

REASSESS YOUR RECRUITMENT STRATEGIES

1. Who or what departments or programs are you already partnering with for recruitment to your AB program? Who might you add to this list?
2. Where do your student leaders (exec board, site leaders, etc.) hold influence on your campus? How can you help them connect their AB involvement with other roles they hold on campus (resident assistant, greek life membership, teaching assistant, lab assistant, intramurals participant, etc.)?
3. What other programs or departments are increasing in enrollment?
4. Does your school have an experiential learning/co-curricular transcript? How would you add or edit your program to meet the requirements for inclusion? What about course credit?
5. Have you recently raised your participation fees? Who is excluded (or included) by your fee structure?
6. Do your potential participants know that the skills gained in preparation for and during AB trips can help them on the job/internship market?

