



diversityabroad

FUNDAMENTALS OF DIVERSITY
MARKETING: FIRST-GENERATION
COLLEGE 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.

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

- Define who first-generation students are at your institution
- Gain insight into characteristics of first-generation 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 participation rate of first-generation students in education abroad
- Exercise quick thinking about a diversity marketing plan for your institution

Who are First-Generation College Students?

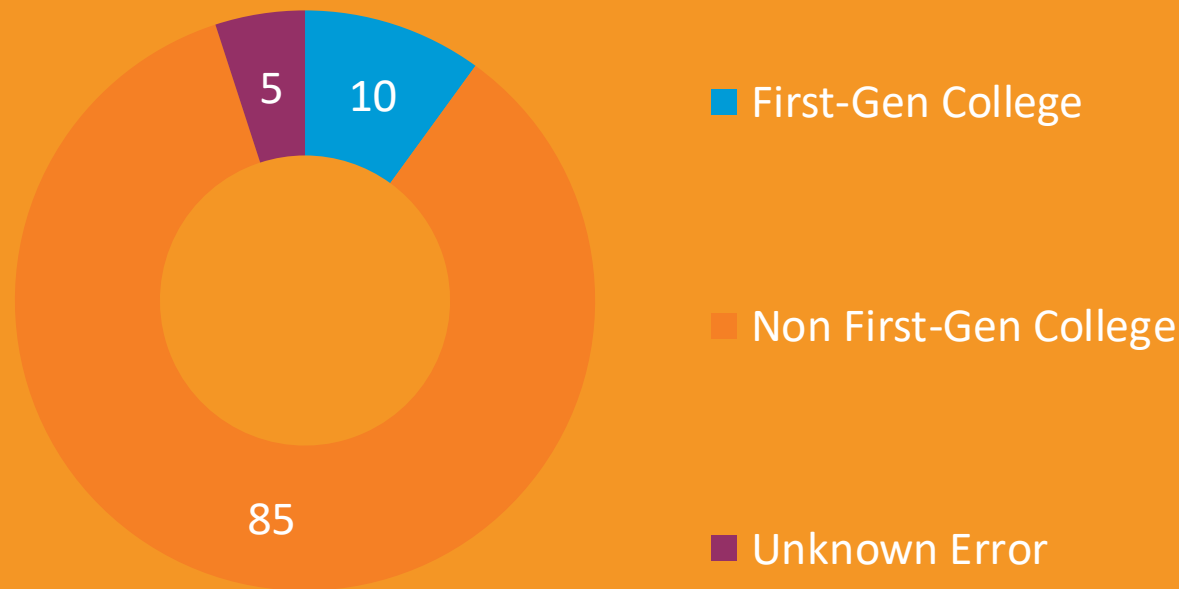
Students whose parents or legal guardians did not attend any postsecondary college or university, or *alternatively*, did not attend a 4-year college or university (depending on who is defining).



Characteristics of First-Generation College Students

- Highly diverse – racially/ethnically, socio-economically, geographically
- Generally in college for practical reasons – acquisition of well-paying job or acceptance at competitive grad school
- Tend to study abroad for career path reasons – acquiring new skills, internship experience
- Marketing messaging about personal growth, friendships, independence not as appealing
- Less likely to study abroad without a proactive touchpoint by study abroad office, peer, provider
- An invisible “majority” on many campuses with no obvious indicators
- Less support to attend college from families, less likely to have disposable funding
- Only 27% graduate in 4 years, much emphasis on just staying in school and completing ASAP

First-Gen College Students' in Global Education



Marketing Intelligence about First-Generation College Students

- 20% of full-time, 4-year college students
- About 50% of all US undergrads (2- and 4-year schools)
- About 10% of study abroad students
- About 47% are black and Hispanic
- Majority female (65%+)
- Career path majors: pharmacy, pre-med, engineering, IT/computer science
- Study abroad participation is not captured in IIE Open Doors report
- Not as susceptible to “casual” purchases or activities



The Millennial First-Gen'er: How They Stack Up

- Only 27% graduate in 4 years vs 42% of non first-gens
- Historically racially/ethnically diverse
- First-gen'ers are aspirational, pursuing well-defined career paths, highly-paid professions more than peers
- First gen'ers want to make positive difference in the world, but professional achievement weighs heavily
- First-gen'ers more likely to think success *is* about profit, though hopeful it'll mean more too
- Less likely to have means to donate money and goods, but willing to donate time when feasible

THE STATE OF MILLENNIALS



For Millennials graduating and entering the workforce, a world of new challenges awaits. Amidst all the uncertainty, we're confident about one thing: Millennials aren't taking the easy way out. They're forging new paths – tackling grad school, starting small businesses and embracing technologies that can help them along the way. TheMintGrad.org takes a look at what makes this generation uniquely inspiring.

THE BIG PICTURE

Who are Millennials or Gen Y? Tech-addicted, trend-setting, educated, ambitious and socially conscious 18-34 year olds.



MARKETING: A PRIMER

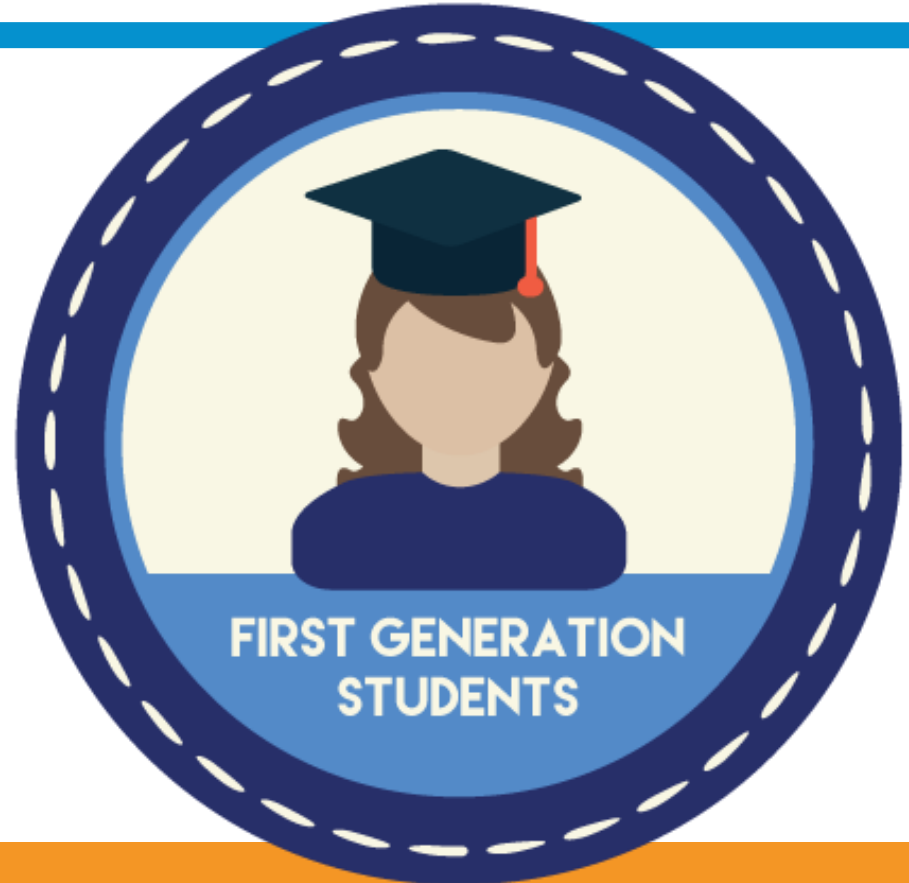
Marketing: A Primer

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

- 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 First-Generation College Students in Mind



- Adapt materials, Web content, social media to aim at/include distinct student audiences
- Engage onsite/returned first gens to inspire peers
- Create scholarship eligibility based on first-generation college student status
- Allocate staff time to develop distinct strategies to attract more
- Design passport drives/practical give-aways as attraction to study abroad events
- Brand ambassadors/peer connections work
- Create structured programs uniquely designed for them
- Publicize a “From A to Z” advising approach

DIVERSITY MARKETING: MAKING A PLAN

Questions to Help Your Diversity Marketing Strategy Take Flight

- ☐ What percentage of your study abroad students are first-gen in college?
- ☐ 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 first-gen student clubs or interest groups can you reach out to on campus?
- ☐ Are there faculty influencers who you can tap into to encourage first-gen students to study abroad?
- ☐ What academic majors are most popular among first-gen college students?
- ☐ Overall, do first-gen 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?



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THANK YOU!