

# Fundamentals of Diversity Marketing for African American Students in Education Abroad

## QUESTIONS TO HELP YOUR DIVERSITY MARKETING TAKE FLIGHT

- ☐ What percentage of study abroad students at your institution are black/African American?
- ☐ What are your goals for study abroad enrollment diversity?
- ☐ What length of time will you allot to meet your goals?
- ☐ What resources will you need to get started?
- ☐ How will you engage student peers?
- ☐ What black student clubs or interest groups can you reach out to on campus?
- ☐ Are there faculty influencers who you can tap into to encourage black students to study abroad?
- ☐ What academic majors are most popular among black students?
- ☐ Overall, do black students at your institution prefer semester/summer or short-term programs?
- ☐ When is the optimum time during your academic year to spend time developing a marketing outreach plan?
- ☐ How will you know if your diversity marketing approach is on track?

## African-American Millennials

### SOCIAL MEDIA

#### Top 4 Social Sites Visited Daily



#### Top 4 Social Messaging Apps Used



**47%** subscribe to or follow YouTube channels/personalities

Source: Hispanic Millennial Project Wave 5B, April 2016

## MARKETING INTELLIGENCE ABOUT BLACK COLLEGE STUDENTS

\*34% of blacks under 30 consume marketing messages through media specifically targeting their cultural demographic

\*14% of all US college students

\*Travel & food sector of prime interest

\*Turned off by over-the-top target marketing based in stereotypes

\*More likely to view video promos than white/Asian peers

\*YouTube most popular online way to reach

\*7 in 10 black students say that their ethnicity is an important part of their identity

\*Growing popularity in majors for black students: STEM and business

\*Brand ambassadors/peer connection works

