and members of opposition political parties  
Dialogue with local business leaders  
Visit schools and talk to students and teachers  
Meet with doctors or community health care workers at a local clinic  
Learn about the role of the church in promoting social change and development  
Dialogue with people working at the grassroots and community level  
Meet with people representing different cultural and ethnic groups  
Tour farms or cooperatives and discuss challenges with workers  
Visit rural and/or urban communities to discuss emigration patterns to the U.S.  
Hear from human rights advocates, representatives of international non-governmental organizations, and the U.S. Embassy  
Tour nature reserves and/or areas affected by ecological degradation  
Visit key historical and/or archeological sites  
Shop at fair trade or local artisan cooperatives

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## **Scheduling and Pricing Your Short-Term Travel Seminar**

### **Selecting the Location and Setting the Date**

The Sponsor should work with CGE staff to schedule the travel seminar. Generally, the Minneapolis staff will consider your request for dates and region, consult the calendar of already scheduled travel seminars, and communicate directly with the CGE international staff to determine availability of facilities and staff. Once we have agreed on a tentative date and region we can schedule the travel seminar. However a confirmed reservation cannot be made until we receive your sponsor application and deposit.

Things to keep in mind when selecting the region:

- ♦ Group interests
- ♦ Social justice issues
- ♦ Available related programs and service opportunities

Things to keep in mind when setting the date:

- ♦ Weather
- ♦ Peak travel times
- ♦ School and holiday schedules

### **Sponsor Application and Deposit**

A completed Sponsor Application and \$500 deposit are required to confirm your reservation. Any dates previously discussed or scheduled may be made available to other groups if the sponsor application and deposit is not received within 30 days of scheduling. Generally, requests for travel seminars are handled on a first-come, first-served basis. We can mail, fax or email the Sponsor Application to you.

The \$500 deposit is refundable at the end of the travel seminar if it goes with a full complement of participants (i.e. number on which it was priced.). The deposit is non-refundable if: 1) The travel seminar is cancelled due to insufficient numbers of participants; 2) The travel seminar is cancelled to reasons attributable to the sponsoring group; or 3) The travel seminar goes with fewer participants than the number on which it was priced.

## **Travel Seminar Price**

Each travel seminar will be priced based on a minimum number of full-paying participants. Some travel seminars may be priced to include one or more participants without charge (see below). Factors that go into the price include: brochure development and printing, programming using our international staff or consultants, activity fees (museums, sports events, etc.), honoraria for resource people and organizations, all meals, lodging, and ground transportation. Airfare may be included if requested (more information below). Some of these expenses are per group rather than per person so, in general, the larger the group the lower the cost per person. However larger groups can also run into extra expenses, for example if the group size exceeds the size of the guesthouse or local vehicles and additional resources must be arranged. *Note:* We will discount the final travel seminar price for groups that do not require brochures or air arrangements.

If the final number of full-paying participants falls below the minimum number, then the final cost may be recalculated or the travel seminar may need to be cancelled. It is likely that the cost per person would increase if there are fewer participants than the travel seminar was priced on. The shortfall will either be taken out of the sponsor deposit or passed on to participants in the form of increased price.

Other factors outside of the Center's control could also affect the final cost, such as a significant change in a foreign currency exchange rate, or an increase in airfare. We will try to eliminate or minimize any increases and will work with you on these details as the travel seminar promotion progresses.

One of the unique characteristics of the Center for Global Education is that we maintain permanent staff in six countries and have long-term relationships with consultants in additional countries where we regularly do programming. We strive to compensate staff, consultants, and the resource people we work with fairly. Our mission is to work toward creating a more just and sustainable world and our program pricing seeks to support this goal.

## **Free Participants**

Some groups budget into the cost of the travel seminar space for a representative from the organization to participate at no charge. This person could serve as the In-Group Leader, but is not required to do so. This will increase the cost per person for the other participants.

## **Airfare**

You can make your own air transportation arrangements or we do this for you. We have long-term relationships with two travel agencies. We include all taxes and fees in your final airfare price, and do not add any service fees, so there are no surprises. If you make your own air transportation arrangements then the final travel seminar price will be discounted to reflect the

reduced administrative tasks.

If your group will be traveling together from the same originating city, one option is to make a group travel reservation. This requires a minimum of 10 seats and a deposit of \$50-100 per seat at the time of reservation.

The benefits of making a group reservation:

1. Guaranteed seats and airfare for the flights.
2. Flexibility since names and final payment are not due until 60-90 days prior to travel.

The disadvantages of making a group reservation:

1. Prices can drop while you are locked into a contracted price.
2. Requires 90% utilization which means you must use 90% of the seats reserved or penalties will be incurred.
3. If the number of participants drops below 10 you will lose the reservation and all deposits.

## **Cancellation and Refund**

In our experience, the most common reason for the cancellation of a travel seminar is low enrollment. *Your primary responsibility as the Sponsor is recruitment for the travel seminar.* If your trip registration is progressing slowly, do not be discouraged as trips take longer to fill during some times of the year (especially the summer months). Contact our office to discuss possible recruiting ideas or options for your group to join a similar travel seminar scheduled around the same time. We ask that you do not cancel the seminar or contact participants indicating such a possibility before informing the Center of the travel seminar's status.

If it does become necessary to cancel the seminar: If the Sponsor chooses to cancel the travel seminar for some reason, or if it must cancel due to an insufficient number of participants, the Sponsor deposit is forfeited. Furthermore, if the travel seminar goes with fewer participants than the number on which it was priced, the deposit is also forfeited.

If the Center cancels the seminar at any time prior to departure for reasons not attributable to the Sponsoring Organization, the Sponsor deposit will be applied to rescheduling the trip or refunded. The Center's individual participant cancellation penalties do not apply should the Center cancel the trip; participants will have their \$250 deposit and other payments refunded.

In the case of any cancellation, all applicable airfare penalties or non-refundable tickets are the responsibility of the participants as well as any passport or visa fees that have already been paid.

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## **Recruiting Participants for a Short-Term Travel Seminar**

Recruiting participants for a travel seminar requires careful planning and hard work. It can be the most significant task you, as a sponsor, will face, and one that requires much attention from the moment the travel seminar is scheduled.

Our experience over 20-years indicates that most sponsors over-estimate the number of people who will actually sign-up for a travel seminar. Even if you have a lot of initial interest, this

won't automatically result in registered participants. We recommend that you consider opening up your program to people outside your constituency.

The Center for Global Education has asked several sponsors about their experience in recruiting, and we offer their perspectives here. We hope this will assist you in planning the promotion of your seminar.

- ♦ **Start Early!** A one-year lead time is best; six months is too little.
- ♦ **Develop a Plan & Timeline.** Think through the options and develop a promotional plan with a timeline for your recruiting tasks. Check your timeline often and make sure you stick to it!
- ♦ **Make One-To-One Contact.** Personal contact is far more effective than mass appeal; avoid relying solely on mailings. This may be your most important strategy.
- ♦ **Talk, talk, talk!** Wherever people are gathered, whenever possible, talk about the travel seminar. Be enthusiastic and confident.
- ♦ **Call or Write.** Contact a number of friends well in advance to offer them the first chance to participate. Then ask them to help spread the word. Ask each registering participant to invite friends and family members to join them.
- ♦ **Form a Recruitment Committee.** This spreads out the work, can generate more ideas, offers access to more personal networks of contacts, and gives ownership of the trip to several people. Brainstorm with others ways to get the word out: events, organizations, key leadership people, newsletters, churches (announcements and church bulletins), and speaking opportunities.
- ♦ **Know Your Audience.** They need the time and resources to make the trip. Are there scholarships available for those with limited resources?
- ♦ **Repeated Exposure.** With each group you identify, use several means of promotion: put articles in newsletters or newspapers, make announcements at gatherings, put-up posters, have a literature table at events, etc.
- ♦ **Invite Participation.** Rather than just announcing the trip, invite participation from representatives of special committees, task groups and organizations working toward the goals of your trip (e.g. your church's hunger task group or social justice committee). This can encourage a larger group to take interest in the trip and support continued work after the travel seminar is over.
- ♦ **Free Publicity.** Newspapers may offer free publicity for your trip. You will need to call them or provide a press release in order for them to run the story/announcement. You can provide either an announcement about the trip or a more personal story about the sponsor and why it is organizing this trip. If you go with the latter you may want to provide a photo taken in the country that the trip will visit.
- ♦ **"Lessons From a Distant Road."** Show the Center's 16-minute promotional video tape (we can send you a copy).
- ♦ **Timing/Deadlines.** Give people deadlines. The earlier the deadline, the sooner you'll have committed participants. Plan ahead for busy times when you won't be able to devote as much time to promotion.
- ♦ **Track All People Who Have Expressed Interest.** If you don't hear from someone after an initial discussion, follow-up. If they live in your area, set up a meeting to discuss and answer questions in-person.

♦ **Follow-Up with All Contacts Promptly!** In addition to keeping in touch with interested individuals, follow-up phone calls and letters can make an important difference in recruiting, especially if done quickly! If someone has a question about the trip that you are unable to answer, refer her/him to the Center for Global Education (612/330-1159 or 900/299-8889) and someone here will be happy to address her/his concerns.

## **For Colleges, Universities, Seminaries**

If you are offering a travel seminar as a course don't limit your promotion to students. Staff and faculty at the school may be interested and probably have access to staff development funds. Alumni may also be interested.

If the program is for credit, consider the following:

Choose a course that fulfills a major or minor requirement and thus will draw from a large pool of students.

Select a program that meets a core requirement.

Advertise to students at other member schools in your consortium.

Coordinate with your college/universities Study Abroad or International Programs Office.

Write articles and place announcements in the campus newspaper.

Use departmental newsletters.

Set-up an information table in the student center

Host information sessions

Conduct class visits and announcements – go yourself, and ask colleagues to make announcements

Consider non-traditional departments - students in areas of study that don't traditionally participate in study abroad (hard sciences, etc.) can be a great audience for short-term programs

Stress that this is an opportunity to go abroad that doesn't require a whole semester

Contact and coordinate with appropriate student organizations and clubs

Contact departments that serve special student populations, such as minority, GLBT, learning-disabled, and others

## **For Religious Organizations**

If your group is religiously affiliated, seek out clergy to assist you. Urge them to consider joining the travel seminar themselves. Many churches and synagogues have funds allotted for the professional development of their clergy and staff. Ask them to encourage members of their congregations to join as well.

If you are arranging a trip for a specific church district, synod, presbytery, etc., contact the church leadership for that region (the bishop, presiding minister, etc.) to get approval and support. Ask this person to mention it at annual conventions and other events. Try to get a trip brochure into a direct mailing to all clergy in your region, and ask that they promote it among their parishioners.

Contact offices at your church headquarters about the trip (hunger programs, women's organizations, offices for social ministry of world mission, etc.). Ask them what vehicles are available to help publicize the travel seminar.

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