



diversityabroad

# FUNDAMENTALS OF DIVERSITY MARKETING: AFRICAN AMERICAN STUDENTS

---

SHORT COURSE SERIES



# Introduction

---

Welcome to *Diversity Abroad's Short Course Series*. These 30-minute e-learning opportunities are designed to provide professionals with insight and practical tools to support and advance inclusive excellence in global education.

Short courses are facilitated by experts in the field of diversity, inclusion, and international education. Each course includes a resource sheet of links and further information. For more information, please visit: [www.diversityabroad.org/shortcourses](http://www.diversityabroad.org/shortcourses).

# Instructor's Biography & Profile



Welcome!

**GRETCHEN COOK-ANDERSON**

Director, Diversity Recruiting & Advising  
IES Abroad

- 11 years in international education
- 2014 & 2016 EDIIE Award recipient
- M.A. Johns Hopkins University SAIS
- B.A. Spelman College
- Study Abroad alum (junior year Japan)

# Learning Outcomes

---

- Understand diversity among African-American/black college students
- Gain insight into general characteristics of African-American/black college students
- Understand what marketing is and how to employ this tool to achieve a goal
- Understand diversity marketing as a subset of general marketing
- Grasp key elements of marketing and diversity marketing
- Learn how to employ diversity marketing to improve the likelihood of greater participation of African-American/black college students in education abroad
- Exercise quick thinking about a diversity marketing plan for your institution

# Identity that Spans the African Diaspora

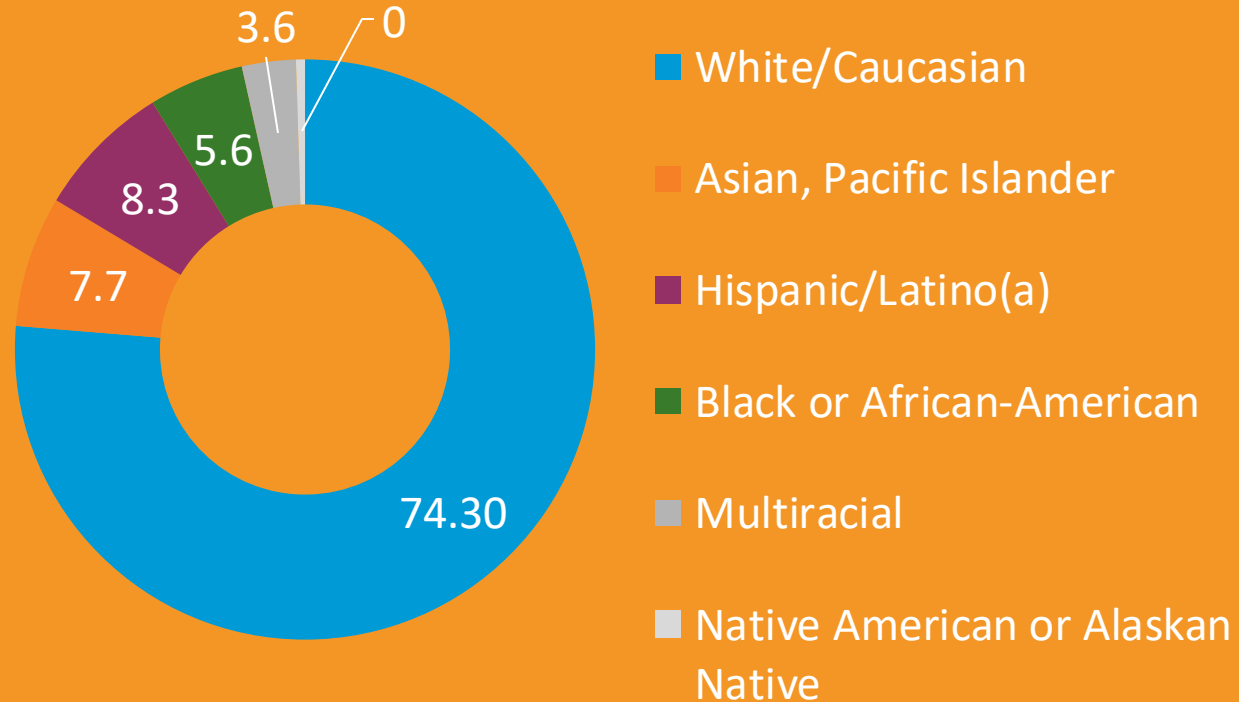
- Black/African descent
- African American
- Afro-Caribbean/Caribbean
- Afro-Latino/a
- Creole
- Afro-Country of origin-specific
- Biracial/Multiracial



# General Characteristics of Black Students

- 62 percent of African American students receive some Pell support
- The majority of black college students, 65%, are independent
- Historically marginalized in the US context
- African American students, in particular, highly sensitive to micro-aggressions
- May self-segregate in effort to feel sense of cultural community, social comfort zone
- Less likely than white counterparts to have had previous experiences abroad
- Non-independent black college students' parents' are very involved in school-related choices
- Many report experiencing low expectation fatigue
- Less likely to initiate contact on their own with campus offices

# Black Students' Participation in Global Education





# Marketing Intelligence about U.S. Black 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





# MARKETING: A PRIMER

## Marketing: A Primer

---

Marketing is the means we use to sell the value of a good or service to an intended audience. We communicate that value through a strategy that can include many different tactics, that when used effectively, inspire an audience to act – to buy something or participate in an activity.

Can you think of some real-world examples of marketing?

# Elements of a Marketing Plan

- Mandate or Desired Goal
- Baseline/Current State
- Target Audience
- Marketing Strategy
- Marketing Objective
- Marketing Tactics
- Length of Plan
- Means of Measuring Success
- Budget/Staff & Other Resources



# Diversity Marketing

---

- Diversity marketing tries to recognize subgroups encompassing ethnicity, age and gender, religions and physical environments.
- This approach suggests that different communication methods be used to best reach diverse groups, rather than operating a one-size-fits-all approach.
- It's a pragmatic approach that wants to better segment audiences in order to sell to them in the best way possible.
- Diversity marketing, like any segmentation exercise, starts with in-depth research and data gathering to understand the audience being targeted. This includes things such as values, and perceptions, where they are and their preferred communication methods.

# Diversity Marketing with Black Students in Mind

- Adapt materials, Web content, social media to aim at/include distinct student audiences
- Engage onsite/returned black students to inspire peers based on relatability
- Analyze demographic enrollment trends and act/use resources accordingly
- Dedicate, shore up or fine-tune outreach to specific groups of students
- Set scholarship eligibility based on which students have greatest need/target students
- Allocate staff time to develop strategies to attract more
- Train staff to execute unique aspects of outreach to black students



# Diversity Marketing: The Case of Social Media

## 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

# **DIVERSITY MARKETING: MAKING A PLAN**



# Questions to Help Your Diversity Marketing Strategy 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 the right track?



diversityabroad

THANK YOU!