

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



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

