



# Insights into the Field

Fundamentals for Marketing  
to Diverse Audiences



Curated by:  
*Education Abroad:  
Marketing, Outreach, &  
Recruitment Task Force  
2020-2021*

# Introduction

Welcome to Diversity Abroad's Insights into the Field Resource. This short e-learning resource is designed to provide professionals with insight and practical tools to support and advance inclusive excellence in global education.

*Insights into the Field* is curated by members of the Diversity Abroad community who are passionate about the field of diversity, inclusion, and global education. This video includes tip captions, a resource slide, and further information from a wide representation of institutions.

- Celebrate fruitful campus partnerships across a variety of institutions
- Center the Student Experience by hearing from different students in their Study Abroad journeys
- Share best practices from a variety of institutions to spark inspiration for new approaches to the work



# Session Objectives

# Leverage Partnerships

- Build your On Campus Network
- Create Sustainable & Reciprocal Relationships
- Be Where the Students Are

# Grow Your Campus Network

Broaden your network of campus collaborators. Examples include:

- Academic Advising, TRIO programs
- Marketing & Communications
- Diversity, Equity, & Inclusion
- Admissions/Orientation
- Dormitories/College Houses
- Career Office/Fellowships Office

Here are some video examples of what campus partners have to say...

# Activate Your Student Stories

Leverage the student alumni network to create focus groups to reach the students you're looking for. Examples include:

- Center student voices in the content creation
- Diversify content in marketing materials
- Amplify student stories in marketing materials
- Hold focus groups on how to shape messaging to get past barriers and dispel myths of study abroad.

Here are some video examples of what students have to say...

# Collaborate with DA Colleagues

Some of our greatest resources included one another. Examples from insights of the Task Force include:

- Collaborate on shared documentation amongst key contacts
- Shape Study Abroad culture as toward larger ecosystem of change
- Use a combination of different strategies involving multiple stakeholders to multiply your campus impact

Here are some video examples of what Task Force Members have to say...

# Reflective Questions

1

What campus partners have not yet been tapped on your campus?

2

How do you invite and integrate student input in your marketing strategies?

3

What are lessons learned that are worth sharing with the DA community?

4

What has the last year taught us about marketing in times of COVID?



**Final Tip: Partner with an influencer.**

**To end our presentation, we now present a comprehensive bonus clip from one of our student rockstars!**

# Resources

NAFSA: Marketing and Communications MIG <https://www.nafsamcmig.com/>

Diversity Abroad – Free Resources & Membership Options <https://www.diversitynetwork.org/>

Diversity Abroad Community Discussions (Member Access) <https://www.diversitynetwork.org/general>

MIUSA – Resources for Supporting Students with Disabilities throughout the study abroad process  
<https://www.miusa.org/build/exchange-professionals>

Forum on Education Abroad – Equity, Diversity and Inclusion – Guidelines for Education Abroad Offices  
<https://forumea.org/resources/equity-diversity-and-inclusion/>

Forum on Education Abroad – Standards for Good Practice  
<https://forumea.org/resources/standards-6th-edition/>

## Fundamentals for Marketing to Diverse Audiences

# Thank you!

