In addition, we pledge to double our reporting of non-credit learning abroad programs abroad; and international students abroad. As part of the university-wide Borderline Design framework at MSU, the Office of Study Abroad (OSA) is focusing on the role study abroad can play in student success, particularly for high-need, first-generation and minority students. OSA has also increased experiential learning abroad through distinctive programming in internships, undergraduate research and community engagement.

While Study Abroad (OSA) 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 possible. This piece of GSA aligns with MSU university-wide strategies and allows MSU to pledge to increase outreach to first-generation, high financial need, and under-represented minority students. MSU has also pledged to double enrollment for internship, volunteer, and work abroad (including community engagement); undergraduate research abroad; graduate education abroad; semester programs abroad; and international students abroad. In addition, we pledge to double our reporting of non-credit learning abroad experiences and double our MSU endeavors for study abroad scholarships.

**MARKETING EFFORTS @ MICHIGAN STATE UNIVERSITY**

Involvement in GSA provides a sense of excitement and inclusiveness…being part of something big. MSU is making the most of this national inspiration to highlight its goals for study abroad. GSA is helping MSU to increase visibility to students who think study abroad might not be an option for them. MSU is using the GSA Commitment Partner logo on brochures, posters, giveaways and our website, as well as encouraging students to use the GSA hashtag #iamstudyabroad in social media posts including photos.

**GENERATION STUDY ABROAD @ MICHIGAN STATE UNIVERSITY**

While Generation Study Abroad (GSA) 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 possible. This piece of GSA aligns with MSU university-wide strategies and allows MSU to pledge to increase outreach to first-generation, high financial need, and under-represented minority students. MSU has also pledged to double enrollment for internship, volunteer, and work abroad (including community engagement); undergraduate research abroad; graduate education abroad; semester programs abroad; and international students abroad.

In addition, we pledge to double our reporting of non-credit learning abroad experiences and double our MSU endeavors for study abroad scholarships.

**The Neighborhoods of Study Abroad**

**DISCUSSION APPROACH**

While Facebook still has an audience, Instagram has allowed us to be in contact with our younger audience. Over 90% of the 150 million people on Instagram are under the age of 35*.

**PROACTIVE OUTREACH**

*Use up-to-date networks to ensure your messages are reaching the millennial generation.

**Email**

We sent IIE’s free Study Abroad Online Student Guide (available to GSA commitment partners) as a follow up to students who haven’t thought about study abroad.

**Direct Messages**

One-on-one messages are highly effective in reaching those students who haven’t thought about study abroad.

**Social Media**

Use up-to-date networks to ensure your messages are reaching the millennial generation. Instagram is focusing on the role study abroad can play in student success, particularly for high-need, first-generation and minority students. OSA has also increased experiential learning abroad through distinctive programming in internships, undergraduate research and community engagement.

**INCREASED PARTICIPATION @ MICHIGAN STATE UNIVERSITY**

Through our Generation Study Abroad pledge and targeted marketing efforts, MSU expects participation will increase by 2020 with a more diverse student body going abroad and a greater variety of experiences in which they participate.

**Study Abroad**

Cheryl Benner, Communications Manager
Nick Schrader, Program Coordinator
Office of Study Abroad (OSA) Region V - Regional Conference
Grand Rapids, Michigan – October 2014