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**Abstract**

It is well known that extracurricular peer-learning programs such as Peer Assisted Learning (PAL) have an impact on student retention, success, and overall student satisfaction. However, for PAL to work as intended, higher participation rates are needed as student attendance remains one of the challenges faced by program administrators. In our study, we analysed the reasons why students attend PAL, and which strategies can be followed to increase students' interest in the program. This chapter outlines how targeted messages can encourage different cohorts to attend PAL, and assists PAL administrators with how to conduct their recruitment campaigns to be consistent with their universities' needs. (HRK / Abstract übernommen)

**Signature**

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