



PHI THETA KAPPA

HONOR SOCIETY

International Education
International Honors Certificates Online Courses

Recruit – Student Recruitment

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Current Phi Theta Kappa Students

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(customizable flyers, scholarship awards, and social media assets)

Recruit – Student Recruitment Overview

Student recruitment can be as creative and effective as the leadership at the community college campus. Leadership begins at the top with communicating the vision and importance of international education. The best leadership begins to emerge through the organization when faculty, students, and the community are inspired to act on behalf of students to provide opportunities for international education, Phi Theta Kappa participation, travel abroad, and access to scholarships.

Recruitment Strategy:

Campus Champion for Enrollment:

There are many champions for both honors and international programming on community college campuses. Roles like PTK Advisor, Honors Faculty, Director of International Programs, Dean, and Vice President of Outreach can serve as a focal point for communication and student recruitment. There is a need for a clear communication strategy with any new initiative. A clear owner of student recruitment and enrollment should be identified to help both faculty and students understand the opportunity.

Creativity in Leadership:

Phi Theta Kappa is consistently inspired by the creativity at community colleges. Campus leaders understand the need to promote international experiences to better equip students to succeed in a competitive global economy. Some colleges set goals to achieve a percentage of students they want to earn an International Honors Certificate and have also set goals on numbers of students they intend to help travel abroad. While Phi Theta Kappa provides recruitment tools, colleges best understand their context and can apply creative and effective recruitment strategies.



President Email to Students

(Phi Theta Kappa Members and Eligible Phi Theta Kappa Students)

Subject Line: Take a Course from a Top University at ____ College

____ Students,

Have you ever thought about attending a top university like UCLA or traveling abroad to attend a university in Beijing or South Africa to build your skills and resume?

The world is increasingly competitive for students preparing to transfer to a university or compete for a job. Students who possess global perspectives and skills will have a clear competitive advantage.

____ College has partnered with Phi Theta Kappa to offer a powerful international educational opportunity for you. Beginning ____, you will be able to earn International Honors Certificates (IHC) from the world's top universities in high demand fields of global interest.

International Honors Certificates (IHC) online courses are:

- Accessible: Open to you 100% online with flexible start and finish dates.
- Affordable: Through Phi Theta Kappa scholarships, IHC online courses cost the same as a regular three credit hour course here at ____ College.
- Meaningful: You can earn three credit hours at ____ College towards your degree and an International Honors Certificate from one of the world's top universities.
- Impactful: IHC online courses include a capstone to help you develop a personal plan to study abroad and locate and apply for scholarships.

The first four International Honors Certificate (IHC) online courses available to you are:

- UCLA Anderson School of Management – Global Entrepreneurship
- University of Johannesburg – Organizational Leadership
- University of South Carolina – International Business Human Resources
- Beijing Language and Culture University – Contemporary Chinese Culture (available Spring 2016)

To enroll contact Dr. _____ at _____@____.college.edu (____ College Phi Theta Kappa Advisor)

To learn more visit ptk.org/ihc or open the attachment.

Enroll to give your resume a big international boost in partnership with ____ College and Phi Theta Kappa.

Sincerely,

President
____ College



PTK Advisor Email to PTK Students

Subject Line: Phi Theta Kappa – Scholarships for International Honors Certificates

____ Phi Theta Kappa Students,

As active Phi Theta Kappa students you already dream big and Phi Theta Kappa would like to introduce you to a new big idea. Phi Theta Kappa knows you are the type of student who might go to Los Angeles and develop a new startup idea at UCLA, China to advance international relations, or to South Africa to be on the cutting edge of world health initiatives. Phi Theta Kappa has developed International Honors Certificates to help you prepare for that future and to give your resume a HUGE boost for university admissions and career goals.

____ College has partnered with Phi Theta Kappa to offer you a powerful international education opportunity. You will be able to earn International Honors Certificates (IHCs) from the world's top universities in high demand fields of global interest.

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To enroll contact Dr. _____ at _____@_____.college.edu (____ College Phi Theta Kappa Advisor) To learn more visit ptk.org/ihc or open the attachment.

Enroll and give your resume a big international boost in partnership with ____ College and Phi Theta Kappa. Please come see me if you have questions.

Sincerely,

Phi Theta Kappa Advisor
____ College



PTK Advisor (or lead recruiter email) to non-PTK Students (PTK Eligible)

Subject Line: Congratulations on your Scholarship for an International Honors Certificate

____ Students,

Based on your academic performance at ____ College, Phi Theta Kappa Honor Society is recognizing your achievements and offering you this exclusive scholarship for a powerful international education opportunity. You will be able to earn International Honors Certificates (IHC) from the world's top universities in high demand fields of global interest.

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To enroll contact Dr. _____ at _____@_____.college.edu (____ College Phi Theta Kappa Advisor) To learn more visit ptk.org/ihc.
or open the attachment.

Enroll and give your resume a big international boost in partnership with ____ College and Phi Theta Kappa. Please come see me if you have questions.

Sincerely,

Phi Theta Kappa Advisor
____ College

_____ College
**International Honors Certificate (IHC) Online Courses
 STUDENT FACT SHEET**

1. Am I Eligible?
 - Must be an enrolled student at _____ College
 - Must have completed 12 credit hours
 - Minimum 3.5 GPA
 - * Eligibility requirements may vary at campuses – see Dr. _____ at _____@_____college.edu
 (_____ College Phi Theta Kappa Advisor)
2. What IHC Online Courses Can I Take?
 - UCLA Anderson School of Management – Global Entrepreneurship
 - University of Johannesburg – Organizational Leadership
 - University of South Carolina – International Business Human Resources
 - Beijing Language and Culture University – Contemporary Chinese Culture
3. What Credit Do I Receive?

| International Honors Certificate (IHC) | _____ College Course Equivalent |
|--|---------------------------------|
| UCLA Anderson: Global Entrepreneurship | 1. 2. 3. 4. |
| University of Johannesburg: Organizational Leadership | 1. 2. 3. 4. |
| University of South Carolina: International Business Human Resources | 1. 2. 3. 4. |
| Beijing Language and Culture University: Contemporary Chinese Culture | 1. 2. 3. 4. |

4. Who Do I Contact to Enroll?
 - Dr. _____ at _____@_____college.edu (Phi Theta Kappa Advisor)
5. When Is The Deadline to Enroll?
 - _____, 2015
6. Where Do I Find More Information?
 - ptk.org/ihc

List of Support Assets in the Toolkit

The following assets are found on the launch toolkit website. The flyers and scholarship awards are posted in a number of different formats for your convenience. Plug in your campus logo, information, and then just create a pdf to print or send to students to energize your recruiting efforts.

ptk.org/IHCToolkit

Assets Available

1. Customizable Flyers
2. Customizable Scholarship Award
3. Social Media Graphics and Assets

IMPORTANT GUIDELINES:

1. Phi Theta Kappa has an agreement with each participating university.
2. Each marketing asset (flyers or scholarship certificates) can only be used as prescribed by Phi Theta Kappa.
3. Logos or key messages are not to be altered or changed in any way based on the agreement that was signed between Phi Theta Kappa and your community college.