

Fundamentals of Diversity Marketing for African American Students in Education Abroad

QUESTIONS TO HELP YOUR DIVERSITY MARKETING TAKE FLIGHT

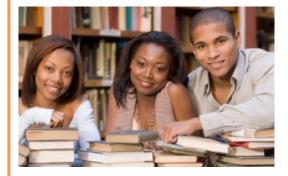
- ☐ What percentage of study abroad students at your institution are black/African American?
- ☐ What are your goals for study abroad enrollment diversity?
- ☐ What length of time will you allot to meet your goals?
- ☐ What resources will you need to get started?
- ☐ How will you engage student peers?
- ☐ 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

Top 4 Social Sites Visited Daily Top 4 Social Messaging Apps Used Facebook VouTube Instagram Google + Facebook Messenger Kik Skype Snapchat 55% 35% 32% 30% REGULARLY OR ALWAYS COMMENT/POST ONLINE RARELY COMMENT/POST ONLINE RARELY COMMENT/POST ONLINE RARELY COMMENT/POST ONLINE SOCIAL MEDIA Top 4 Social Messaging Apps Used K S Skype Snapchat Skype Snapchat 55% 35% 32% 30% 47% Susbscribe to or follow YouTube channels/personalities

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





Source: Hispanic Millennial Project Wave 5B. April 2016