A woman with her hair in a bun, wearing a blue hoodie and a backpack, is seen from the side, looking out over the ancient ruins of the Colosseum in Rome. The structure's iconic arches and tiered seating are visible in the background under a clear sky.

I, TOO, AM STUDY ABROAD

JOSHUA MCKEOWN, LIZETTE ALVARADO, KEITH DAVIS, CAITLIN POLLARD

SUNY Oswego
Education Abroad

ITASA VIDEO

IN THE BEGINNING

INSPIRED BY I, TOO, AM HARVARD
CAMPAIGN

KEY COMPONENT OF RECRUITMENT
EFFORTS

REACH VARIOUS STUDENT GROUPS

MORE RETURNEE ENGAGEMENT
OPPORTUNITIES

The **5** big **F**s in study abroad

Funds

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Fear

Fear of missing out, making new friends, and possibly learning a new language can be scary. Our pre-departure support prepares students to take on the world!

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DID YOU KNOW?

1 in 5 Oswego students study abroad— and the number keeps growing!

THE DETAILS

MAKE PANELS RELEVANT

MOBILIZE YOUR STUDENTS

SELECT THE RIGHT PANELISTS

COLLABORATE!

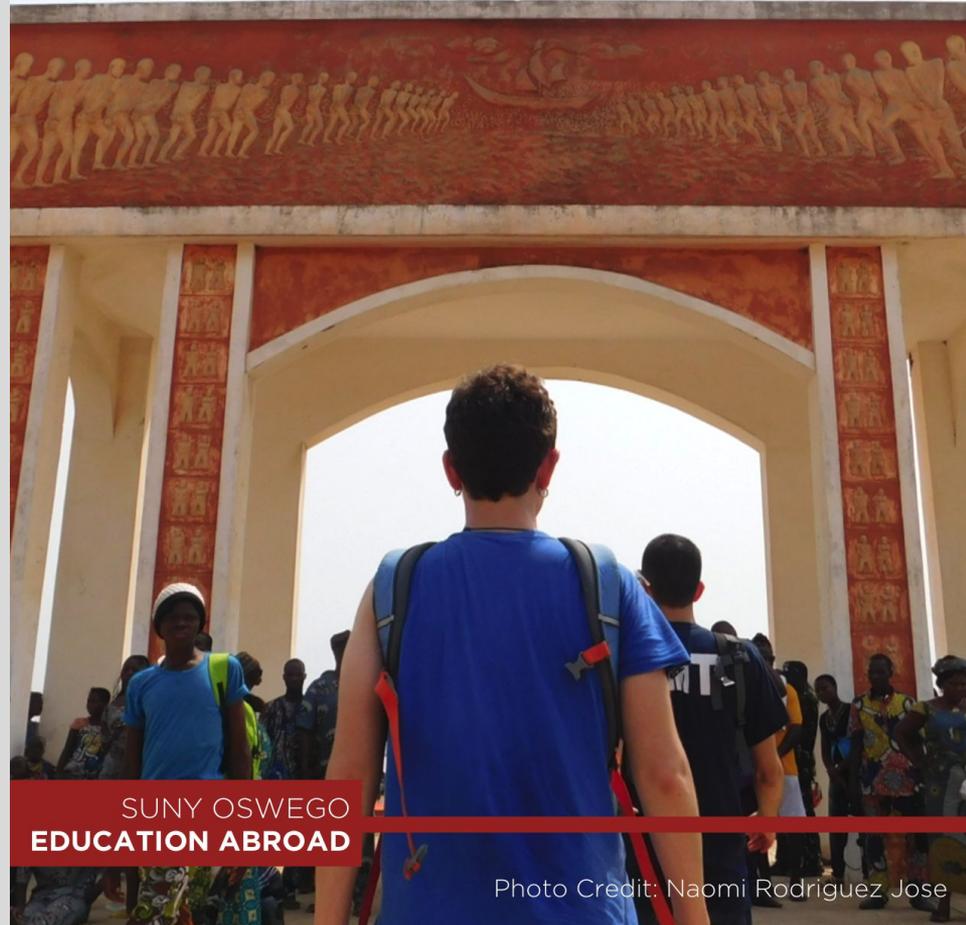
I, Too, Am
Study Abroad

FEBRUARY 25

MARANO 242

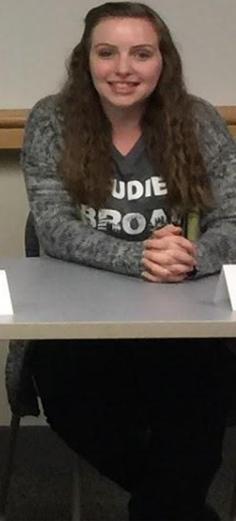
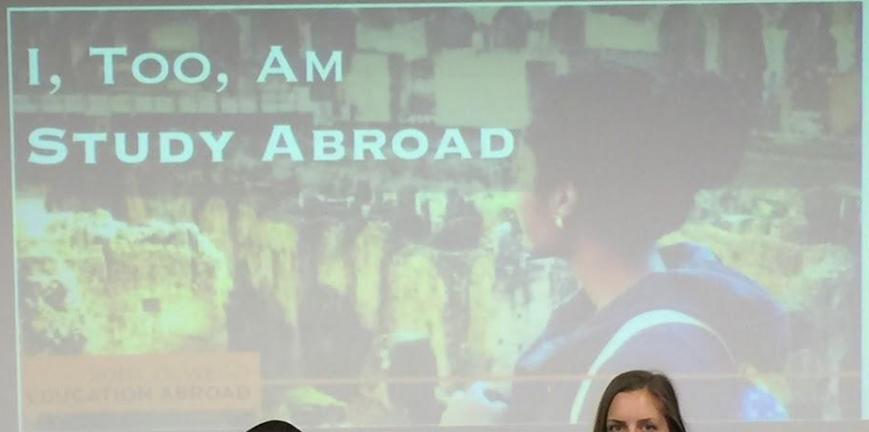
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I, Too, Am **Study Abroad** | Financing Your **Experience**



SUNY OSWEGO
EDUCATION ABROAD

Photo Credit: Naomi Rodriguez Jose



I, Too, Am
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WHAT TO ASK

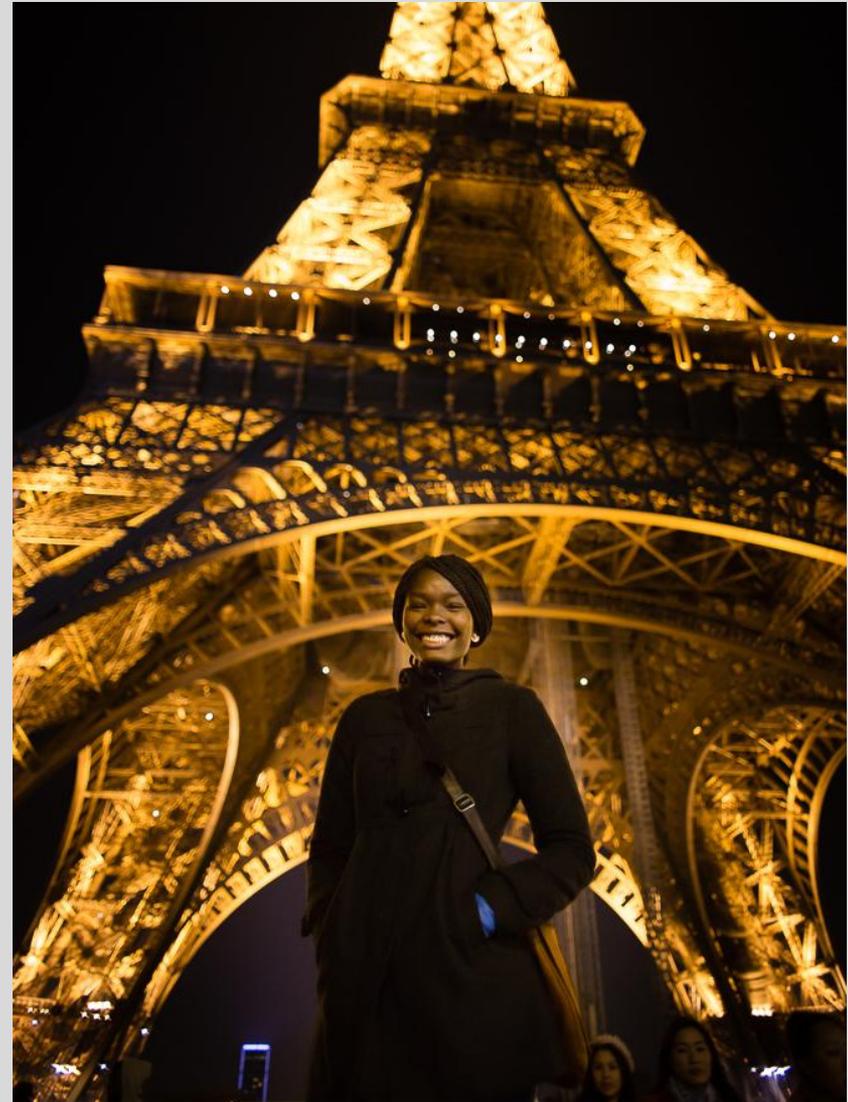
1. Within Study Abroad there are Four F's. Which were the obstacles for you if any?
2. When and where did you decide to study abroad and why?
3. What were your biggest challenges and how did you overcome them?
4. One of the biggest myths in Study Abroad is that it is too expensive, what would be your response to this statement?
5. How did your identity, culture and social upbringing affect your experiences abroad? (this question is modified based on the target group)

OUTCOMES

GROWTH IN NUMBERS

WHAT WE'VE LEARNED FROM STUDENTS

COST-BENEFIT RATIO



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Study Abroad

OTHER OFFICE EFFORTS TO ENGAGE STUDENTS

STUDY ABROAD MENTORS (SAMs)

- Paid (10-15 hrs/week) or volunteer (min. 10 hrs/semester) SAMs who are past study abroad participants.
- Application process
- Choose students for a variety of reasons beyond successful interview:
 - Variety of Program Types
 - Variety of Locations
 - Scholarship Recipients
 - Diverse Group of Students
- Thorough training process on how to present to campus/students



OTHER OFFICE EFFORTS

PHOTO CONTEST

- Held twice a year at our study abroad fairs
- Collect photos for future ads on campus
 - Ads have a purposeful theme
 - Face obscured/turned away
 - “That could be me!”
 - Shows off a unique part of the world
 - “I want to go there!”
 - Minimal Text



EXAMPLES OF CAMPUS POSTERS



Ready Set Go!
SUNY OSWEGO
EDUCATION ABOARD

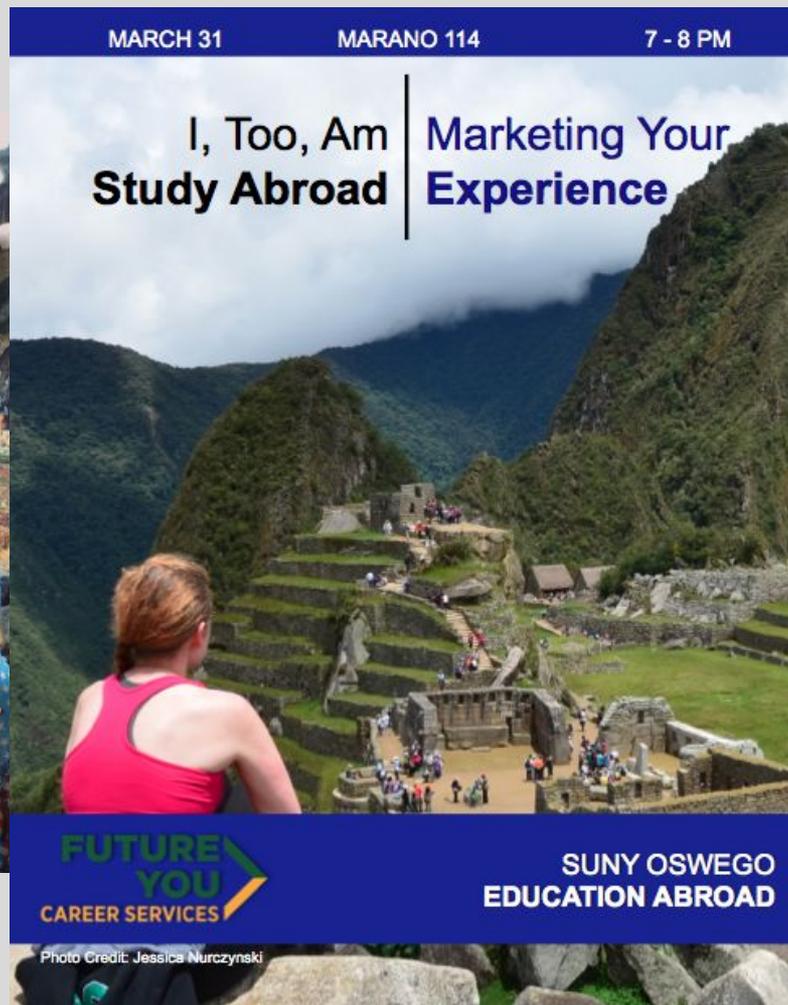
Go beyond the classroom

Your journey starts here.

OSWEGO.EDU/INTERNATIONAL

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Instagram Facebook Twitter



MARCH 31 MARANO 114 7 - 8 PM

I, Too, Am Study Abroad | Marketing Your Experience

FUTURE YOU CAREER SERVICES

SUNY OSWEGO EDUCATION ABOARD

Photo Credit: Jessica Nurczynski



Ready Set Go!
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EDUCATION ABOARD

60% of employers look for international experience.

Your journey starts here.

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* Nat'l Assoc. of Colleges and Employers, Job Outlook Study 2012

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Study Abroad

OTHER OFFICE EFFORTS

SOCIAL MEDIA

- PR and Outreach Intern
- #oswegoabroad

T-SHIRT & PROGRAM EVALUATION

- Satisfaction Survey

WELCOME BACK RECEPTION

BLOGS, INTERVIEW, AND ARTICLES





CAMPUS COLLABORATION

- **FOCUS ON SPECIFIC, TARGETED COLLABORATIONS**
 - Continue to strengthen current collaborations
 - Be an Opportunist!
- **THE ENTITIES - ENGAGEMENT**
 - Global Awareness Conferences, Quest, ALANA
 - ENG 485 partnership
 - Cruisin' the Campus (Orientation)- Laker Leaders
 - Career Services
 - Department-specific outreach
 - Admissions Events

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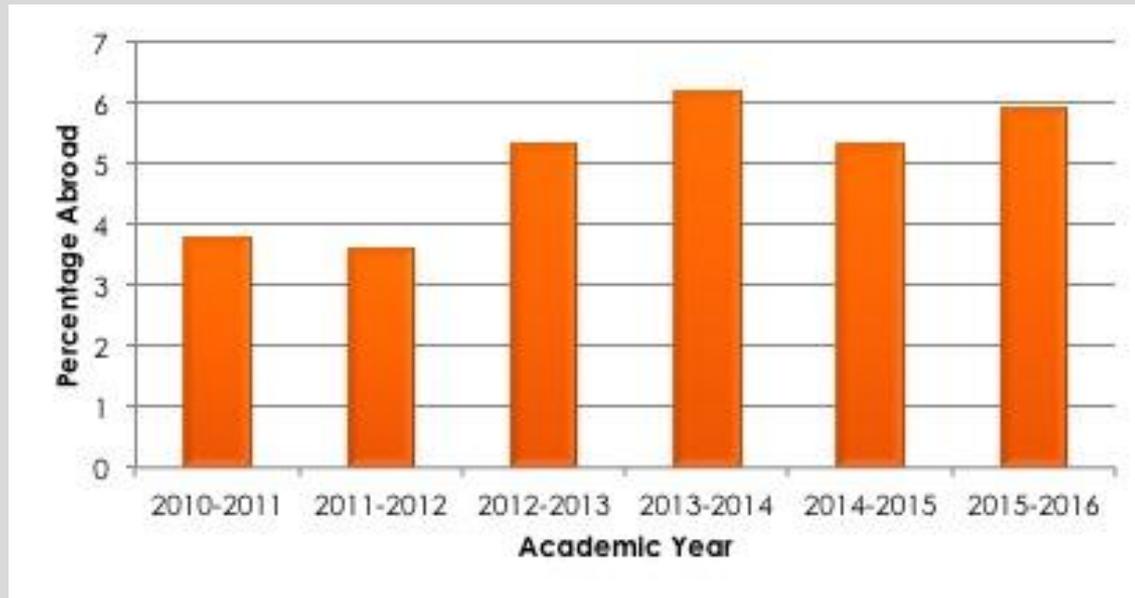
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CAMPUS COLLABORATION (CONT'D)

EDUCATIONAL OPPORTUNITIES PROGRAM (EOP)

- EOP Deposit Waiver
- Presentation to Director and staff to strengthen relationship
- Summer presentation to freshmen cohorts



INSTITUTIONAL SUPPORT

DIVERSITY OF PROGRAM OFFERINGS

INSTITUTE FOR GLOBAL ENGAGEMENT

FACULTY INCENTIVES

OTHER INSTITUTION-WIDE SUPPORT



I, Too, Am
Study Abroad

TABLE DISCUSSION

1. What are you currently doing that you can rethink/re-imagine?
2. Who are you currently working with that you can strengthen the relationship with?
 - a. Additionally, who would you like to start working with and how can you collaborate?
3. Who is a target audience that you currently aren't reaching? What steps can you take to reach them?

QUESTIONS?