

TOP
10
TIPS

to Promote the Gilman Program



WORK WITH FINANCIAL AID

Use a [Gilman email template](#) to target Pell recipients on your campus.



PLAN AHEAD

Schedule your Gilman Scholarship outreach strategy before the application cycle opens and recruit study abroad allies on your campus to join in.



UTILIZE CAMPUS NETWORKS

Partner with offices such as disability student services, TRiO, internships/career services, student affairs, fellowships, and language departments.



UTILIZE OUTREACH TOOLS

Check out the [free resources](#) including PowerPoints, brochures, videos, and downloadable content.



DEMYSTIFY THE PROCESS

Connect students with [applicant videos](#) to support them before and during the application process.



INFORMATION SESSIONS

Invite Gilman alumni to help present the benefits of study abroad.



SHARE GILMAN STORIES

Spread the word about the experiences of Gilman Scholars and alumni through campus and local media.



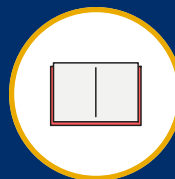
MORE THAN A SCHOLARSHIP

Remind students that Gilman Scholars are a network of 34,000 alumni with career-building opportunities.



PLANT THE SEED

Engage first-year students with information about the Gilman Program during orientation and incorporate Gilman in broader programming.



GILMAN ON REPEAT

Mention the Gilman Scholarship in every information session and individual advising session, share and repost Gilman social media content.

gilmanadvisors@iie.org | gilmanscholarship.org | 800.852.2141 extension 2

The Gilman International Scholarship Program is a program of the U.S. Department of State with funding provided by the U.S. Government and supported in its implementation by the Institute of International Education (IIE).

