

Community Discussion Series

It Takes A Village: Empowering the
Campus Ecosystem to Promote
Global Education



Marketing, Recruitment,
and Outreach Task Force

2021-2022

 #DiversityAbroad

Sponsored By

Diversity Abroad's Inclusive Advising for Education Abroad Professionals eLearning Course



INCLUSIVE ADVISING FOR EDUCATION
ABROAD PROFESSIONALS

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Session Overview



- Frame and identify key stakeholders who are part of the campus ecosystem
- Share successful strategies for leveraging the campus ecosystem to promote global education through collaborating with a blend of campus stakeholders
- Provide a general list of Dos and Don'ts to keep in mind when engaging with your campus community
- Share resources

Disclaimers

**Today's conversation will
not be all encompassing.**

**Our language and our
perspectives will be biased.**

**We hope to crowdsource the
knowledge of those connected
to the conversation!**

Case Study: Faculty



Additional Resources

- [Faculty Director's Guide](#) – Resource on Learning Abroad at U of Utah's website
- Forum on Ed Abroad's [Standards of Good Practice](#)
- IIE Study: [Gaining an Employment Edge - The Impact of Study Abroad](#)
- AAC&U: [High Impact Practices](#)

- What: Leverage Faculty (big-time influencers!) to promote study abroad and/or specific study abroad programs.
- How:
 - Provide marketing resources
 - Returned students attend classes to promote study abroad
 - Plug them into your office's social media
 - Offer tabling opportunities (Fair, International Education Week, etc.)
 - Help prepare talking points about their program
 - Connect learning outcomes to return on investment
 - Encourage them to reflect on the importance of their own international experiences (academic, professional or otherwise)
 - Letters of recommendation for internships, jobs, or graduate school
- Why: Faculty don't always understand that they're one of the biggest reasons that a student will study abroad

Case Study: Financial Aid

- What: Build strong ties between Education Abroad and Financial Aid
- How:
 - Establish regular inter-office communication and processes
 - Share talking points for students between offices to ensure consistency of information
 - Offer joint programming and resources for students
 - FAQ handouts
 - FinAid “drop-ins” at OEA
- Why: Work with financial aid colleagues to empower your students to “do the math” and overcome perceived cost barriers



Additional Resources

- [Education Abroad Financial Planning](#) - Davidson College
- [Study Abroad Finances](#) - Lehigh Office of Intl Affairs
- [Financial Aid & Education Abroad](#) - UVA
- [Study Abroad Scholarships & Aid](#) - IES Abroad
- [Financial Aid for Study Abroad](#) - NAFSA (Members Login)

Case Study: Student Groups and Offices



Additional Resources

- [Student Life](#) and [Student Activities](#) - Baylor University
- [Student Organizations, Leadership, and Engagement](#) - UCLA
- [Cultural and Identity Based Student Organizations](#) - Columbia College
- [Organizations](#) and [Institutes](#) - Seton Hall University

- What: Create contacts within Student Life Offices and get on the marketing schedule with student clubs and organizations.
- How:
 - Connect with former study abroad students who are leaders in different clubs and organizations.
 - Find the marketing equivalent person in student services and let them know about your programs and services as well as ways your office can serve them!
- Why: Students listen to other students! Student Life is more likely to engage with global programming if they feel the global education office is invested in their office culture as well.

Case Study: Fellowships & Foundations

- What: Partner with your campus fellowship office and foundation representatives!
- How:
 - Work with the fellowship advisor to set up group meetings to exchange and align on shared objectives
 - Utilize fellowship recipients in your student stories highlighting the experiential benefits of study abroad
 - Host joint programming that connects to key challenges (e.g. funding) for finding ways for affordable global education options during and post-program
- Why: Fellowships are an attractive way to promote global education on campus given their scope alignment and increasing opportunities to study/work abroad.



Additional Resources

- [The National Association of Fellowships Advisors \(NAFA\)](#)
- [Office of National Fellowships](#) - Florida State University
- [First Generation, Low Income, and International Fellowships & Scholarships](#) - Pitzer College
- [Fully Funded Master's Study in China](#) - Schwarzman Scholars
- [External Fellowship Aggregator website](#) - ProFellow

Case Study: TRiO & Cultural Centers



Additional Resources

- <https://suabroad.syr.edu/diversity-inclusion/>

Resources Available (Source: Syracuse University)

- [Accessibility Abroad](#)
- [First Generation students](#)
- [LGBTQ](#)
- [Race & Ethnicity](#)
- [Religion & Spirituality](#)
- [Women & Gender Norms Abroad](#)

- What: Partner with your on campus student support services and multicultural offices!
- How:
 - 1. Meet with the directors of the offices to discuss a plan
 - 2. Yearly trainings with their staff members for better communication and support for students.
 - 3. Host joint programming every semester to have the idea of study abroad for students always fresh in their minds.
 - 4. Partner on social media posts to reach a larger audience.
- Why: many of the student services offices and cultural centers communicate more regularly with students. It is important to partner with them to help promote study abroad and reach a larger audience. You also can meet students where they're comfortable. "Meet them where they're at"

Dos of Campus Relationship Building

DO:

- Leverage Faculty to promote study abroad and/or specific study abroad programs
- Allocate ample quality time to cultivate the relationships between different groups of campus stakeholders
- Convene roundtables with multiple campus stakeholders, including student voices!
- Co-author an agenda because being clear is being kind
- Be proactive in starting and/or nurturing relationships with student support services and cultural centers



Don'ts of Campus Relationship Building

DON'T:



- Try to promote global education on your own because it takes a village!
- Assume that Faculty & Staff are aware of marketing resources on campus
- Rush in building relationships- the quicker they are built, the faster they unwind
- Simply repeat what worked in the past, innovate to stay ahead of trends
- Assume student support and cultural offices are aware of your office's information

Questions & Discussion

1

What barriers and limitations prevent you from broadening your current set of campus partners?

2

What are the key drivers motivating you toward leveraging more of your campus-village ecosystem?

3

Which campus stakeholders from today's presentation do you plan on incorporating into your future global education marketing?

Resources

- [Faculty Director's Guide](#) – Resource on Learning Abroad at U of Utah's website
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Resources

[Inclusive Advising for Education Abroad Professionals eLearning Course](#) - Diversity Abroad



- A foundational understanding of diversity, equity, and inclusion in global education;
- An understanding of how inclusive best practices in advising can be integrated throughout the spectrum of the education abroad process from outreach, marketing, & recruitment, pre-departure, in-country, and upon return.
- An increased awareness of biases that may influence interactions with different student populations.

What's Next?



- Full Recording of Community Discussion
 - Added to D&I Resource Center for Members
- PowerPoint Presentation & Resource Sheet
 - Sent to All Participants
- Upcoming Community Discussion:
 - February 22 | Let's Talk About Mental Health with Int'l Students



Diversity Abroad **ONLINE COMMUNITY FORUMS**

Let's continue the conversation!

COMMUNITY FORUM TOPICS:

- **Strategy and Communications** (ex. Student Data and Profile, Strategy and Leadership, Communication and Partnerships)
- **Operations** (ex. Organizational Operations, Professional Development and Staffing, Assessment and Evaluation)
- **Academics and Student Success** (ex. Curricular and Co-Curricular Activities, Advising and Student Support)
- **Health, Safety, and Security**
- **General** (Open Discussion)

Diversity Abroad members are invited to post questions and share promising practices today!

DiversityNetwork.org/CommunityForums

Contact Us



Diversity Abroad

www.diversitynetwork.org

members@diversityabroad.org

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