

Men and Study Abroad

The Recommendations



“People share a common nature but are trained in gender roles”

--Lillie Devereux Blake

Action Steps

1. **Learn what the campus thinks about education abroad** – what do students tell each other, and what do faculty and advisors say to students, etc.?
2. **Generate appropriate text and visual messages** – collect images and testimonials that highlight tangible workplace or academic skills; make sure your images are diverse
3. **Market, don't advertise** – think about what your selling and why a student would want the product; be more persuasive than just informational
4. **Support** – keep track of student inquiries and follow-up with students who fail to apply or show up; make application process simple and low threshold; consider holding seats for late-applying populations.

- Why should I study abroad vs. some other opportunity?
- They don't value what you value?

Price

- Discuss benefits in new ways
- Focus on the utilitarian value

Product

- Peer networks
- How are you connecting out to them?
- Get in the classrooms...
- Side-by-side opportunities

Place

- Video
- What is new about your product?
- Are you using the latest technology? Not Facebook...

Promotion