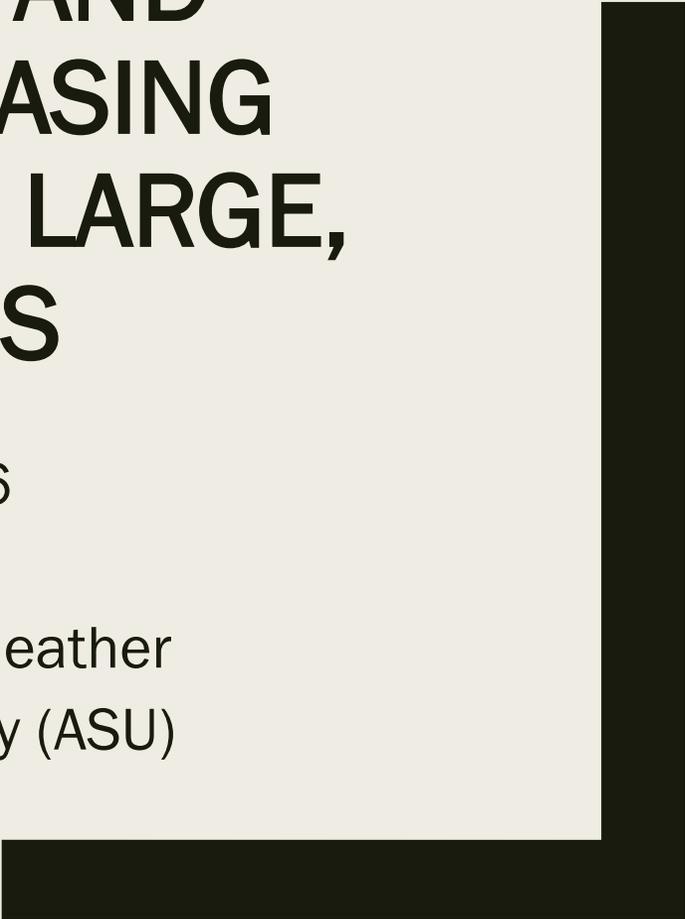




EFFECTIVE STRATEGIES AND APPROACHES FOR INCREASING ACCESS AND DIVERSITY AT LARGE, PUBLIC INSTITUTIONS

Diversity Abroad Conference 2016

Presenters: Mary Dando (CU-Boulder), Heather
Thompson (UT Austin), & Dr. Adam Henry (ASU)



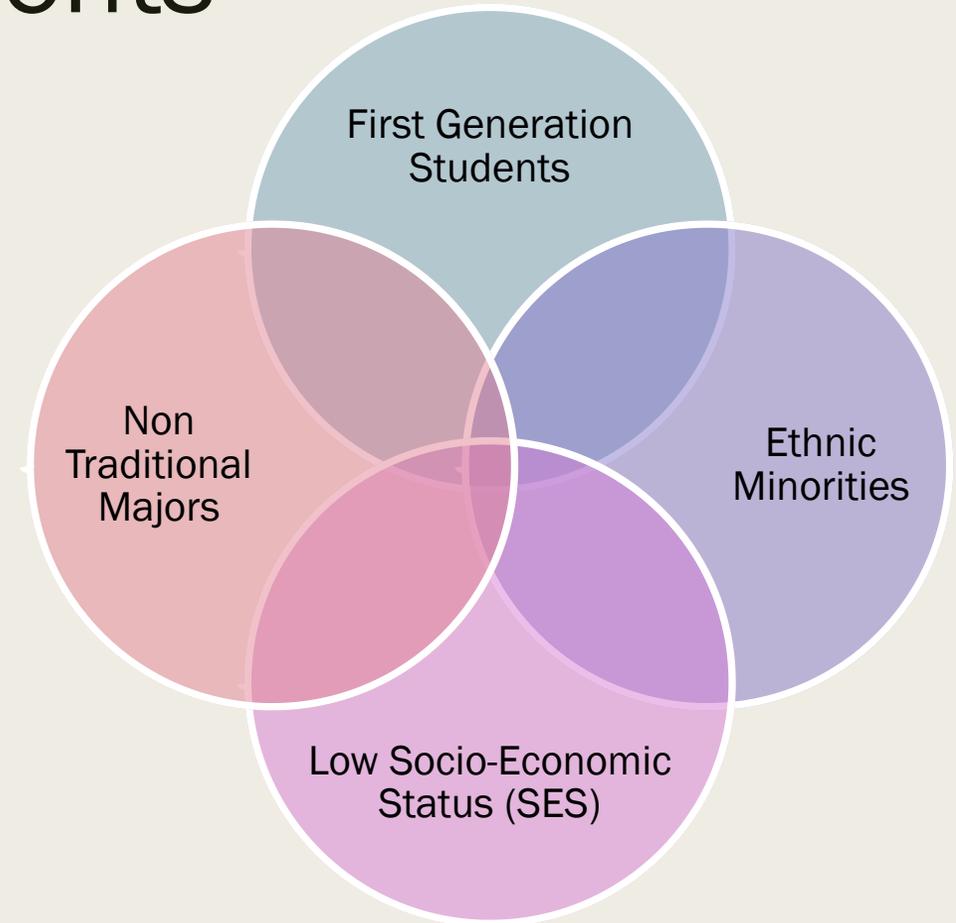
Session Summary

- Tools to support increasing underrepresented college students in study abroad;
- Case studies from 3 large, public institutions;
- Goal to help you see “how” to develop more opportunities for all underrepresented students.

Background on Diverse Students and Study Abroad Enrollments

Diverse does not always equal low income or minority.

These often get bundled into one; eclipsing the unique needs of each.



Diverse Students and Study Abroad Enrollments

- Why do we seek to increase diversity?
- What is the composition of our student body, our state, our nation?
- How does study abroad differ?
- Does outreach & marketing support goals for diversity?
- Do business practices support our goals?



Study Abroad

UNIVERSITY OF COLORADO **BOULDER**

Institutional Case Studies – University of Colorado Boulder

- Access to Study Abroad for all students an office-wide priority
- SA Strategic Plan for Access, Inclusion, & Diversity
- Part of the CU plan to increase retention overall
- CU juniors & seniors who study abroad graduation rate 10 pts higher
- Close partners on campus a cornerstone



Study Abroad

UNIVERSITY OF COLORADO **BOULDER**

Global Opportunity (GO) Scholars



Cohort of 25 incoming students. All high financial need; mostly first-gen and/or students of color.

GOAL: Address Financial aid Academic Barriers to Study Abroad

COMPONENTS:

- Promised Scholarship Award
- Seminar/Workshop Series (early planning)
- Cohort, and Assigned Study Abroad Staff Member



Seminars:

- Welcome event
- Study Abroad 101 & academic planning
- Budgeting & cost
- Alumni Panel
- Passport Fair



Advising:

- Required one-on-one meetings each semester





Study Abroad

UNIVERSITY OF COLORADO **BOULDER**

More Highlights: For Details, see handout

- Embedded Programs: Student Academic Success Center writing class to the Dominican Republic
- Dedicated Access and Diversity position
- Buff Traveler Program Pilot
- Global Doorway pilot program
- Scholarship writing workshops with the Writing Center
- Campus Myth-Busting Campaign

Institutional Case Studies – University of Texas at Austin



Study Abroad Partnership with the **Division of Diversity and Community Engagement**

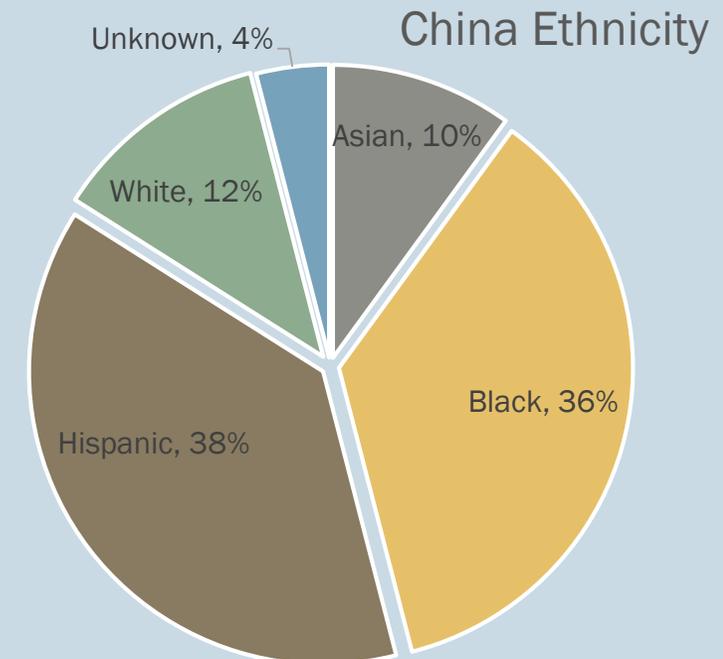
- Coca Cola Foundation Grant for Maymester in China (2013, 2015, 2017)
- Expanded Programming in South Africa (2014, 2016)
- Diversity Abroad Showcase
- Capacity Building Grant – Athletes Abroad

Why it Works:

- Identified and cohesive groups of students
- Strong faculty champion
- Supporting faculty and staff

How it Works:

- Standard program design, keep it simple
- Support from an affiliate in country
- Institutional leadership travels with the group
- Dedicated SA staff liaison



Institutional Case Studies -

University of Texas at Austin



Hutchison & First Abroad Planning Scholars

Why it Works:

- Overcomes financial barrier
- Delivers in-depth student support
- Openly acknowledges the family as part of the decision making process
- Dedicated staff support
- Campus collaboration with academic advisors

How it Works: Hutchison

- \$4000 scholarship
- Part of admissions package
- Personal phone call encouraging to consider coming to UT
- Summer orientation events
- Fall/spring reception
- Gilman Workshop
- Freshman Interest Group
- Personalized & elongated study abroad advising

How it Works: First Abroad

- \$3000 scholarship
- Apply freshman/sophomore year

Institutional Case Studies – Arizona State University

- University approved five-year study abroad strategy focused on seeing more ASU students study abroad;
- Designed a new position to help connect in with diverse student populations – Management Intern for Study Abroad Equity and Inclusion;
- Raised funds and launched ASU’s Planning Scholarship program;
 - Implemented first cohort of Planning Scholars
- Fully updated our website to appeal to more diverse students;
- Reallocated scholarship funds and launched Diversity Scholarships;
- Designed and implemented new study abroad program models.

Institutional Case Studies – Arizona State University

- Five-year study abroad strategy focused on seeing more ASU students study abroad includes:
 - Goal to see ASU study abroad participants/enrollments with same demographics as the ASU student body (over 85,000);
 - Increase the number of students engaging in study abroad in such underrepresented fields as education, nursing and healthcare innovation, public administration, and engineering and technology;
 - Increase the number of participants from diverse ethnic backgrounds;
 - Provide more targeted, short-term programs that are less expensive;
 - Make participating in such programs more affordable for more students.

Institutional Case Studies – Arizona State University

- Management Intern for Study Abroad Equity and Inclusion:
 - *Designed job description from scratch – could not find other examples in the field;*
 - *Was looking for a graduate student in any discipline with past experience working on equity and inclusion initiatives;*
 - *20 hour a week position;*
 - *Study Abroad Office pays salary plus MI receives tuition waiver.*

Institutional Case Studies – Arizona State University

- Re-allocated scholarship money and announced ASU Study Abroad Diversity Scholarships.

- Raised funds, launched ASU's Planning Scholarship program and implemented first cohort of Planning Scholars:
 - Re-allocated \$50K in donor funds;
 - Established funding model with key study abroad provider;
 - Developed an application process including essays (think Gilman application);
 - Held informational sessions for hundreds of eligible students;
 - Developed scholarship review committee that included four different campus offices;
 - Awarded 60 scholarships in summer 2015;
 - Implemented a cohort training plan with two Study Abroad Office professionals;
 - Kicking off cohort 2 with over 1800 eligible students.

Institutional Case Studies – Arizona State University

- Fully updated our website to show that study abroad can be for everyone:
 - *Website now has valuable and helpful information for:*
 - ASU Online students, First-generation students, GI-Bill benefit recipients, Graduate students, Incoming freshmen/H.S. students, International students (12,000+), LGBTQIA students, Non-Traditional students, Non-ASU students, Obama Scholars, and Racial and Ethnic minority students;
 - [11 new videos](#) of ASU students telling their study abroad stories and obstacles they overcame to make it possible.

Institutional Case Studies – Arizona State University

■ Designed new program models:

- Prior to the implementation of new models, we offered traditional programming: summer, full semester or academic year;
- Implemented credit-bearing **Global Intensive Experiences** (spring break, end of term);
- August freshmen programming – tuition is charged to the fall semester;
- Faculty-directed Semester programming (session A or B, or C) – 7.5 weeks or 15 weeks.



CU Boulder Takeaways from 1st two years

- Repurpose existing scholarship monies
- Access/Diversity position is a huge plus
- Campus partnerships are crucial: 25% match from CU LEAD Alliance
- Program very popular on campus; others want to join
- It takes time! Of 25 students, only 4 studying abroad by summer after sophomore year
- Programing/advising have been labor intensive
- Goal now to move students into mainstream advising more quickly

University of Texas at Austin Takeaways after 5 year pilot

- Start with one strong campus partner
- Working with diverse students can be more time consuming for your team; make sure you have strategies in place
- Importance of explaining the “why” to all constituents
- Really assessing if your scholarships programs are helping you reach your goals

Arizona State University Takeaways after Year 1

- Re-allocation of funds was a priority.
- It takes a lot of campus meetings but necessary if it is a priority.
- Fantastic way to collaborate with academic advising community.
- Requires commitment from your professional staff to manage a Planning Scholarship program.
- Your office will be invited to many other promotional opportunities due to the extended outreach.

Questions and Answers