Publicity for Your Community Psychology Program:
How to get information about your program into the hands of potential students, wherever they may be.

While many applicants might have heard about your community psychology education program through personal connections: professors, colleagues, or research teams etc., it is also important to publicize your program more widely - to potential students who may not have heard of the field of community psychology. By increasing the visibility of your program, you can potentially have a larger and more diverse set of applicants.

The Council of Education Programs (CEP) for SCRA is working to publicize education in the field. Currently, community psychology programs do not stand out from the mass of psychology education programs offered - they are often grouped in with community counseling, school psychology, or general psychology.

We are offering you a few of the simple web-based steps to increase the visibility of your particular program within the field. Some colleges and universities that offer community psychology programs (undergrad, masters, and Ph.D.) have already taken these steps. The more programs that register themselves specifically as, "community psychology", the more visibility our field will gain, and the easier it will be for interested students to find your programs.

If you have questions about these steps, or have a suggestion or method to share, please feel free to contact the Council of Education Programs at CEP.SCRA@gmail.com.

1) Register Your Program with Google
- Yes, your university might already be registered, but is your program? Search for programs in community psychology education, or in your sub-specialty and see if your program appears in the results.
- Google allows you to add your URL if your program isn't appearing (be careful to add the URL of the specific community psychology page from your department's website). http://www.google.com/addurl/

2) Register Your Program with the Various Graduate School and Undergraduate School Search Engines
- Your school or department might be registered - but is the community program? (on these sites, when you search community psychology, the results include many non-community programs and few community psychology programs).
- Popular clearinghouses of education programs that students use are: www.petersons.com, www.gradschools.com, www.review.com, and http://graduate-school.phds.org/. The procedures for registering your program with each are slightly different - most require you create an administrator login. The websites themselves can help you through this process, but please check to see if your program is already listed before you begin.

3) Publicize the Content You Have Already Created
- If you have a brochure, convert it into PDF form and put it on your website, along with your curriculum requirements. The easier documents are to pass on (PDFs are easily e-mailable and have standard form no matter what computer you view them on), the more likely they are to be passed on. Also, if your documents are heavily viewed, they will start coming up as results in Google searches.

4) Create New Web-Enabled Content, specifically interactive materials
- Websites are great for telling potential students about your program; videos are better. Create short videos (nothing professional is needed) with people (students, professors, community members) talking about your program. Sites like www.youtube.com and www.vimeo.com will host the video for you for free (and will walk you through the process of uploading content). You can cross-post them on www.youtube.com and on your own website, which will help drive traffic to your program's site.
- Many free software applications focus on gathering feedback, and allow visitors to your website to interact with the website. Consider creating a survey, a contact us form, or a discussion board on your website - visitors might be more apt to connect with you through these means, than they would be to call your department. These "non-committal" forms of communication will allow those on the edges of the field to learn more about it. GoogleDocs offers free, easy to manage surveys (you just need to sign up for a Google account). www.Boardhost.com will host a discussion board for you. Or you can do something as simple as creating a program email address, if you don't have one already (if your school's email system isn't set up to offer program email addresses, Gmail by Google and Yahoo Mail both offer free accounts)

5) Create a Presence for your Program on Social Networking Sites
Individuals from your program can register and create professional profiles and you can also create a "group" about your program. Sites such as www.facebook.com as well as www.linkedin.com offer these options, and allow interested individuals to connect with those already involved in your program and alumni. ***If you can get alumni to join a linked-in group, it will help potential students see where a degree in community psychology could lead.*** Linked-in, a professional networking site, has the potential to reach a different kind of new student - those already working in the field, as opposed to students right out of undergraduate institutions. Also, remember to encourage members who already have accounts to list your program in their profiles.

6) Be "of use"
- Create a resource page for community psychology resources, compile lists of community groups in your area, create a guide to applying to graduate school, list links to fellowship and financial aid opportunities, or fun places to eat in your community etc. The more people come to your website, the better - and by doing these potential applicants and visitors a service - you will not only be guaranteeing yourself more web traffic, but you will be increasing your site's standing in search engine results. Search engines like Google use more than "meta tags" for content in deciding how to list schools; rather they also look at how many other people link to your page, and how many relevant pages you link to.