

Does your institution and/or organization collect demographic data on first generation college students? Do you have access to this data on this invisible majority? How can you leverage what you know about this student population to create a targeted outreach campaign for education abroad?

Based on what you learned about the Millennial First-Gen'er, how can you apply this knowledge to build a diversity marketing plan for attracting, recruiting, and supporting this population?

What academic majors are most popular among first generation college students? What faculty influencers can you tap into to create education abroad programs for these majors?