

VIH AWADREE MARKETING HANDBOOK



VIH PROGRAM FOR WOMEN IN GLOBAL LEADERSHIP

Welcome All Marketers:

Dear VIH Awardee,

Think back to the day when you were admitted into the VIH Program. How did you feel? Excited? Grateful? If you could share the possibility of such an experience with another young woman, how would you do it and what would you say?

As a dedicated VIH awardee, you are empowered to share the VIH mission: to develop global citizens and encourage a passion for lifelong learning and civic engagement. Following your international experience, you will have the opportunity to strategically market the VIH Program in a personalized, unique format. By accruing a total of at least twelve marketing hours, you can reach many young women like yourself and inform them of how they too can internationalize their education and develop their global perspectives.

While there are no set requirements in terms of marketing, we encourage you to work with your campus coordinator to create a marketing plan that best highlights the intersection of the groups to which you belong and the applicant profile of the VIH Program (i.e., sophomore or junior; 3.0 QPA; no previous international experience, etc). This means thinking about your networks and finding within them high-quality applicants, specifically young women not only interested in only studying abroad but also in cultural immersion.

We've provided you with the VIH Marketing Handbook which provides a step-by-step explanation of effective marketing techniques for both general and specific purposes in addition to sample worksheets designed to track your progress as you accrue hours.

Remember that you have support. You are welcome to contact us at any time with questions, concerns, and/or comments. We will be periodically checking in with you to see how everything is going and to see if you need anything.

We look forward to hearing about your marketing ideas!

Thank you,
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Goals of VIH Marketing:

- For VIH scholars to widen the base of eligible applicants
- For VIH scholars to further raise the profile of the program by increasing the number of applicants
- For VIH scholars to share their experience in a rewarding and enlightening manner
- For VIH scholars to develop and fine tune a personal marketing style
- For VIH scholars to continue building upon their leadership skills, including, but not limited to, accountability, communication and creativity

The Do's & Don'ts of Marketing:

How can you increase your success rate of marketing the VIH Program? Represented below are some examples of common marketing errors. Study the list carefully. What have you learned?

Mistake #1: Marketing is all about me!

Although it's important to establish credibility, talking about your experience too much is a turnoff. Think carefully about your audience and how to build a compelling case about the opportunities that VIH presents specifically for them.

Mistake #2: Not checking in with your audience!

Check-in with your audience as a means to learn who they are and what they are specifically interested in. In other words, never speak to the audience as a faceless crowd.

Mistake #3: The more applicants the better.

Having a large number of applicants is wonderful; however, quality is always preferred to quantity.

Mistake #4: Put all of your marketing eggs in one basket.

Try different ways of reaching your target audience and see what works the best. Not only is diversification highly effective, but it's also a great way to find your style of marketing.

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VIH Eligibility Requirements:

It is important to familiarize yourself with the key requirements for admittance into the VIH Program:

- Undergraduate woman of sophomore or junior status at one of the VIH institutions
- The Heinz Endowments stipulate that women admitted to the VIH Program cannot have any international experience prior to the VIH funded international experience. The only exception of the Arcadia freshman 'Preview Program.'
- U.S. citizen
- Full time student status for at least two terms
- Baccalaureate degree in progress
- QPA of not less than 3.0
- Will return to your university / college as a full time student during the fall semester following the study abroad experience
- Funded international experience must take place in one country (no multi-country experiences)
- Funded international experience must be accredited and last for at least 28 days
- Be available to attend all activities during two mandatory weekend retreats: one during the spring term prior to studying abroad and one during the fall following the study abroad experience
- Commit to meeting all requirements of the VIH Program, including, but not limited to: a) submitting an Experience Report; b) completing a CEE & submitting a CEE Report; c) completing all assignments for the two retreats; d) assisting with marketing the VIH Program on your campus.
- Preference is given to women who fall within one of the four indicators of diversity as designated by the Heinz Endowments: race /ethnicity, GLBTQQ, disability, financial need. At least one of the three women admitted into the VIH Program at each of the VIH institutions must fall within one of the four indicators of diversity.

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Marketing Campaign Checklist:

Are you preparing to launch a marketing campaign? How do you define a successful marketing campaign and how will you ensure success? Make sure you are confident answering the following questions so that you are prepared for any questions students may have for you!

___ Are you familiar with the VIH Program to confidently convey eligibility requirements and learning objectives?

___ With the eligibility requirements in mind, to whom can you market? Is there a specific teacher or leader of this target audience who can provide access to the interested group?

___ Are you able to describe ways in which eligible students can make their application stronger?

___ Have you explained to the target audience(s) your experience with the VIH Program? In other words, have you established credibility?

___ What form of presentation will you use for your marketing campaign – student advising, tabling, speaking to classes, etc.?

___ Have you defined your specific goals for marketing? What would you like to accomplish?

___ Are you prioritizing raising the profile of the VIH Program by informing the largest number of people possible or are you targeting specific people and empowering them to apply on a more personalized basis?

___ How will you follow-up with your target audience?

___ Have you asked your campus coordinator for feedback on your presentation skills, PowerPoint presentation and/or your marketing strategy?

___ Will you complete all 12 marketing hours in the fall or will you do half in the fall and half in the spring?

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Marketing Schedule Sample

As a VIH scholar raising the profile of VIH, your primary goal is to identify and inform quality applicants about the program. What defines a quality applicant? A quality applicant understands that VIH is a program, not a simple study abroad scholarship, that develops global citizens. Targeting diverse groups is an optimal way to find high-quality applicants. Below you will find an example of an effective marketing plan.

Marketing Strategy:

VIH Info Session (1 hour)
Study Abroad Fair (1 hour)
Campus Women's Organization (1 hour)
Tabling at Student Support Services (first generation college students) (2 hours)
Contact RAs about giving mini info session and/or putting fliers on floors (1 hour)
Speaking at a student org. meeting (1 hour)
Giving presentations at language classes (1 hour)
Reaching out to a favorite professor and asking them to look out for great VIH applicants (1 hour)
Informing the director of an area studies program / certificate of the program and asking to hang a poster in his/her office (1 hour)
Speaking to a Sorority (1 hour)
Designing an ad for your university's newspaper/radio/social media (1 hour)

These are just some examples of ways to market for VIH. Another effective method can include identifying and mentoring a potential applicant (or applicants!) through the VIH application process. If you are not sure if something can count towards your marketing hours, contact your campus coordinator.