

Fundamentals of Diversity Marketing to First Generation College Students for Education Abroad



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



രി

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

THE STATE or Millennials graduating and entering the workforce, a world of new challenges awalts. 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.

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

> > ŵŵ.



THE BIG

PICTURE



84% say making a positive difference in the rorld is more important than professional recognition.

56%



They're the most ethnically and racially diverse generation in US history.



think success should be about more than profit.



********* 75% see

themselves as authentic

and are not willing to compromise their family and personal values.

SHORT COURSE SERIES