

DIRECT SELLING EDUCATION CAMPUS PROGRAMS

DSEF works with participating universities to bring senior executives from a variety of direct selling businesses—including Fortune 500 companies and high-growth start-ups, both privately held and publicly traded—to campuses and classrooms. Direct selling company executives speak to undergraduate and graduate students about their companies, the industry and the important issues and challenges relevant to most businesses. Programs are designed to be interactive and are customized to ensure that they are pertinent to participating students, faculty and institutions.

Key objectives of DSEF's campus events include:

- Helping students better understand direct selling, a global channel of distribution with annual revenues of more than \$180 billion world-wide
- Bringing “real world” examples of marketing, entrepreneurship, research, sales management, ethics, consumer behavior and other aspects of direct selling as applied to the study of business
- Making students aware of a variety of corporate and entrepreneurial opportunities within direct selling as well as in related industries

CAMPUS PROGRAM PARTNERSHIP ROLES AND RESPONSIBILITIES

Executives involved in this program often focus on an aspect of the course curriculum from a direct selling practitioner's perspective, while sharing “real world” experience with students.

UNIVERSITY AND FACULTY ENGAGEMENT

Typically, DSEF and its representative executives host a luncheon/dinner in honor of the faculty in the participating university departments, including the Department Chair, the Dean and other university or community VIPs.

PARTNERSHIP ROLES AND RESPONSIBILITIES

The participating university will appoint a coordinator—most often a professor or chair of the department—to work with DSEF’s Director of Academic Initiatives.

The **Coordinator’s** responsibilities are to:

- Identify appropriate course(s), major(s), or certificate program(s) to invite to participate in the program (at the host institution as well as other local educational institutions when feasible)
- Orient his/her colleagues about the program and coordinate participation as appropriate
- Arrange a time for a faculty dinner or luncheon
- Suggest special events, such as student receptions or alumni events, as appropriate

The DSEF team provides the executives for the program based on their availability and area of expertise. Executives typically speak to classes, seminars and larger groups brought together in auditoriums or classrooms by invitation. The DSEF Director of Academic Initiatives will consult with the university coordinator to recruit the most appropriate executives for the event.

UNIVERSITY AND FACULTY ENGAGEMENT

Begun in 1989 as part of the DSEF Academic Program, DSEF’s Direct Selling Days on Campus have been held at dozens of universities including: The University of Texas at Austin, Baylor University, University of Georgia, San Diego State University, California State University at Los Angeles, California State University at Fullerton, the University of Missouri at Columbia, the University of Alabama, University of Oregon, the University of Florida, the University of Louisville, Texas Christian University, Grand Valley State University, Northeastern University, Brigham Young University, Rollins College, Missouri State University, the University of Tampa, University of South Florida and the University of North Carolina Greensboro.