

## Marketing Outward Mobility Programmes – UL Case Study

UL's outward mobility programmes are advertised to students through a number of channels including campus-wide campaigns, email and social media as indicated by the image below



The social media channels used for the UL student cohort include Facebook, Twitter and Instagram. Facebook has proven to be the most successful and popular social media channel. Case studies, photos, travel tips and submission deadlines are among the most common content published on social media. All relevant student information is also emailed directly to student accounts. IED have found that face to face communication continues to be the most successful form of engagement with students.

An annual study abroad fair is held on campus to target students who may be interested in outbound student mobility. At the fair, prospective students can meet with representatives from the international division and also speak with students who have undertaken an academic placement at one of UL's 50+ partner universities. This peer learning activity allows students ask questions which they may not feel comfortable asking staff about the host country and university. At the fair, there is a stand for each country in which UL have a partner university agreement. Attendance at the fair is recorded each year and there is a steady increase in participation year on year of approximately 6%.

The IED does not specifically target groups of under-represented students to attend these information events, however, the various support offices work together to highlight courses with compulsory mobility activity, course requirements and existing country partnerships. This enables students to focus and plan in the long term for their mobility experience in order to be financially and personally prepared. Financial assistance information is also provided in the outreach programmes.