

What market intelligence do you currently have about Black college students at your institution? How do these insights influence and shape your programs and services for attracting and recruiting Black students to education abroad?

What were the most recent marketing messages aimed at Black students at your institution? What was the goal? How can you measure if it worked? Can you adapt these marketing tactics for increased participation of Black students in education abroad?

In what ways can you leverage social media as a strategy for outreach to Black students?