A close up of a logo

Description automatically generatedA screenshot of a social media post

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*‘Moving towards innovative education for research- based and sustainable management of marine and freshwater ecosystems'*

**CORRIENTE XXI**

**Educational toolkit**

**Student recruitment**

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**STUDENT RECRUITMENT**

**PART 1: ‘Oceans and Lakes’ master programme**

**VIDEO STRUCTURE**

1. **University and faculty level**
   1. Brochures of programmes
   2. Information at university website
   3. Promotion at general live events
2. **Programme level**
   1. Recruitment via live events
      1. National and abroad events
      2. Events organized by universities
   2. Online recruitment
      1. Website
      2. Social media
      3. Higher education websites (membership)
      4. Extra opportunities
      5. Online information sessions
      6. Visual material and promotion
      7. Brainstorm meetings
      8. Attention to applicants
   3. Recruitment via network and alumni
      1. Via ‘word-of-mouth’
      2. Social media
      3. Collaborations and projects
      4. Abroad missions
      5. Partnerships with universities and research institutions
      6. Alumni networks
      7. Alumni as ambassadors
   4. Other