Reaching your Goals through Generation Study Abroad

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Goal Setting

• What are your institutional goals?

• What are your goals for study abroad?

• How do they intersect?
MSU at a glance

• 3,500+ students went abroad for learning activities
• 300 MSU-sponsored programs in 60 countries
• 25 staff members from clerical to executive director
• 15 student staff including peer advisers and interns
MSU’s Bolder by Design

- MSU’s strategic framework
- Accelerating the pursuit of the big ideas, innovation, and global impact
MSU’s Bolder by Design

SIX IMPERATIVES

• Enhance the student experience

• Enrich community, economic and family life

• Expand international reach

• Increase research

• Strengthen stewardship

• Advance our culture of high performance
MSU’s Study Abroad Goals

• The Office of Study Abroad is focusing on the role study abroad can play in student success  
  \((BBD; \text{enhancing the student experience})\)

• Especially for high-need, first-gen & minority students

• Increase experiential learning abroad
  – internships
  – undergraduate research
  – community engagement
Generation Study Abroad

Generation Study Abroad (Gen SA) seeks to double participation by 2020, it also strives to **extend study abroad opportunities to college students for whom traditional study abroad programs aren’t working.**

- Aligns with MSU strategies and allows us to pledge to increase outreach to first-gen, high-need, and under-represented minority students.
MSU’s Gen SA Goals

• Double enrollment for:
  – internship, volunteer, and work abroad *(including community engagement)*
  – undergraduate research abroad
  – graduate education abroad
  – semester programs abroad
  – international students abroad

• Double our reporting of non-credit learning abroad experiences

• Double our MSU endowments for study abroad scholarships
Meeting these goals will result in a more diverse student body going abroad and a greater variety of experiences in which they participate.
Who has signed on?

• 450 Commitment Partners
• 298 U.S Colleges & Universities
• 9 from Michigan
  – Central Michigan University
  – Ferris State University
  – Hope College
  – Kalamazoo College
  – Marygrove College
  – Michigan State University
  – Northern Michigan University
  – Wayne State University
  – Western Michigan University
What are your goals?

1. **Identify institutional goals**

2. **Connect study abroad goals**

3. **Create Gen SA goals**

Considerations:
- Focus on relevant target populations that work toward your goals
- Efforts to market to them will strengthen awareness for study abroad in general
- Meeting your goals will increase participation
How do you promote?

Generate marketing plans that are:

**STRATEGIC**
- based on your Gen SA goals

**CLEAR**
- consistent images and coherent messages

**COMPREHENSIVE**
- Include print, web, and new media

**REALISTIC**
- targets you can obtain with your staff
Utilize campus partners

Identify campus resources and allies
- Admissions
- Financial Aid
- Registrar
- Housing
- Disability Office
- Academic Advisers

Diversity Abroad Team
- Members from units across campus
- faculty, staff, and students
- diverse backgrounds
- advocates for increased participation of underrepresented groups
Make it count

• Know WHERE to reach your target audiences

• Know HOW to reach your target audiences

• Use a PROACTIVE approach to advising
Go directly to students
Go directly to students

Data shows our applicants learned about study abroad most through face-to-face contact
- friends or past participants in class
- program leaders at the Study Abroad Fair
- Peer advisers at campus events

**Study Abroad in the Neighborhoods**
- Peer Advisers in MSU’s residential “neighborhoods”
- personalized, one-on-one advising to students who may not have considered studying abroad
- convenient, accessible – taking our message to where the students
Reach students online

- Communication via **social media** can reach thousands of students.
- +30% in the past year for MSU
- The Office of Study Abroad has over:
  - 2,600 fans on Facebook
  - 2,500 followers on Twitter
  - 3,300 views (40 subscribers) on YouTube
  - 170 followers on Instagram
- OSA features [student stories](#) on our webpage
- 700 downloads of [MSU Abroad](#) app
- Encourage students to use the Gen SA hashtag #iamstudyabroad in social media posts including photos
Talk with students

• Meaningful conversations to find out about their goals

• Talking WITH them not “to” them

• They won’t listen to you unless they know you are listening to them

Study Abroad Advising Center
  – dedicated walk-in advising hours
  – allows for additional and consistent programming across campus
  – reinforces goals by providing a high-quality, student-focused space to better serve students
Give students a take-away

- Use the Gen SA Commitment Partner logo on brochures, posters, giveaways and website

- Produce publications with your targets in mind (and their parents)

**How to Finance your Study Abroad Experience**

- helps students plan financially
- includes stories from students with high financial need, those who are the first in their family to go to college, and under-represented minorities
Questions?

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