

# Plan for Review of CIEP Promotions & Marketing: 2015-2018

**PHILOSOPHY:** A regular review of the promotions and marketing activities will ensure that CIEP disseminates accurate information among all electronic and print promotional materials, evaluate the effectiveness and efficiency of promotional efforts, maintains consistent relationships with partners, agents, and representatives, and will allow for the review of allocated funds for marketing and recruitment.

**EXPECTED OUTCOMES:** We review promotional material to ensure that accurate messages are being received and understood by students, staff, agents, partners, and representatives. Regular review processes will enhance the quality of promotional materials, increase the effectiveness of recruiting efforts by allowing for timely updates of material and for evaluating the most efficient modes of delivery. The review process allows CIEP staff to evaluate the use of time, materials, and resources about the effectiveness of each promotional activity.

## 1 REVIEW OF PUBLICATIONS

---

### 1.1 DEPARTMENTAL NEWSLETTER

Outcomes:	To showcase the successes of CIEP students and staff, report on the most recent CIEP session activities, highlight collaboration between CIEP and UNI departments, and promote the program to prospective students, partners, agencies, and the local community.
Description:	At the end of each semester (Fall, Spring, and Summer) the CIEP publishes the <i>International Panther</i> . This publication is in the form of printed booklets and an electronic publication. This newsletter includes summaries of activities staff initiatives from the past semester as well as articles about current and former students, immersion programs and events, and community, campus, and departmental connections. The newsletter is sent to partners, agents, representatives, volunteers, CIEP current and former students, and UNI and CIEP staff members. Both a print and electronic version are created. Before publishing, the CIEP Director reviews and approves the content and design. The CIEP Promotions & Admissions Specialist also sends the newsletter to UNI University Relations to review the content, grammar, language, university image, and design.

Staff Responsible: CIEP Promotions & Admissions Specialist, CIEP office staff

Medium: Meetings and email communication

Materials Involved: Feedback from the UNI University Relations team and departments on campus such as the Office of International Programs, as well as feedback from readers, typically in the form of email correspondence, social media analytics and Google Analytics reports.

Frequency: Three times annually, at the beginning of the Fall 1, Spring 1, and Summer sessions.

## 1.2 WHITE PAPER FOR AGENTS, PARTNERS, & REPRESENTATIVES

Outcomes: To ensure consistent communication among CIEP agents, partners, and institutions and to provide them with accurate information about the program, application deadlines, fees, etc. White papers will help to continue to build strong relationships with partners and agents.

Description: This white paper is an PDF electronic publication that includes information specific to agents, partners, and representatives such as recommended dates for submitting applications, program dates and fees, scholarship opportunities, opportunities for CIEP training, and special programs. Before sending, the CIEP Director reviews and approves the content and design.

Staff Responsible: CIEP Promotions & Admissions Specialist

Medium: Meetings and surveys

Materials Involved: Agent survey results, previous meeting minutes, email correspondence between agents and CIEP, Google analytics reports

Instrument: Agent Services Survey: This survey can be found online at <https://docs.google.com/a/uni.edu/forms/d/1twKUfTQm6jfxUhjYnd71kTH5S83ARbWzZmo9Aj0FKY4/viewform>. The survey asks questions regarding the referral students, services provided by the agent, communication with the students, and communication with CIEP staff including questions regarding the White Papers.

Frequency: Three times annually in March, June, and December.

## 1.3 CIEP BROCHURE

Outcomes: To provide a general overview of the CIEP to prospective students and their families as well as agents, partners and representatives.

**Description:** The CIEP regular program brochure provides information about the CIEP, the mission, courses offered, accreditation, and information about the UNI campus and community. This publication is in the form of a printed brochure and downloadable PDF. This piece also includes an insert with the dates and fees of the program as well as an application. The brochure can be translated into different languages depending on the recruitment focus. The CIEP Promotions & Admissions Specialist provides the information for the piece. UNI University Relations staff creates the design of the brochure. Finally, the CIEP Director reviews and approves the content and design before publishing. Completed brochures may be translated according to the focus of our recruitment efforts.

**Staff Responsible:** CIEP Promotions & Admissions Specialist, University Relations staff

**Medium:** Meeting and email communication

**Materials Involved:** Feedback from University Relations team, reports on volume printed throughout the year, reports on admission and application, feedback from CIEP Director, Google analytics reports

**Frequency:** Reviewed annually in the Summer session, printed based on promotion/recruitment needs.

#### 1.4 CONVERSATION PARTNERS BROCHURE

**Outcomes:** To promote the Conversation Partners Program among current CIEP and UNI students and to inform potential students, partners, and agents about the program.

**Description:** This brochure includes general information about the Conversation Partners Program for both CIEP students and native English speakers. The brochure includes information about participation requirements and how to apply. The publication is in the form of a printed brochure and a downloadable PDF on the CIEP website. The CIEP Promotions & Admissions Specialist creates the design and content for the brochure. The content is provided by the CIEP Student Services Coordinator. The CIEP Director and UNI University Relations staff review and approve the piece before publishing.

**Staff Responsible:** CIEP Promotions & Admissions Specialist

**Medium:** Meeting and email communication

**Materials Involved:** Feedback from University Relations team, reports on volume printed throughout the year, reports of Conversation Partner Program participation, feedback from Student Services Coordinator, Google analytics reports

**Frequency:** Reviewed annually in the Summer session, printed based on promotion/recruitment needs.

## 1.5 INTERNATIONAL FRIENDSHIP PROGRAM (IFP) BROCHURE

Outcomes:	To promote the IFP program among current students, potential students, partners and agents and to encourage participation in the local community.
Description:	This brochure includes general information about the International Friendship Program for both CIEP students and local families. The brochure includes information about participation requirements and how to apply. . The publication is in the form of a printed brochure and a downloadable PDF on the CIEP website. The CIEP Promotions & Admissions Specialist or the student employees create the design and content for the brochure. The CIEP Director and UNI University Relations staff review and approve the piece before publishing.
Staff Responsible:	CIEP Promotions & Admissions Specialist
Medium:	Meeting and email communication
Materials Involved:	Feedback from University Relations team, reports on volume printed throughout the year, reports of IFP participation, feedback from Student Services Coordinator, Google analytics reports
Frequency:	Reviewed annually in the Summer session, printed based on promotion/recruitment needs.

## 1.6 IMMERSION PROGRAM BROCHURE

Outcomes:	To promote the CIEP Immersion Programs among partners, agents, and representatives.
Description:	The CIEP Immersion Program brochure provides information about the CIEP, the mission, types of special programs offered, a sample itinerary, and information about how to start working with the CIEP staff to create a customized special program. This piece can also include an insert of the CIEP Preliminary Questionnaire, which is the first step to developing a special program. The brochure may be translated into different languages depending on the recruitment focus. The CIEP Promotions & Admissions Specialist provides the information for the piece. UNI University Relations staff creates the design of the brochure. Finally, the CIEP Director reviews and approves the content and design before publishing.
Staff Responsible:	CIEP Promotions & Admissions Specialist
Medium:	Meeting and email communication
Materials Involved:	Feedback from University Relations team, reports on volume printed throughout the year, reports of special program participation/interest, feedback from Student Services Coordinator, Google analytics reports

Frequency: Reviewed annually in the Summer session, printed based on promotion/recruitment needs.

## 1.7 ACTIVITY & EVENT PROMOTIONAL FLYERS

Outcomes: To promote cultural activities, trips, Culture Hours, and social events for CIEP and UNI students.

Description: Flyers are created for CIEP activities by the Student Services Coordinator. They are posted on the CIEP social media pages and distributed to the CIEP instructional and administrative staff for promotion. Flyers can be printed to display in the main office or the activities office.

Staff Responsible: Student Services Coordinator

Medium: Meetings and email communication

Materials Involved: Activity attendance reports, Social media analytics

Frequency: Continuously, based on the schedule of activities per session.

## 1.8 PROMOTIONAL FOLDERS

Outcomes: To promote the CIEP in a professional manner and to provide basic information to new staff, students, partners, agents, and campus departments.

Description: The CIEP uses promotional folders during the new student orientation, staff orientation, and for recruitment purposes. The folder contains the CIEP mission, general information, and contact information for key personnel. These folders are often given to visitors and are used in promotional meetings at conferences or during recruitment trips. The folders are designed by the University Relations staff and are created using university guidelines. The CIEP Promotions & Admissions Specialist works with the University Relations team to provide accurate information and to aid in the design process. Final proofs are reviewed and approved by the CIEP Director.

Staff Responsible: CIEP Promotions & Admissions Specialist, UNI University Relations staff

Medium: Meetings and email communication

Materials Involved: Strategic plan, recruiting reports, reports on the number of meetings throughout the year, admission and enrollment data

Frequency: Reviewed annually in the Summer session, printed based on promotion/recruitment needs. Evaluated for re-design every five years during the Summer session. The next evaluation for re-design will be in 2020.

## 1.9 HOLIDAY CARD

Outcomes:	To acknowledge all CIEP staff, students, alumni, partners, institutions, agents, volunteers, and UNI staff and to greet them during the holiday season to further strengthen relationships.
Description:	The CIEP orders printed holiday cards through an approved supplier to send to overseas partners, agents, and representatives. Printed holiday cards are also sent to International Friendship Program volunteers and Conversation Partner volunteers. The CIEP Secretary orders the print version of the card. The CIEP also creates an electronic holiday card. The CIEP Promotions and Admissions Specialist is responsible for the creation of the electronic card. The CIEP Director reviews and approves both the print and electronic card before publishing.
Staff Responsible:	CIEP Promotions & Admissions Specialist, CIEP Secretary
Medium:	Email communication
Materials Involved:	Feedback from Director, Student Services Coordinator, Secretary and Promotions & Admissions Specialist, recipient list, social media analytics, and Google Analytics
Frequency:	Annually, in December/January.

## 2 REVIEW OF ONLINE PROMOTIONS

---

### 2.1 CIEP WEBSITE

Outcomes:	To promote the CIEP and special programs among prospective students, partners, agents, and institutions; to act as a source of information for all CIEP students, staff, and UNI staff and faculty.
Description:	The CIEP website provides comprehensive information about the CIEP, special programs, admissions policies, activities, dates and fees, announcements, scholarships, UNI resources, student and staff handbooks, class schedules, student testimonials, accreditation and affiliations and more. The CIEP website provides specific information for prospective students, current students, alumni, CIEP staff, partners & agents, and parents. The CIEP website is hosted and supported by the UNI University Relations team. The UNI University Relations team provides the templates, domain, and technical regular support. The website is maintained by the CIEP Promotions & Admissions. The CIEP Director reviews and approves updates on content and design. Translations are also provided for information regarding admission to the CIEP. In the event

the CIEP launches a completely new website design, the CIEP Promotions & Admissions Specialist will arrange for focus groups with the following stakeholders: students, CIEP staff, UNI staff. The results of the focus group will be used to improve the usability of the website.

- Staff Responsible: CIEP Promotions & Admissions Specialist
- Medium: Focus groups, surveys, meetings, and email communication
- Materials Involved: Google analytics, focus group minutes, post-focus-group surveys, feedback from University Relations staff
- Instrument: Post-focus group survey: This survey includes information on the usability of the specific areas of the CIEP website. The document is located in T:/Documents/Promotion/Website 2013/Focus Group.
- Frequency: Basic website content is regularly updated each session as needed. All website content is reviewed annually during the Summer session. The design of the website is reviewed every three years during the Summer session.

## 2.2 SOCIAL MEDIA

- Outcomes: To showcase the events, students, and staff at CIEP; to allow interaction between students and the CIEP; to promote the program's activity among prospective students, partners, and agents. Social media sites should be updated with new events, announcements, photos, etc. each week.
- Description: The CIEP uses a variety of social media tools including a Facebook organization page, a Facebook group for student activities, a Twitter page, a LinkedIn group, an Instagram page, and a YouTube account. The CIEP Student Services Coordinator and the CIEP Promotions & Admissions Specialist manage these social media pages. These pages are reviewed and updated as needed based on university and program events. Staff also use HootSuite to manage posting events to multiple social media platforms simultaneously.
- Staff Responsible: CIEP Promotions & Admissions Specialist, CIEP Student Services Coordinator
- Medium: Meetings and email communication
- Materials Involved: Social media analytics, Hootsuite analytics, feedback from staff
- Frequency: Continuously, based on the schedule of activities per session.

## 2.3 ONLINE PROMOTERS

Outcomes:	To increase the visibility of CIEP online and to provide additional opportunities for prospective students to find, research, and become connected with CIEP staff.
Description:	The CIEP collaborates with online promoters such as ApplyESL, SchoolLinks, ISES Japan and Study in the USA. CIEP also works with advertisement companies based on recruitment goals such as Brazil Business Reports. The CIEP Director decides which online promoters and advertisement companies to utilize during each academic year. The CIEP Promotions & Admissions Specialist works with the companies to ensure accurate information is being provided. Translated information is also reviewed by the CIEP translators. Advertisements are reviewed and approved by the CIEP Director before publishing.
Staff Responsible:	CIEP Promotions & Admissions Specialist, CIEP Director
Medium:	Meetings and email communication
Materials Involved:	Enrollment and admission reports, Google analytics data, application data regarding “reference to CIEP” section
Frequency:	Annually during the Summer session.

## 3 REVIEW OF CIEP PRESENTATION MATERIALS

---

### 3.1 GENERAL INFORMATION PRESENTATION

Outcomes:	To provide information about CIEP to interested students, agents, partners, representatives, and parents.
Description:	This presentation includes basic information about the CIEP including dates, fees, program mission, social and cultural activities and class offerings. The presentation also includes information about special program opportunities and an introduction to the UNI campus and community.
Staff Responsible:	CIEP Promotions & Admissions Specialist
Medium:	Meetings and email communication
Materials Involved:	Report of meetings attended throughout the year, enrollment data, and recruitment reports.
Frequency:	Annually during the summer, and as needed for recruitment trips and events



### 3.2 AGENT, PARTNER, REPRESENTATIVE TRAINING PRESENTATION

Outcomes:	To provide updated information about the CIEP and to enhance communication between the CIEP and partners and representatives.
Description:	This presentation includes information about the CIEP including dates, fees, program mission, special program opportunities, agent expectations, policies, and procedures. This presentation is reviewed each spring. The CIEP Promotions & Admissions Specialist creates the training, and the CIEP Director reviews the content. The presentation is delivered by the UNI CIEP Promotions & Admissions Specialist in-person or through video conferencing tools such as Google Hangout or Skype. Agents are required to complete the training before an agreement is created or renewed.
Staff Responsible:	CIEP Promotions & Admissions Specialist
Medium:	Meetings and surveys
Materials Involved:	Prezi, PowerPoint, GoogleHangout, Skype, results of the Agent Services Survey
Instrument:	Agent Services Survey: This survey can be found online at: <a href="https://docs.google.com/a/uni.edu/forms/d/1twKUftQm6jfxUhjYnd71kTH5S83ARbWzZmo9Aj0FKY4/viewform">https://docs.google.com/a/uni.edu/forms/d/1twKUftQm6jfxUhjYnd71kTH5S83ARbWzZmo9Aj0FKY4/viewform</a> . The survey asks questions regarding the referral students, services provided by the agent, communication with the students, and communication with CIEP staff including questions regarding the White Papers.
Frequency:	Annually in the Spring 2 sessions, annual training begin in the Summer session and continue throughout the year.

### 3.3 CIEP ORIENTATION & PRE-ARRIVAL PRESENTATIONS

Outcomes:	To ensure important information is disseminated to students during the pre-arrival stage and during the first few days on campus.
Description:	Pre-arrival presentations are available on the CIEP website ( <a href="http://www.uni.edu/ciep/pre-arrival">www.uni.edu/ciep/pre-arrival</a> ) and include topics such as visa applications, visa interview, booking airfare, housing information, health requirements, community information, packing guide, airport procedures, checking in at CIEP and information about being an international student at UNI. On-site orientation presentations include topics such as an introduction to the campus, CIEP handbook review, technology resources, immigration regulations, health insurance, and safe behavior. The CIEP staff develops many of these presentations. However, presentations regarding health insurance and safe behavior are created and delivered by the respective campus departments. Information in these presentations may also be translated.
Staff Responsible:	CIEP Promotions & Admissions Specialist

Medium:	Staff Orientation meetings, surveys
Materials Involved:	Data from the New Student Orientation Survey and the New Student Orientation Survey for staff, meeting minutes
Instrument:	New Student Orientation Survey: Survey can be found online at <a href="http://uni.edu/ciep/orientation">http://uni.edu/ciep/orientation</a> . The survey includes questions regarding both the pre-arrival materials and the on-campus orientation.  New Student Orientation Survey for Staff: Survey can be found online at <a href="https://docs.google.com/a/uni.edu/forms/d/1ZZ9YAYH-NsVHkloGYmt-hiekbx626H_SKHbQVE8SD0U/viewform">https://docs.google.com/a/uni.edu/forms/d/1ZZ9YAYH-NsVHkloGYmt-hiekbx626H_SKHbQVE8SD0U/viewform</a> . This survey allows staff members to comment on all sessions and provide feedback on ways to improve or questions that new students had during the process.
Frequency:	Reviewed annually during the Summer session.

## 4 REVIEW OF PHOTOGRAPHY & VIDEO

---

### 4.1 PHOTOGRAPHY

Outcomes:	To document and promote CIEP activities, events, and initiatives.
Description:	CIEP staff members such as the CIEP Student Services Coordinator and the CIEP Admissions & Promotions Specialist collect photos and video footage from activities and events each session. Once per year, the CIEP Admissions & Promotions Specialist also visits classrooms to take additional photos. The CIEP does not stage photography; all photos are taken of real events as they occur. Photos are archived on two external drives in the CIEP office. Photos may also be posted on the CIEP social media pages. During each orientation, CIEP students complete a waiver form indicating permission for CIEP to use their photo/video for promotional use. This information is kept in the Smartsheet database and reviewed when posting photos.
Staff Responsible:	CIEP Promotions & Admissions Specialist, Student Services Coordinator
Medium:	Meetings, email communication
Materials Involved:	Social media analytics, review of waiver forms
Frequency:	Continuously throughout the year as events occur.

## 4.2 INSTITUTIONAL VIDEO

Outcomes:	To provide general information about the CIEP on an electronic platform that is easily presented to interested individuals and institutions.
Description:	The institutional video provides information about the CIEP program and can include information about the university, student and staff testimonials and information regarding application to the program. A professional company or organization is typically contracted to create an updated institutional video. The CIEP Director and CIEP Promotions & Admissions Specialist collaborate to determine the company, content, and overall production of new videos.
Staff Responsible:	CIEP Promotions & Admissions Specialist, CIEP Director
Medium:	Meetings, email communication
Materials Involved:	Google analytics, social media analytics, enrollment data, feedback from recruitment trips
Frequency:	The video is reviewed each year during the summer session to ensure accuracy. The production of a new institutional video is evaluated during the Summer session every five years, with the next review scheduled for 2020.

## 4.3 ACTIVITIES VIDEOS

Outcomes:	To showcase the CIEP cultural activities and events available to current students.
Description:	The CIEP uses one video that is a summary of all CIEP activities and events that are regularly offered through the program. It includes staff and student interviews and is a resource for prospective students to learn more about what opportunities to expect after arriving on campus at CIEP. The CIEP also creates bi-weekly activity updates as a way to promote cultural opportunities to current CIEP students. The CIEP Promotions & Admissions Specialist and the CIEP Student Services Coordinator work together to create the content and produce the videos.
Staff Responsible:	CIEP Promotions & Admissions Specialist
Medium:	Surveys and meetings
Materials Involved:	Social media analytics, Google analytics, Activities Survey, Activities attendance report
Instrument:	Activities Survey: This survey contains questions about the rate of satisfaction current CIEP students express regarding activities each session. The survey also

includes information about preferred methods of communication and promotion of events. The survey can be found here: T:/CIEP Activities/Surveys

Frequency: The videos are reviewed each year in the Summer session. The production of a new summary video is evaluated every three years during the Summer session, with the next evaluation occurring in 2018.

#### 4.4 SPECIAL PROJECT VIDEOS

Outcomes: To feature special events, immersion programs and staff initiatives in a video format for use on social media pages and the CIEP newsletter.

Description: Special project videos are created as needed, based on the activities and events of the session. For example, a special video may be made at the end of a CIEP Immersion Program. Videos are also created to add staff and student interviews to other publications such as the newsletter, or for use on our website in the form of a student testimonial. Videos are created by the CIEP Admissions & Promotions Specialist with the assistance of other office staff members.

Staff Responsible: CIEP Promotions & Admissions Specialist

Medium: Meetings and email communication

Materials Involved: Social media analytics, Google analytics

Frequency: Continuously throughout the year, these videos are created and reviewed based on events and activities occurring each session.

## 5 REVIEW OF PROMOTIONAL PRESENTATIONS & MEETINGS

---

### 5.1 FOREIGN VISITORS

Outcomes: To meet with foreign visitors from partner universities, consulates, agents, or other individuals who are interested in discussing collaboration with the CIEP.

Description: If a partner, agent, or representative visits the CIEP, the CIEP Director and CIEP Secretary will arrange meetings with CIEP and UNI personnel based on the purpose of the visit as well as accommodations for the visit. The CIEP Promotions & Admissions Specialist will prepare promotional material needed for the visitors.

Staff Responsible: CIEP Director, CIEP Secretary, and CIEP Promotions & Admissions Specialist

Medium: Meetings and email communication

Materials Involved: Feedback from in-person meetings, enrollment data

Frequency: Continuously as visits occur

## 5.2 VIDEO CONFERENCING PRESENTATIONS

Outcomes:	To ensure consistent communication among CIEP agents, partners, and institutions and to provide them with accurate information about the program.
Description:	Video conferencing presentations can be arranged through EducationUSA representatives and for partner institutions or agents who are interested in promoting the CIEP or a CIEP Immersion Program. Video conferencing presentations allow for a chance to meet with prospective students without traveling and also give prospective students to interact with CIEP staff members and to gather additional information about the program. Typically, presentations are given by the CIEP Director, the CIEP Promotions & Admissions Specialist, or the Student Services Coordinator.
Staff Responsible:	CIEP Promotions & Admissions Specialist, CIEP Director
Medium:	Meetings, surveys
Materials Involved:	Agent Services Survey results, enrollment reports, admission data
Instrument:	Agent Services Survey: This survey can be found online at: <a href="https://docs.google.com/a/uni.edu/forms/d/1twKUftQm6jfxUhjYnd71kTH5S83ARbWzZmo9Aj0FKY4/viewform">https://docs.google.com/a/uni.edu/forms/d/1twKUftQm6jfxUhjYnd71kTH5S83ARbWzZmo9Aj0FKY4/viewform</a> . The survey asks questions regarding the referral students, services provided by the agent, communication with the students, and communication with CIEP staff including questions regarding the White Papers.
Frequency:	Continuously throughout the year, as needed.

## 5.3 CONFERENCE/IN-PERSON MEETINGS

Outcomes:	To build and enhance relationships with overseas partners, agents, and institutions.
Description:	As CIEP staff members travel to conferences, they may also arrange meetings with established or prospective partners, agents, or representatives. These meetings would include a general overview of the CIEP and discussions regarding opportunities and interests of both organizations. CIEP also collaborates with UNI staff and faculty who will be traveling for professional purposes. If schedules allow, these individuals may also attend an event for CIEP. The CIEP Director and the CIEP Promotions & Admissions Specialist meet with UNI staff and faculty before they travel to review information about CIEP and to discuss promotional material needs. The CIEP Promotions & Admissions Specialist prepares promotional material as needed for a conference and in-person meetings.

Staff Responsible: Staff traveling to conferences, CIEP Director

Medium: Meetings and email communication

Materials Involved: Conference memos, enrollment data, feedback from agents and partners

Frequency: Continuously throughout the year, based on conference and travel schedules.  
At the end of each academic year in May, the overall impact of meetings will be reviewed.

Task for Review	Fall 1 2015	Fall 2 2015	Spring 1 2016	Spring 2 2016	Summer 2016	Fall 1 2016	Fall 2 2016	Spring 1 2017	Spring 2 2017	Summer 2017	Fall 1 2017	Fall 2 2017	Spring 1 2018	Spring 2 2018	Summer 2018
1.1 Review of CIEP Newsletter	X		X		X	X		X		X	X		X		X
1.2 Review of White Papers		X		X	X		X		X	X		X		X	X
1.3 Review of CIEP Brochure					X					X					X
1.4 Review of Conversation Partner Brochure					X					X					X
1.5 Review of IFP Brochure					X					X					X
1.6 Review of Immersion Program Brochure					X					X					X
1.7 Review of Activity Promotional Flyers	Continuously														
1.8 Review of Promotional Folders					X					X					X
1.9 Review of Holiday Card		X					X					X			
2.1 Review of CIEP Website					X					X					X
2.2 Review of Social Media	Continuously														
2.3 Review of Online Promoters					X					X					X
3.1 Review of General Info. Presentation					X					X					X
3.2 Review of Agent Training Presentation				X					X					X	
3.3 Review of CIEP Pre-Arrival Presentation					X					X					X
4.1 Review of Photography	Ongoing														
4.2 Review of Institutional Video					X					X					X
4.3 Review of Activities Video					X					X					X
4.4 Review of Special Project Video	As needed														
5.1 Review of Foreign Visitor Meetings	As needed														
5.2 Review of Video Conferences	As needed														
5.3 Review of Conferences/In-Person Meetings	Continuously, full review in May														