

Finding Wakanda: Deploying Innovative Themes to Attract Diverse Students Abroad

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DIVERSITY ABROAD
CONFERENCE

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Agenda

- ❑ Introductions
- ❑ Objectives
- ❑ Who is Generation Z?
- ❑ What's in a Name?
- ❑ How to Develop Content
- ❑ Group Activity
- ❑ What Students Want
- ❑ Q&A

Presenters



Kandice Rose:
IES Abroad



Gretchen Cook-Anderson:
IES Abroad



Ochmaa Escue:
Indiana University



Rhonda Collier:
Tuskegee University

Learning Objectives

In this session you will:

1. Learn strategies for using trends in pop culture/Gen Z interests to develop new program themes that support critical academic areas of interest
2. Understand how to innovate the program naming/branding process to inspire greater attention and enrollment of diverse & nontraditional students
3. Understand how to better identify students' topics/subjects of interest

Talkin' Bout My Generation: Gen Z, Diversity, & Study Abroad

- Most racially diverse generation in U.S. history
- Globally interconnected, globally aspirational, draws inspiration from around the world
- Comfortable with issues and topics of difference & identity
- Cultural exploration is a priority
- Preference to be perceived as “global” more than previous generations



Talkin' Bout My Generation: Gen Z, Diversity, & Study Abroad

- Their attention span is relatively short, thus catchy, compelling program names & themes that speak to their interests are ideal
- Interested in boosting their people/interpersonal skills
- Interest in psychology - what makes people tick
- Less interested in global studies than Millennials, but residual effect is active



Talkin' Bout My Generation: Gen Z, Diversity, & Study Abroad

- They are an “activist” generation, expecting to make change
- They are go-getters who dream big
- They like storytelling (consider related program themes, curriculum design)
- Preference for uplifting, positive opportunities
- They want to co-create--to play a role in the design of what they participate in



What's in a Name?: Marketing in Study Abroad Programs

- Paris Noir: the Black Experience in Paris
- Race, Power, & Art in Cuba
- Storytelling in London Town
- Finding Wakanda: African Innovation, Natural Resource Management & Service-Learning in South Africa

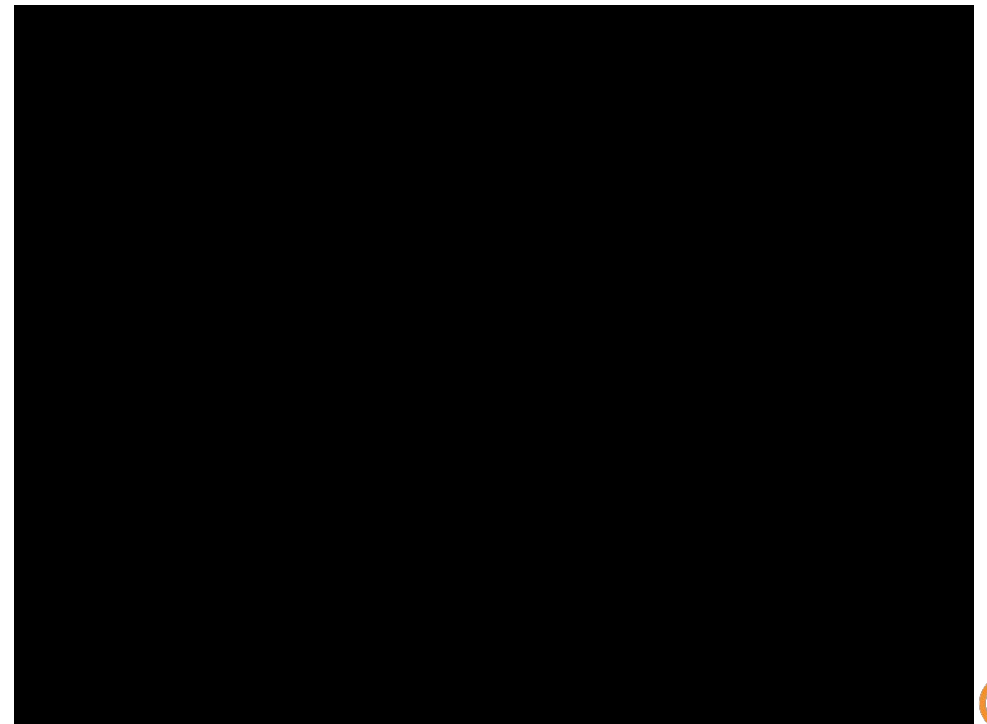


Student Feedback

Courtney
Perception of Name



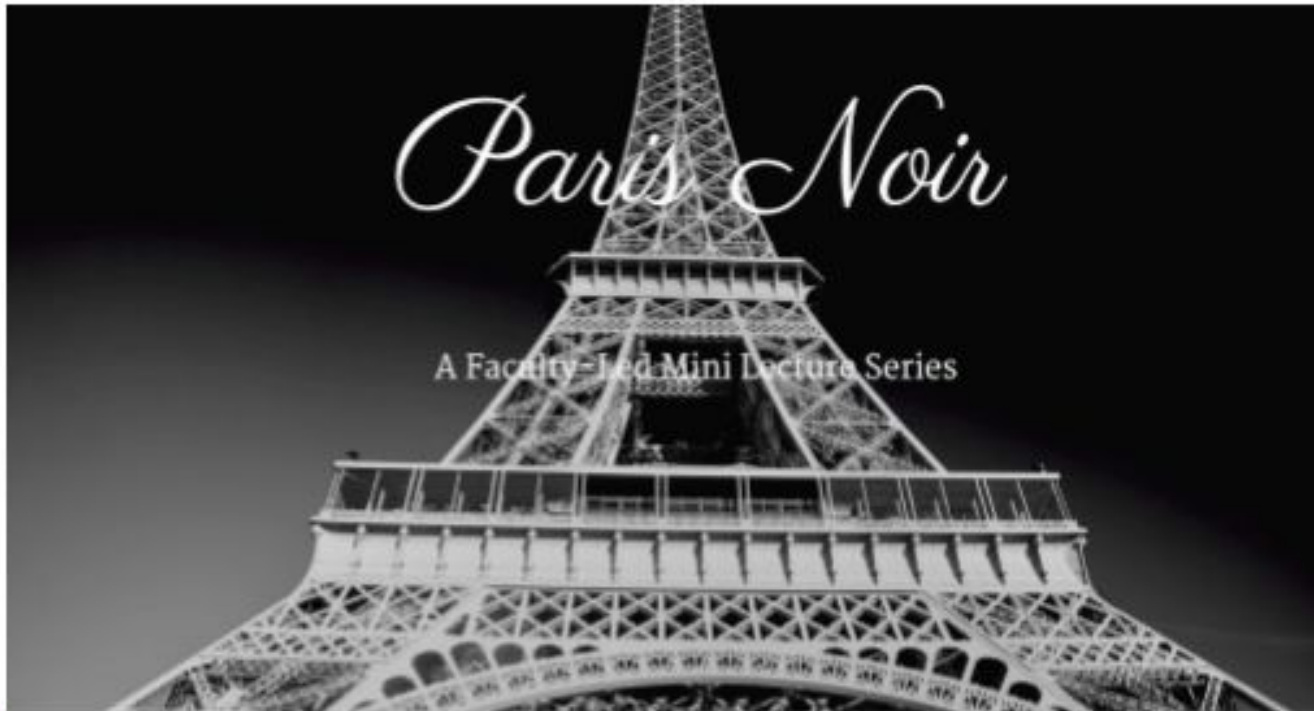
Wesley
Perception of Name



London Promotional



Paris Promotional



Join us in Paris during our mini lecture series led by Dr. Rhonda Collier! We will explore the Black American experience, perceptions and influence in Paris historically and today. Group departs on May 15, 2018 and trip extensions are available

Helpful Hints

- Program Content
- Organization
- Itinerary with freedom for innovation, exploration and service
- Pair with curriculum design and needs

Study Abroad/International Program Offices at IU Bloomington

IU Office of Overseas
Study

Kelley School of
Business
International
Programs

School of Public and
Environmental
Affairs International
Programs

School of Public Health
Student Immersion &
Global Health
Experiences



College of Arts and
Sciences International
Engagement and Student
Success

Hamilton-Lugar
School of Global and
International Studies
Study Abroad

The Media School
Travel Abroad

School of Informatics
and Computing
Overseas Education

School of Education
Global Gateway for
Teachers

Hutton International
Experiences Program

OVPDEMA Overseas
Studies and
Scholarship Program

OVPDEMA Overseas Studies and Scholarship Program

Study Abroad
Scholarship
(need-based)

Custom Study
Abroad Programs

Event Collaboration

Student Support

Tailored to meet student needs and interests

AFFORDABLE!

Interdisciplinary program; wide range of faculty support

Full student support throughout the program

6+2 model (6 weeks of lecture with 2-week overseas trip)

Innovative marketing

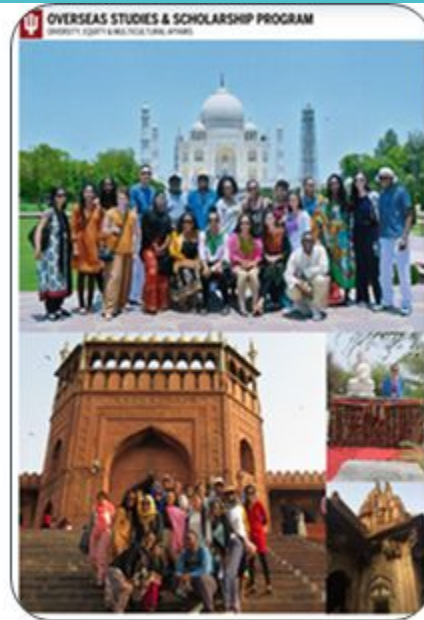
Attracting/Inspiring Students Through Photo Book



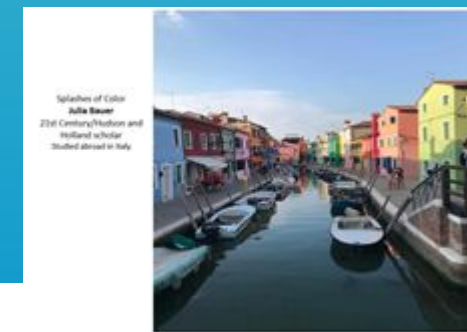
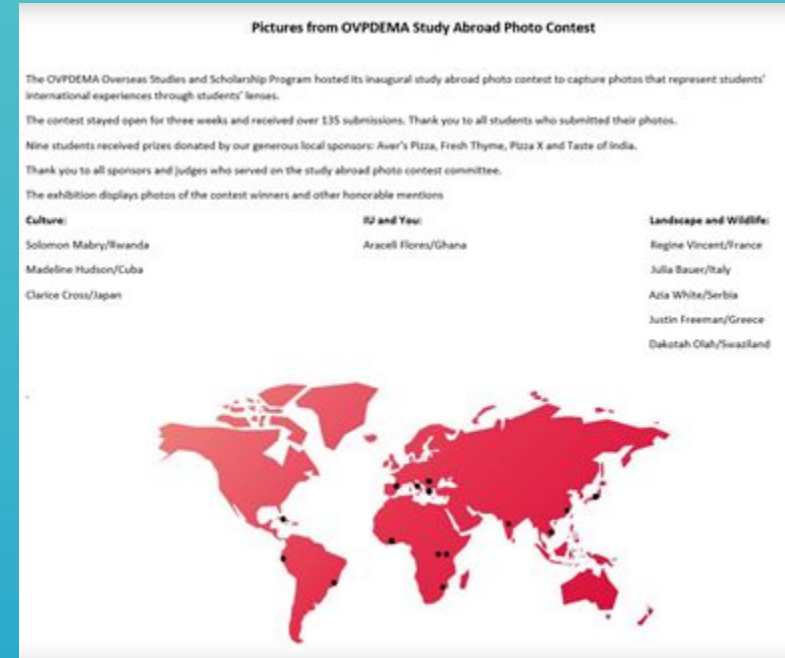
Naming/
Branding



Program
Overview



Pictures



<https://issuu.com/overseasstudiesscholarshipprogram>

Attracting/Inspiring Students Through Stories

Blogs

29 cities in 5 months

Posted on May 28, 2018 by empettig



As it was my first time in Europe, there was so much that I wanted to see. I also knew that this was potentially the last time I would be in this part of the world for a while. With this in mind, I planned to visit as many places as possible, while being mindful of my academic schedule. Over the course of my semester in Italy, I was able to travel with friends from IU who were fellow students like me in Milan and my mother.

<http://blogs.iu.edu/ovpdemaoverseas/>

Videos



Stories

Home / News & Events / News /

Through IU and OVPDEMA, A World-Class Education Spanning Four Continents

Monday, November 05, 2018

For a student her age, Victoria Jones is exceptionally well-traveled. An Indiana University junior majoring in sociology and African American and African Diaspora Studies from Noblesville, Indiana, Jones has used her time at IU to travel to cities such as London, Paris, Cape Town, and Rio de Janeiro. Doing so has allowed Jones to experience the real-world applications of her studies and discover a love of international travel--experiences that would not have been possible without the support of the Office of the Vice President for Diversity, Equity, and Multicultural Affairs (OVPDEMA).



Victoria Jones

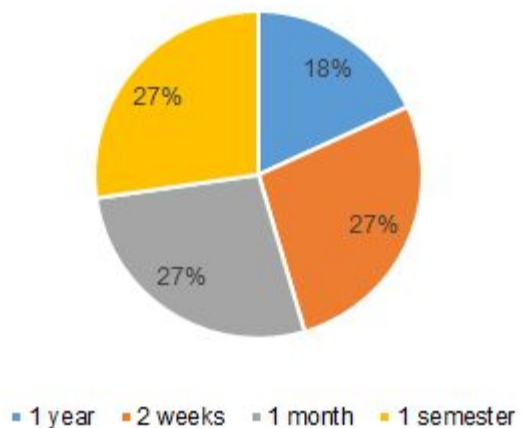
<https://diversity.iu.edu/news-events/news/spring-2018/18-student-study-abroad.html>

Ideal Study Abroad Program Survey

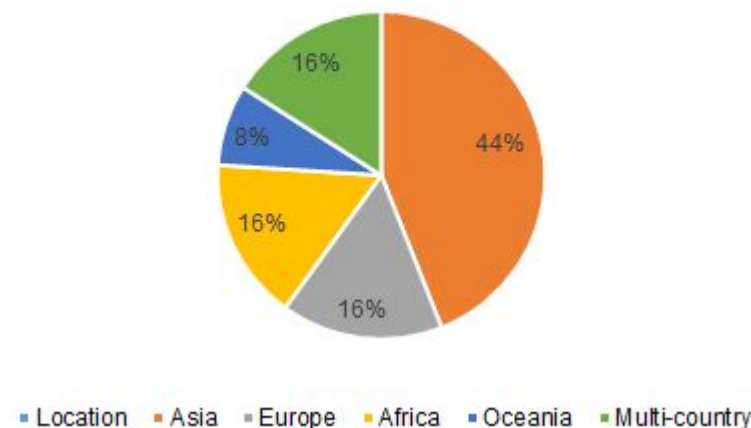
What Factored Your Previous Study Abroad Program Decision?



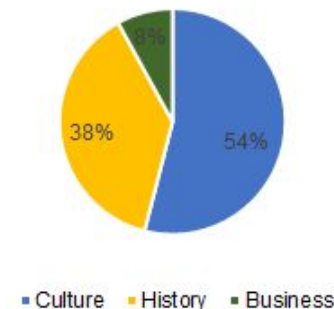
Ideal Program Length



Your Ideal Program Location



Ideal Program Theme/Topic



Group Activity

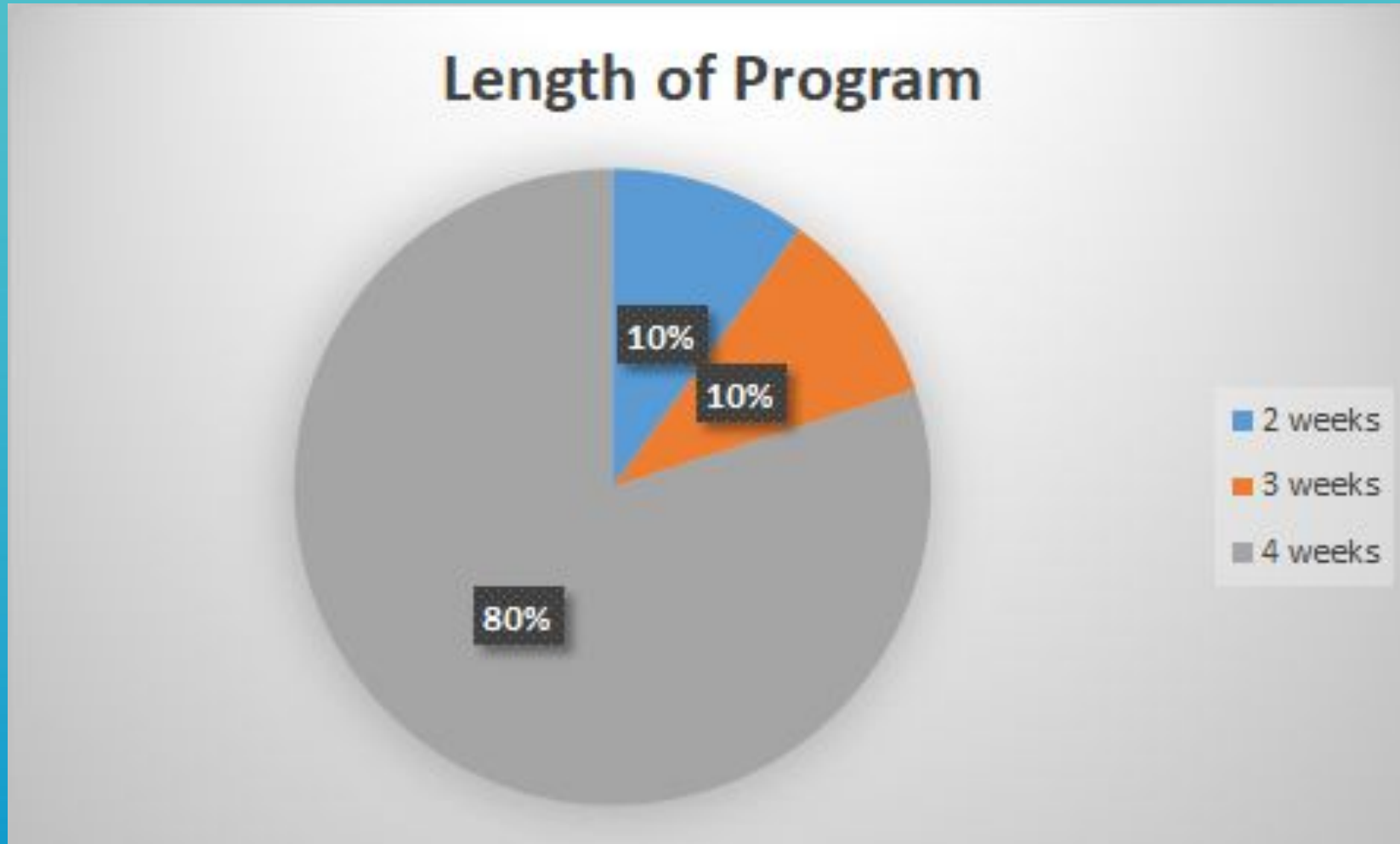
Each table has received a handout detailing what a student has said they want in a program.

Given what you know about GenZ, give two possible names for the program, in order to attract diverse students.

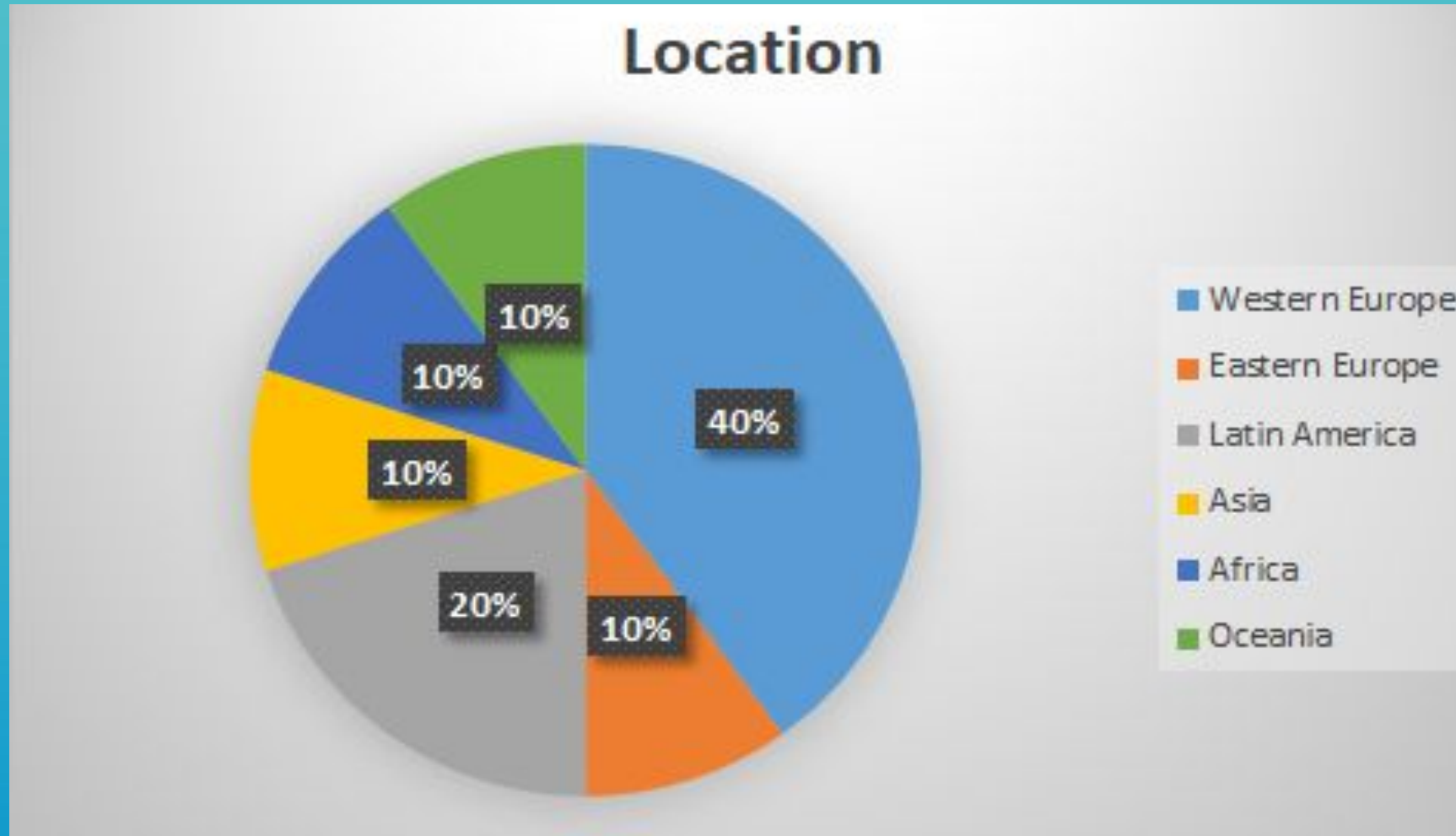
Give two strategies for promoting the program



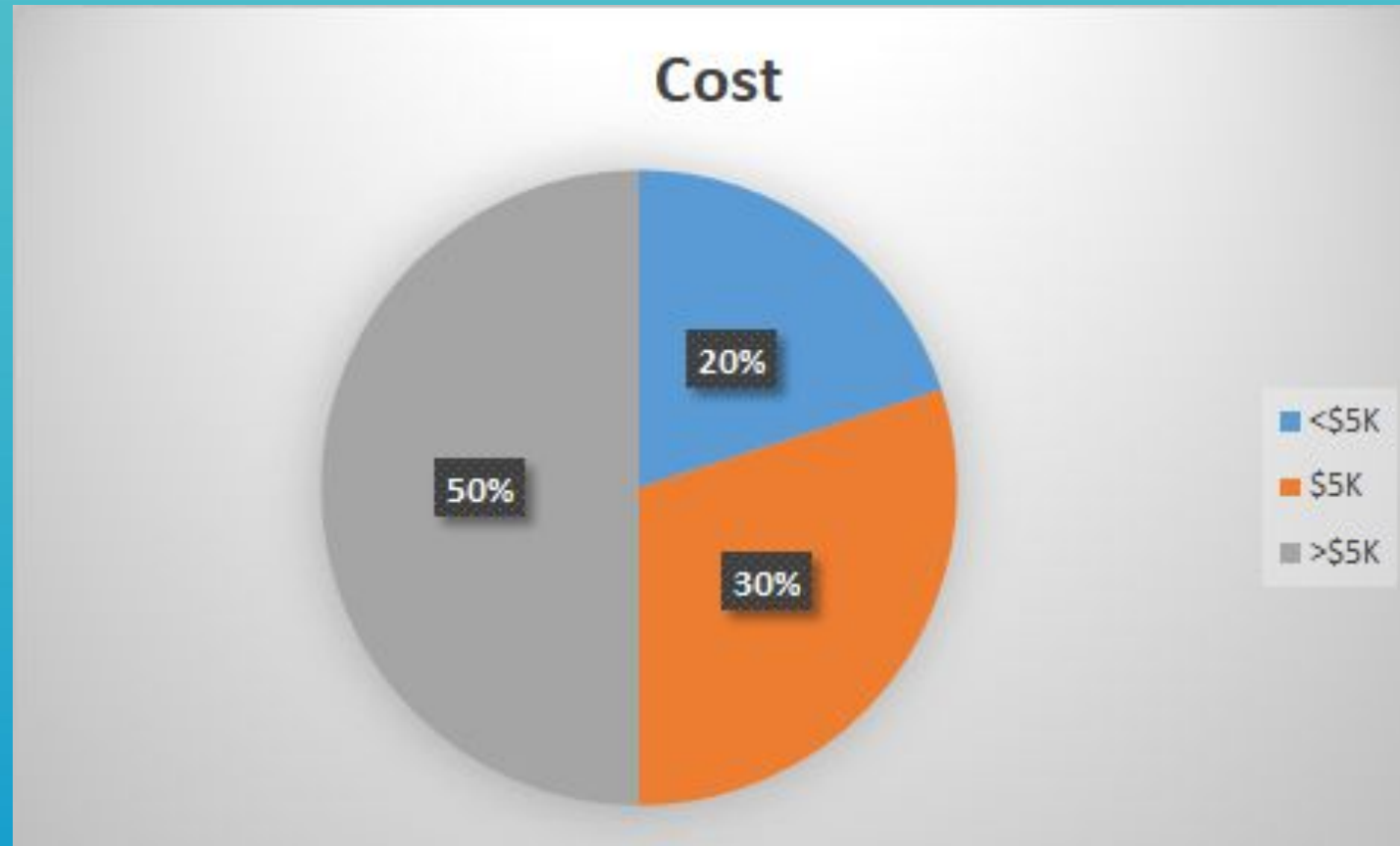
Give Them What They Want: Length



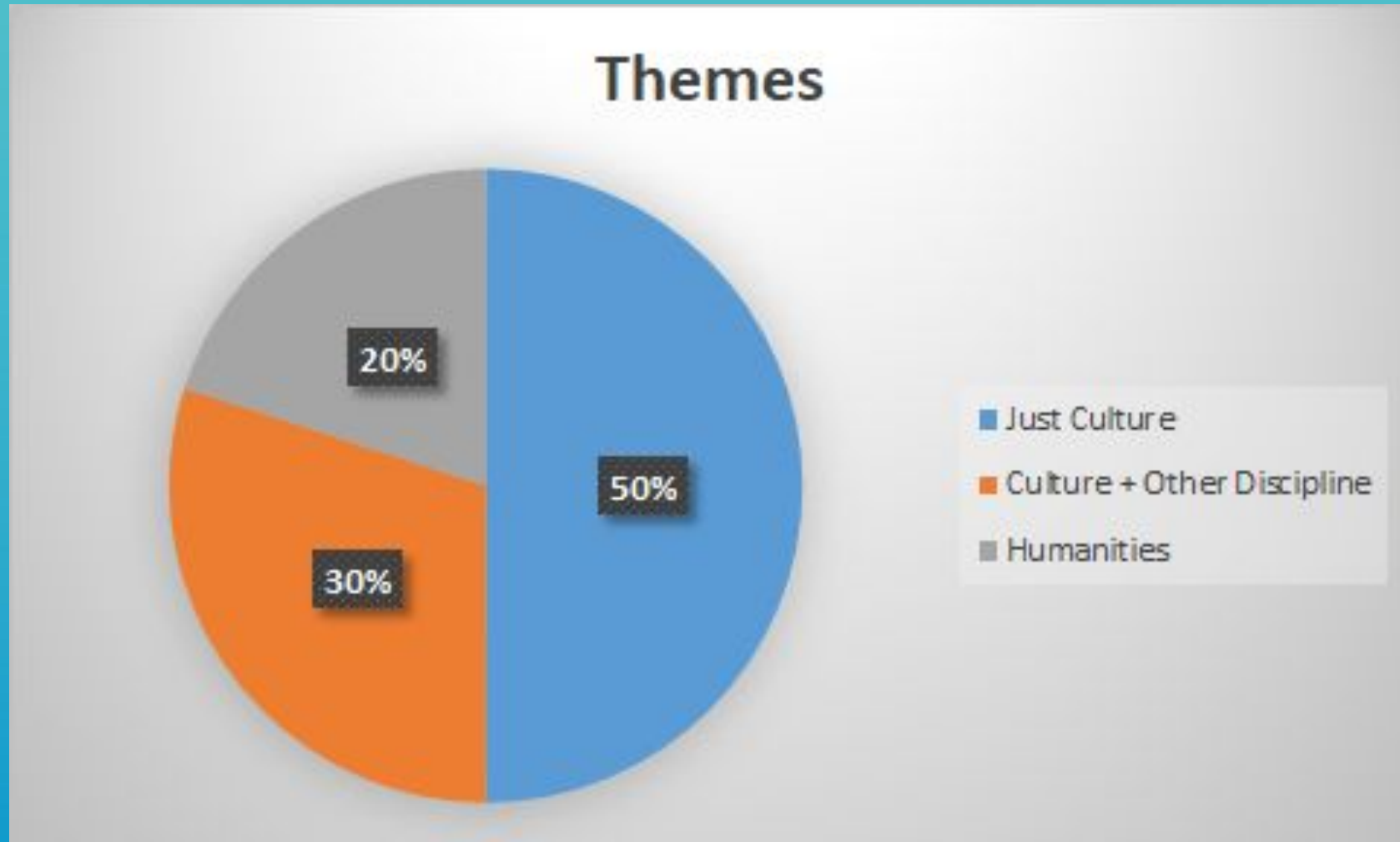
Give Them What They Want: Location



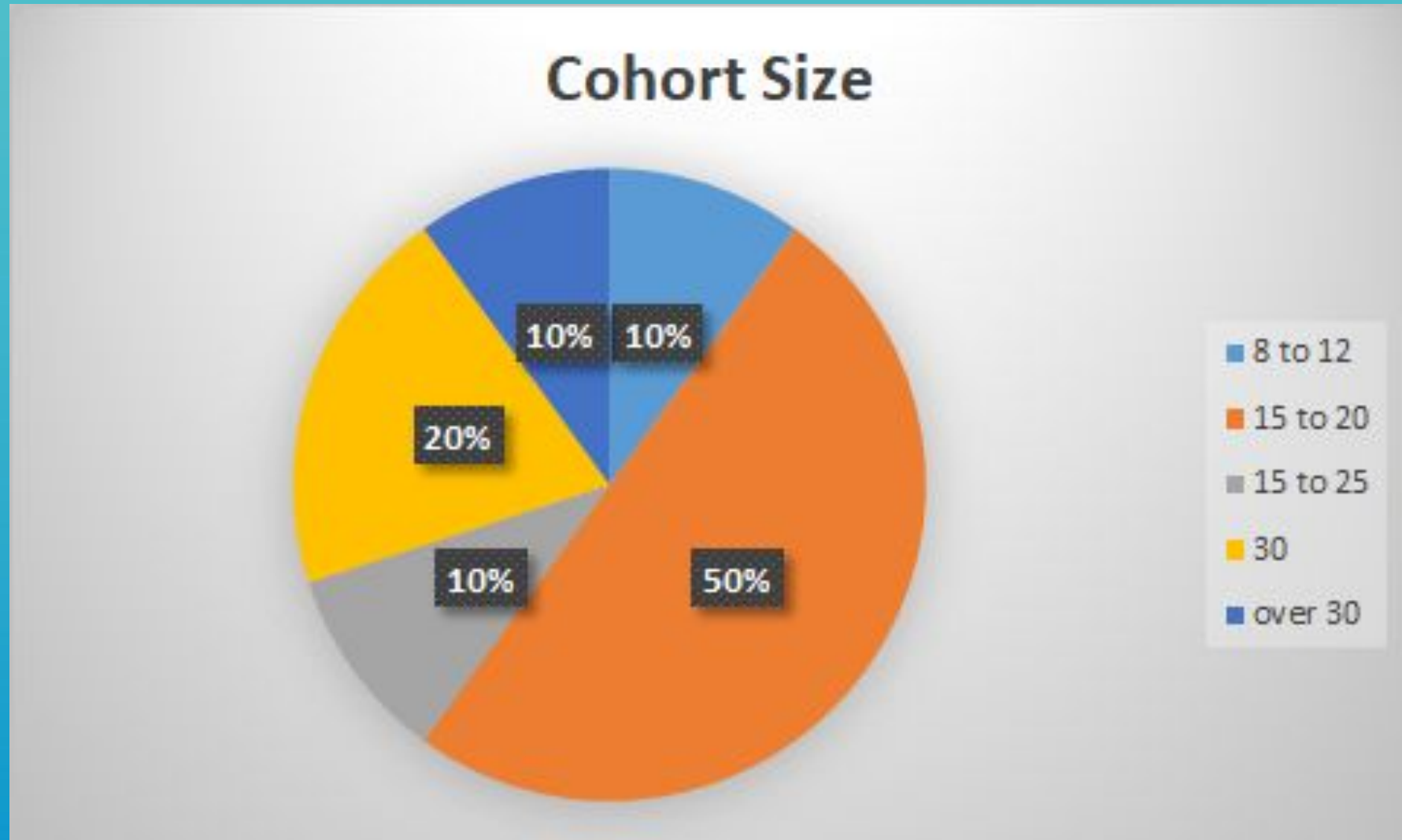
Give Them What They Want: Cost



Give Them What They Want: Theme



Give Them What They Want: Cohort



Q&A

Questions?



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