



KU-LED Study Abroad/Away Program Proposal Overview

This form should be completed and uploaded as part of the KU-Led Proposal. This form is not shared with participants, however information on this form is used to build the program brochure and for the International Office to assist in advising participants.

Proposed Program Title:
Proposed Location(s):
Proposed Term & Year:
Proposed Frequency: <input type="checkbox"/> One-Off <input type="checkbox"/> Yearly <input type="checkbox"/> Even Years <input type="checkbox"/> Odd Years <input type="checkbox"/> Every 3 or 4 Years <input type="checkbox"/> Not Yet Determined
Has this program previously been approved? <input type="checkbox"/> Yes <input type="checkbox"/> No
PROGRAM LEADER (PL) & INSTRUCTOR INFORMATION
The Primary PL is the International Office's main contact for the KU-Led Proposal as well as for program information updates and is the Program Director on record who submits the proposal. However, it does not mean that they are required to complete all aspects of a program's design, particularly when there is one or more Secondary PLs or external vendors or partners.
A Secondary PL is useful for dividing responsibilities between teaching/learning/content responsibilities and program logistics. It may also be useful when groups need to split up for reasons of emergencies, health concerns, or travel interruptions as well as if there are two itineraries (student group vs. professionals/adult group). If for any reason the Primary PL cannot travel due to an extenuating personal or family situation, a Secondary PL can take over and lead the trip in their absence. The International Office encourages all trips to have a Secondary PL, though we recognize that not all programs fit the need for two Program Leaders.
Primary Program Leader:
Name:
Department/Office:
KU Email:
Personal Email:
Cell Phone Number:
What additional role will the Primary Program Leader have? <input type="checkbox"/> Pre-Travel Logistics <input type="checkbox"/> On-site Logistics <input type="checkbox"/> Learning/Teaching Components <input type="checkbox"/> Emergency Support <input type="checkbox"/> On-site Guide <input type="checkbox"/> Budget Management <input type="checkbox"/> Student Advising & Recruitment <input type="checkbox"/> Review Applications <input type="checkbox"/> Other:
Secondary Program Leader: <input type="checkbox"/> Has not yet been determined <input type="checkbox"/> Will not appoint a Secondary PL
Name:
The Secondary PL is (select one): <input type="checkbox"/> KU Faculty <input type="checkbox"/> KU Staff <input type="checkbox"/> KU Student <input type="checkbox"/> Community Member Note: Community Members must complete the Kutztown University volunteer process to receive official approval.
Email:
Cell Phone Number:
Secondary Program Leader Role: What role will the Secondary Program Leader have? <input type="checkbox"/> Pre-Travel Logistics <input type="checkbox"/> On-site Logistics <input type="checkbox"/> Learning/Teaching Components <input type="checkbox"/> Emergency Support <input type="checkbox"/> On-site Guide <input type="checkbox"/> Budget Management <input type="checkbox"/> Student Advising & Recruitment <input type="checkbox"/> Review Applications <input type="checkbox"/> Other:
Additional Notes:

PROGRAM INFORMATION

Provide a 1-2 paragraph overview of the proposed program: This should be a general but catchy overview (the "elevator pitch") for prospective participants. Include information about the excursions, highlights of the trip, or the course/learning component. **Your response will be used verbatim for program marketing on the online brochure.**

What are the intended goals or outcomes of the program? How will you assess these outcomes? Do not use your course outcomes. Use the [Kutztown Study Abroad Learning Outcomes](#) as a guide, but you may additionally use KU's [Institutional learning Outcomes](#), the [OECD Sustainable Development Goals](#), professional association or accreditation standards, goals outlined by your department and/or college.

Describe the travel relevance for this program.

For-credit programs: How have you adapted the course learning objectives and assessments for your study abroad/away course?

Non-credit programs: How does the learning component of this program relate to the chosen location?

How will aspects of the host culture/location be integrated into the program excursions and learning components?
(This is for international and U.S.-territory programs only)

What is the type of KU-Led Program? *(Select one or two that best describe the focus of the program.)*

- ☐ Discipline-focused (Ex. A for-credit course; subject-specific learning)
- ☐ Skill Development (Ex. Field experiences)
- ☐ Cultural Immersion (Ex. Language or cultural focus)
- ☐ Service Learning (Ex. Community-driven service projects)
- ☐ Organization Trip (Ex. Student club, athletic team, music group)
- ☐ Travel Abroad (Ex. Conference, workshop/training; non-credit)

Academic instruction will be conducted at: *(Check all that apply)*

- ☐ Host institution/organization ☐ On-site during tour/excursions ☐ On-site hotel/other meeting locations
- ☐ KU campus pre-trip ☐ KU campus post-trip ☐ Virtual pre-trip ☐ Virtual post-trip
- ☐ Other:

List the proposed courses that will be offered on this program. *(This section is for Discipline-focused programs only)*

Course Code	Course Title
Does this course have pre-requisites? <input type="checkbox"/> No <input type="checkbox"/> Yes:	
Academic instruction will be conducted by?	
<input type="checkbox"/> KU Faculty <input type="checkbox"/> Host University/Organization <input type="checkbox"/> Both KU and Host University/Organization	
Instructor Name:	

Course Code	Course Title
Does this course have pre-requisites? <input type="checkbox"/> No <input type="checkbox"/> Yes:	
Academic instruction will be conducted by?	
<input type="checkbox"/> KU Faculty <input type="checkbox"/> Host University/Organization <input type="checkbox"/> Both KU and Host University/Organization	
Instructor Name:	

Course Code	Course Title
Does this course have pre-requisites? <input type="checkbox"/> No <input type="checkbox"/> Yes:	
Academic instruction will be conducted by?	
<input type="checkbox"/> KU Faculty <input type="checkbox"/> Host University/Organization <input type="checkbox"/> Both KU and Host University/Organization	
Instructor Name:	

Course Code	Course Title
Does this course have pre-requisites? <input type="checkbox"/> No <input type="checkbox"/> Yes:	
Academic instruction will be conducted by?	
<input type="checkbox"/> KU Faculty <input type="checkbox"/> Host University/Organization <input type="checkbox"/> Both KU and Host University/Organization	
Instructor Name:	

Course Code	Course Title
Does this course have pre-requisites? <input type="checkbox"/> No <input type="checkbox"/> Yes:	
Academic instruction will be conducted by?	
<input type="checkbox"/> KU Faculty <input type="checkbox"/> Host University/Organization <input type="checkbox"/> Both KU and Host University/Organization	
Instructor Name:	

PARTICIPANT DETAILS

Important Notice: The International Office prohibits the practice of pre-selecting students. Some Program Leaders (PLs) may have a select group of students in mind prior to completing a proposal. The International Office recognizes that there are cases where pre-selection of students or exclusion of students is necessary. For example, when a program is specifically tied to a class with pre-requisites or is a program designed for those with membership in a student organization.

The International Office endeavors to recruit and advise students from all segments of the student population, including those who are historically underserved. To create a transparent and fair process, all important program information including eligibility criteria, costs, and logistic details will be publicly provided to potential participants on the online brochure on MyGLOBALKU. Interested individuals will be expected to complete a study abroad application with standardized requirements so that study abroad eligibility and program eligibility can be determined.

This program open to: *(Check all that apply)*

- ☐ Undergraduates (First Year) ☐ Undergraduates (Second Year) ☐ Undergraduates (Third Year)
☐ Undergraduates (Fourth+ Year) ☐ High School Prospective KU students ☐ Other college/university students
☐ Graduate students ☐ Staff/faculty/administration (as participants) ☐ KU students' family members
☐ KU alumni ☐ Community members (unaffiliated with KU) ☐ Program Leader/instructor spouses

Do you want your program promoted to other PASSHE universities? ☐ Yes ☐ No

Note: Non-KU students will need additional approvals as well as a conduct approval from their home institution/school. Non-students not currently employed by KU will be required to complete a background check at their own expense.

Is this program restricted to certain majors or minors? (If yes, list which majors/minors) ☐ No ☐ Yes:

Is this program restricted to certain student groups (Club, team, etc.)? (If yes, describe) ☐ No ☐ Yes:

The minimum cumulative GPA required to participate in study abroad is a 2.20 GPA. Do you wish to raise the minimum GPA for this program? (If yes, what cumulative GPA?) ☐ No ☐ Yes:

What additional program eligibility criteria do you want to list on the brochure?

Briefly describe your marketing and recruitment plan.

Here are some ideas for you!

- Create and hand Flyers/Posters around campus
- Give classroom presentations
- Host informational sessions for students and their parents
- Partner with student clubs to give a presentation
- Partner with Housing and RA staff to give a presentation
- Partner with Academic Advisors to promote your program
- Email campaigns to targets majors/minors
- Present to colleagues during department meetings
- Participate in the Study Abroad Fair
- Advertise on digital screens on campus
- Advertise on popular campus social media accounts
- Talk about your future program at an orientation session to prospective KU students