

Best Outreach and Recruitment Practices for Posts and Commissions: Your Role in Fulbright U.S. Scholar Program Outreach and Recruitment

The Fulbright Outreach and Recruitment team at IIE publicizes the U.S. Scholar Program, connects opportunities with relevant audiences, and supports scholars throughout their applicant journey. To complement those efforts, Fulbright staff at Posts and Commissions around the world are uniquely positioned to raise the profile of their awards, encourage scholars to apply, and provide resources specific to their countries. The following strategies have been particularly effective in furthering recruitment efforts, and Posts and Commissions are encouraged to get involved.

The IIE Outreach and Recruitment team is always here to answer questions from applicants, complementing your in-country expertise with specifics about the application process. You can find IIE contacts on the lefthand side of any of your awards, and each email address reaches a dedicated staff member directly.

The Outreach and Recruitment team shares the following resources with applicants:

- [Getting Started](#): Learn about the Fulbright Program
- [Open awards](#): Search by country, discipline, etc.
- [Office hours](#): Ask questions live to Fulbright staff
- [Application Guidance and Instructions](#)
- [Webinar Schedule](#) and [Archive of past webinars](#)

<div style="background-color: #0056b3; color: white; text-align: center; padding: 5px; margin-bottom: 10px;">Add to Comparison</div> <div style="border: 1px solid #ccc; padding: 10px;"> <p>PROGRAM STAFF:</p> <p>NAME Aferdita Krasniqi</p> <p>PHONE 2129845326</p> <p>EMAIL EuropeEurasia@iie.org</p> <p>TITLE Outreach and Recruitment Specialist</p> </div>	<p>AWARD CODE 25197-KV</p> <p>ACTIVITY TYPE Professional Project Research ? Teaching ? Teaching/Research</p> <p>DEGREE REQUIREMENTS Ph.D. (or other termin</p> <p>CAREER PROFILE Early Career Academ Mid-Career Academ Professionals ? Senior Academics ?</p>
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A staff member contact on Kosovo's "All Disciplines" award

Maximize the appeal of your awards. **When: January, during Award Review**

Applicants value flexibility. Your award descriptions can enhance the appeal of each opportunity and expand eligible audiences. If you would consider an applicant without a Ph.D., for example, note that a Ph.D. or terminal degree is not required. During the annual review process, in between cycles, the Outreach and Recruitment team can provide applicant feedback on awards and suggestions to address common concerns.

Adding a video to awards helps applicants "see" themselves in your award. Videos do not need to have particularly high production values to be successful, because any interactive portion of an award is exciting.



A video posted to Greece's "All Disciplines" award



Assist applicants in identifying host institutions and contacts.

When: March- July

One of the most frequent requests from applicants to the Outreach and Recruitment team is for help obtaining a letter of invitation. Post and Commission staff are best poised to assist! The most immediate way to do so is to **add a direct email address to every award**, where Scholars may message Commissions or Posts about host institutions (staff capacity permitting), and to share contacts with potential host institutions directly on awards. Adding a staff member's name makes this especially clear. Coming up with **a plan for how scholars can contact Posts and Commissions during summer months** is also helpful, so providing an evergreen, monitored inbox contact is ideal. Your institutional and academic networks are powerful. Encourage institutions to invite their U.S. partners as Fulbright Scholars. If you are aware of faculty and researchers who have collaborators in the U.S., a Fulbright U.S. Scholar Award is a natural fit to further these efforts and deepen existing connections. The simplest way to refer U.S. colleagues is our [referral form](#), where you can add up to five names and emails at a time.

Posts and Commissions can also leverage their partners' networks to supply applicant leads directly to IIE, even suggesting a possible collaborator. After Commissions supply names or pairs of names to IIE, the team at IIE can send personalized "connector" messages between a potential host and applicant.

ADDITIONAL COMMENTS

Academic Calendar of University of Bergen:
Fall: August-December, Spring: January-May

Contact at host institution for applicants' questions about this award:
Scott Rettberg, Professor of Digital Culture
University of Bergen Dept of Linguistic, Literary, and Aesthetic Studies
PO Box 7805
5020 Bergen, Norway
Telephone: +47 55 58 22 64
Fax: +47 55 58 96 60
Email: scott.rettberg@iuh.no

Applicants are encouraged to secure recommendation letters from individuals with different institutional affiliations.

CONTACTS AND HELPFUL LINKS

University of Bergen
Master's Programme in Digital Culture
Research Group for Digital Culture
Center for Digital Narrative

Information on Norway's "Digital Culture" award detailing institutions and specific contacts

FULBRIGHT

Dear Ted,

Greetings from the Fulbright Program! My name is Julia, and I recruit for Fulbright Scholar Awards to Spain.

I am writing because [Fulbright Spain](#) recently let me know that your scholarly profile would be an excellent fit for one of the Fulbright Scholar Awards to Spain for the 2025-2026 U.S. competition. Moreover, a Spanish scholar specifically recommended you: **Juan Casado Córdón** at the Universidad de Málaga. I have put him in CC on this message if you have any questions.

Fulbright U.S. Scholars are United States citizens selected for their academic merit and leadership potential to teach, research, and carry out professional projects. They also serve as citizen diplomats and represent the whole of the American people, in all of its diversity, abroad.

If this sounds interesting to you, Fulbright Spain thinks you would be an *especially* good fit for the award below (but please consider [other awards to Spain](#) as well!):

Spain: [All Disciplines at the Universidad de Málaga](#)

A message sent by IIE to connect a potential host in Spain and an applicant



Leverage academic databases to identify potential applicants.

When: March-June

The Outreach and Recruitment team uses the [Academic Analytics database](#) (AcA) of almost 500,000 faculty and researchers at all stages in their careers from all fields of study to identify targets for awards with narrow applicant tools. This resource is only available for Commissions; if your Commission doesn't already have AcA access, please email the O&R team and we can help you start taking advantage of this resource. We also have a document explaining how to use AcA for Commissions, [attached to this guide](#).

ALL FILTERS

France

FULBRIGHT NO RESTRICTIONS

RELATED TERMS

INST NAME

FAREED, JAWED
Pathology and Laboratory Medicine

HOPPENSTEADT-MOORMAN, DEBRA A
Pathology and Laboratory Medicine

A screenshot of an Academic Analytics search for academics who have published on "France"



Share awards, updates, and scholar stories on social media platforms.
When: Frequently during the competition

Posts on LinkedIn and Instagram are illustrative, easy to share, and reach broad audiences. Scholar applicants rely on the LinkedIn platform for professional development and networking. Messages on this channel are likely to reach many prospective applicants.

Instagram is growing in importance for Scholars. Frequent posts are helpful, and posts featuring alums are the most illustrative and exciting. “Pinning a post to the grid” makes it easy for applicants to find the most important information to get started. Any post on LinkedIn or Instagram should tag the Fulbright Program’s main accounts (“The Fulbright Program” on LinkedIn; @the_fulbright_program on Instagram) and follow Fulbright visual branding conventions. [Here](#) are Fulbright Branding guidelines for more information.



A post from Fulbright Finland on LinkedIn



A pinned post from Fulbright Brazil on Instagram, with four “slides”



Showcase networks of alums and Alumni Ambassadors
When: Frequently during the competition

Some of the most persuasive recruiters are alums of the program. Over 75% of U.S. Scholar applicants report that they heard about the competition “from a friend or colleague.” Pointing prospective applicants in the direction of star alums and official [Alumni Ambassadors](#) can put the best foot forward for the Post or Commission. You can highlight Fulbright Visiting Scholars who came from your country on social media or on your websites to encourage reciprocated Fulbright connections, and you can encourage Fulbright U.S. Scholars and U.S. Students who are currently in your country to refer their colleagues or professors back home.



Photos of the 2024 cohort of Alumni Ambassadors, from [fulbrightscholars.org](#)