

Community Discussion Series



Marketing for Education Abroad:
2020 and Beyond



Ed Abroad Marketing,
Outreach & Recruitment
Task Force 2020-2021



#DiversityAbroad

Sponsored By

Diversity Abroad's Inclusive Advising for Education Abroad Professionals eLearning Course



INCLUSIVE ADVISING FOR EDUCATION
ABROAD PROFESSIONALS

Presenters



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Goals & Objectives



- Frame and contextualize this moment
- Share marketing frameworks to help analyze the current situation and get a campus pulse
- Offer case study and best practices inspired by “evergreen” principles
- Empower attendees to find innovative and community shaped strategy
- Provide resources

Disclaimers

**Today's conversation will
not be all encompassing.**

**Our language and our
perspectives will be biased.**

**We hope to crowdsource the
knowledge of those connected
to the conversation!**

COVID-19 & Uncertainty

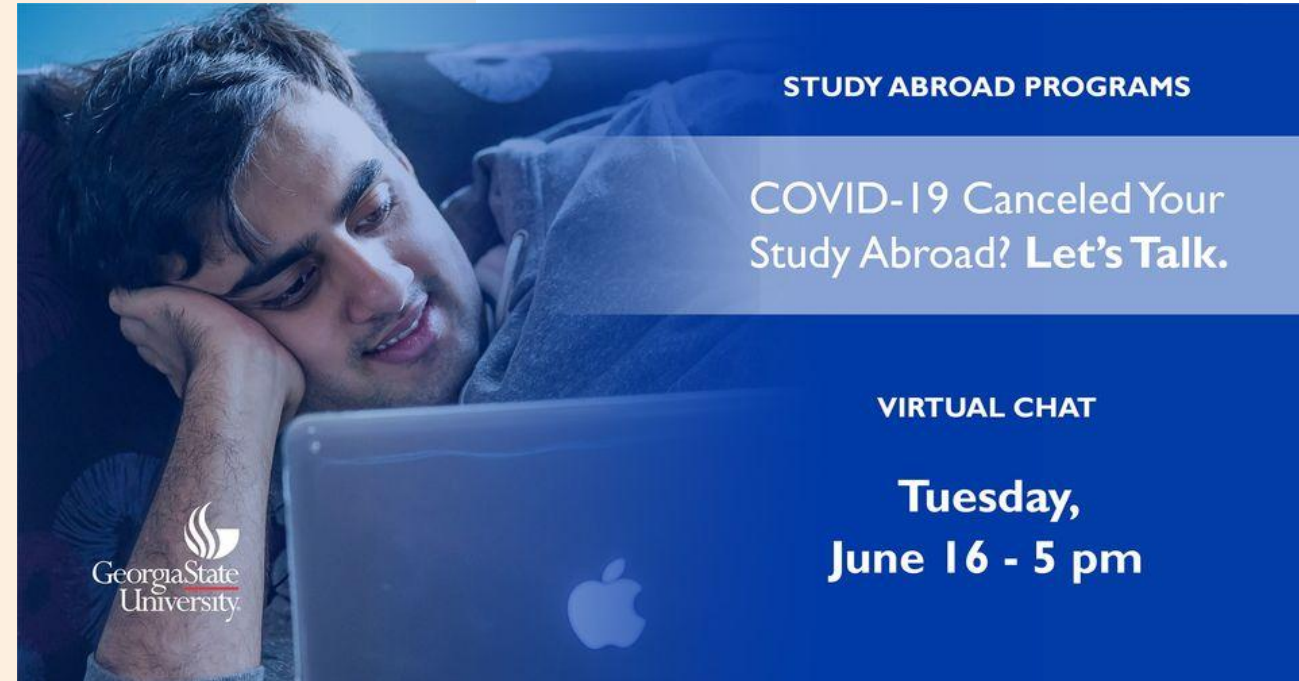
- **Difficulty of this moment**
 - COVID-19 pandemic
 - Economic impact globally and nationally
 - Systemic racism
 - Voting underway for key election
- **Significant impact on our students, our teams and our institutions**
- **Virtual courses, exchange and study abroad**



COVID-19 & Uncertainty

DO:

- **Make sure to understand your university or organization's stance on study abroad and COVID-19.**
- **Be positive about 2021 and plan for programs to go while being flexible and realistic.**
- **Consider creating FAQs regarding COVID-19 for faculty, students and their families and post them on website.**
- **Do maintain visibility of Study Abroad team on campus with events and activities for students and community even if virtual.**
- **Create resilient practices during this time that can extend beyond the pandemic.**



COVID-19 & Uncertainty



DO:

- Be sensitive to the difficulty of this moment and consider timing of marketing and outreach.
- Maintain team engagement and morale as this will also impact outreach and conversations with students.
- Give your team space especially in the midst of uncertainty and layoffs in our field.
- Marketing and outreach to students will be even more important for our work as we look to the future.

Evergreen Marketing Principles

Moving from Situation to Action

- ANALYZE
- ALIGN
- ADAPT



Two Marketing Frameworks

5C's: Macro



5P's: Micro



5C's of Marketing

5 C's

- **Company**
- **Collaborators**
- **Customers**
- **Competitors**
- **Climate**



5 P's of Marketing

5 Ps

- **Product**
- **Price**
- **Promotion**
- **Place**
- **People**

	Examples
PROGRAM (Product)	<ul style="list-style-type: none">▪ 21st Century Skill-set▪ Intercultural Competencies▪ Leadership Development
PAYOFF (Price)	<ul style="list-style-type: none">▪ Value proposition▪ Costs assessment▪ Thwarting Campus FOMO
PROMOTION	<ul style="list-style-type: none">▪ Targeted Email Campaigns▪ Social Media/Alumni stories (IG Take over, Country Spotlights)▪ Campus Events
PLACE	<ul style="list-style-type: none">▪ University Campus community▪ International partnerships (Embassies, etc)▪ Accessibility (Language translations, parent engagement)
PEOPLE	<ul style="list-style-type: none">▪ Office/Department Leadership▪ Partner offices▪ Campus stakeholders

Case Study: Tufts University

Putting thinking into practice...

- Tufts Global Education
- Tufts in Madrid



Practical Ideas - 5 Cs: Macro

CASE STUDY: Tufts University Marketing Study Abroad to Students

	5 C's Tufts Global Education
Company	<ul style="list-style-type: none">Tufts University
Collaborators	<ul style="list-style-type: none">Office Team of four, International Staff
Customers	<ul style="list-style-type: none">StudentsParentsFaculty
Competitors	<ul style="list-style-type: none">External Programs, various Tufts department short/long term programs abroad, student barriers to studying abroad
Climate	<ul style="list-style-type: none">COVID-19, government regulations/laws within and outside of US, passport and visa processing times delayed

Practical Ideas - 5 Ps: Micro

	5 P's Tufts Global Education
PROGRAM (Product)	<ul style="list-style-type: none">▪ Tufts in Madrid▪ Cultural Immersion▪ New Academic Opportunities▪ Heritage Speakers▪ Dedicated Staff On-Site
PAYOFF (Price)	<ul style="list-style-type: none">▪ Language Fluency▪ Internship & Research Opportunity▪ Cultural Immersion▪ Activities, Field Trips, Cultural Organizations, Civic Engagement Opportunities▪ Financial Aid
PROMOTION	<ul style="list-style-type: none">▪ Virtual events- Info sessions, Meet & Greet, Alumni Panel, Cooking Tutorials, etc.▪ Collaboration with Cultural Organizations and Campus Centers▪ Relevant Departments▪ Student Organization Outreach▪ Social Media-Alumni Influencers and International Staff
PLACE	<ul style="list-style-type: none">▪ On and Off campus Collaborators
PEOPLE	<ul style="list-style-type: none">▪ Global Education Office, Cultural Center Leaders, Student Organization Leaders, Campus Communications and Marketing Team, Language Department faculty and staff, Resident Life Staff, Career Center, Student Ambassadors

Practical Ideas (cont.)

DO:

- **Advertise/market to students of diverse backgrounds**
- **Collaborate with students**
- **Expand on and off campus partnerships**
- **Explore the possibility of the virtual world**
- **Make content accessible**
- **Be creative with resources at hand**



Questions & Discussion

1

How is your office being **mindful** and **sensitive** of the difficulty of this moment in your outreach and marketing for both students and you?

2

Where do you currently find **inspiration** to **innovate** in your outreach to students and marketing Global Education amidst these complicated times?

3

What is a 2020 gem you put into **practice** OR what is getting in the way of putting your great big ideas into **action**?

Resources

[Inclusive Advising for Education Abroad Professionals eLearning Course](#) - Diversity Abroad



- A foundational understanding of diversity, equity, and inclusion in global education;
- An understanding of how inclusive best practices in advising can be integrated throughout the spectrum of the education abroad process from outreach, marketing, & recruitment, pre-departure, in-country, and upon return.
- An increased awareness of biases that may influence interactions with different student populations.

Additional Resources

- [CIS Abroad A Self-Case Study: What You're Doing Wrong Marketing Diversity to Gen Z](#) (conference session handout)
- [Diversity Abroad Snapshot Survey: Student Study Abroad Experiences During COVID-19](#) - Diversity Abroad
- [Virtual Education Abroad Fair Example](#) - Texas A&M

What's Next?



- Full Recording of Community Discussion
 - Added to D&I Resource Center for Members
- PowerPoint Presentation
 - Sent to All Participants
- Join Us
 - Community Discussion: [Understanding Allyship: How to Earn It](#) (November 2)
 - Webinar: [State of Diversity and Inclusion In International Education](#) (November 19)



Diversity Abroad **ONLINE COMMUNITY FORUMS**

Let's continue the conversation!

COMMUNITY FORUM TOPICS:

- **Strategy and Communications** (ex. Student Data and Profile, Strategy and Leadership, Communication and Partnerships)
- **Operations** (ex. Organizational Operations, Professional Development and Staffing, Assessment and Evaluation)
- **Academics and Student Success** (ex. Curricular and Co-Curricular Activities, Advising and Student Support)
- **Health, Safety, and Security**
- **General** (Open Discussion)

Diversity Abroad members are invited to post questions and share promising practices today!

DiversityNetwork.org/CommunityForums

Contact Us



Diversity Abroad

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