



# It's A Small World

Marketing Study Abroad on Your Campus

# Recommending a Strategy

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# NAFSA Task Force

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## Study Abroad is a Public Good

“Study abroad programs provide opportunities for learning that are critical to the education of American college students and, over the long term, to the ability of the United States to lead responsibly, collaborate abroad, and compete effectively in the global arena.”

# Assess the Current Situation

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- Acknowledge problems and weaknesses
- Determine available resources
- Consider options

# Determine the Desired Outcome

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- Increased participation
- More program options
- Varied program lengths
- Diversifying participants

# How Do We Get There?

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# 5 Keys to Meeting Your Goals

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- 🔑 Create Awareness
- 🔑 Collaborative Efforts
- 🔑 Keep Interest
- 🔑 Know Your Roadblocks
- 🔑 Find Financial Resources

# 🔑 Key 1: Create Awareness

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- Goal: Increase Interest and Participation
- Present essential information clearly
- Explore advertising venues
- Join the program for Campus Events
  - Orientation
  - Open House Days
  - Admissions Recruitment events
  - Housing Programs
  - International Education Week
  - Freshman Experience Course



## ← Key 2: Collaborative Efforts

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- Goal: Get Faculty and Departments Involved
- Look into current collaborations
- Identify international faculty and affiliations with schools outside the US
- Explore possible new venues in areas of interest
- Working with Foreign Language Dept.
- Explore Faculty Led Programs
- Open the possibility for outside funding
- Help

## 🔑 Key 3: Maintain Student Interest

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- Goal: Follow up with students
- Develop a way of tracking interested students
- Manage information by major and country of interest
- Basic Information and Deadline Reminders
- Blogs published to University announcements
- Map in International Center
- Utilize University display cases and message boards
- Keep information current



# Our Map



# 🔑 Key 4: Know Your Roadblocks

- Goal: Acknowledge and address any issues that
- Program
- Community
  - School
- Parents
- Visa Issues
- Finances

**ROADBLOCK  
AHEAD**

# 🔑 Key 4: Know Your Roadblocks

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- Goal: Acknowledge and address any issues that may arise
- Program Lengths
- Common Misconceptions about SA
  - See NAFSA Handout [Misconceptions](#)
- [Parents](#)
- Visa Issues
- Finances

# Survey Results

**5. Why would you like to study abroad?**

	Response Percent	Response Count
Career Advancement	45.2%	19
Required for Major	16.7%	7
<b>Cultural Experience</b>	<b>88.1%</b>	<b>37</b>
Travel	66.7%	28
Foreign Language Acquisition	45.2%	19
Personal Enrichment	73.8%	31
Other (please specify) <a href="#">view</a>		1
<b>answered question</b>		<b>42</b>
<b>skipped question</b>		<b>3</b>

**6. How did you hear about UWF's Study Abroad opportunities?**

	Response Percent	Response Count
Flyer	35.9%	14
<b>Orientation</b>	<b>64.1%</b>	<b>26</b>
Website	30.8%	12
Friend	28.2%	11
Professor	23.1%	9
Advisor	10.3%	4
Argus	20.5%	8
Other (please specify) <a href="#">view</a>		3
<b>answered question</b>		<b>39</b>
<b>skipped question</b>		<b>6</b>

# Survey Results

## 8. What are the reasons why you would choose not to study abroad?

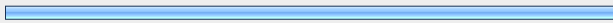
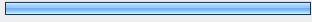
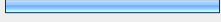



		Response Percent	Response Count	
Cost		94.3%	33	
Language		17.1%	6	
Parents		2.9%	1	
Delayed Graduation		17.1%	6	
No Passport		11.4%	4	
	Other (please specify) <a href="#">view</a>		5	
			<b>answered question</b>	<b>35</b>
			<b>skipped question</b>	<b>10</b>

## 10. How can the Study Abroad Office at UWF better assist you in preparing for a study abroad experience?

		Response Percent	Response Count	
Information Sessions		70.0%	28	
Orientations		40.0%	16	
Visa advice		52.5%	21	
Financial Assistance		82.5%	33	
Study Abroad Fair		67.5%	27	
	Other (please specify) <a href="#">view</a>		2	
			<b>answered question</b>	<b>40</b>
			<b>skipped question</b>	<b>5</b>

# Survey Results

## 4. What is your budget for study abroad?

		Response Percent	Response Count
\$1000-\$3000		46.5%	20
\$3000-\$5000		23.3%	10
\$5000-\$7000		16.3%	7
\$7000-\$9000		4.7%	2
\$9000-\$12000		7.0%	3
\$12000 or more		2.3%	1
<i>answered question</i>			<b>43</b>
<i>skipped question</i>			<b>2</b>

# The Money Talk



Projected cuts for the 2008-2009 Budget will mean cuts in many areas of education in Florida. Study Abroad programs do not have to suffer from these cuts. \$\$\$



# 🔑 Key 5: Financial Resources

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- Goal: Locate funding for programs
- Grants
- Paul Simon Study Abroad Foundation Act
- Scholarships



# Changes in Action

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- Orientation and Open Houses
- Interest Cards and Sign Up Sheet
- Snacks on the Run
- Website Revision
- Your Fortune and Your Future
- UWF Celebrates the World
- Summer Opportunities
- Survey
- Programs by Location and Major

# Results Over Time

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- List of Interested Students
- Usable Data for Planning
- 50% Increase in Participation
- More funds have been delegated
- More Campus Recognition of Abroad Programs
- Faculty and Staff Interest

# 5 Keys to Meeting Your Goals

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- 🔑 Create Awareness
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# Backpacking Isn't The Only Way



# Recommendation

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- Get to Know Campus Stakeholders
- Marketing Campaign
- Don't Fear the Roadblocks
- Research Sources for Funding

# Questions

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# Resources

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- “Strengthening Study Abroad,” NAFSA Task Force.  
<http://www.nafsa.org/IMSA>, NAFSA: Association of International Educators, 2008.
- “Beyond Borders,” FSU International Center.  
<http://www.internationalcenter.fsu.edu/>, Florida State University, February 12, 2008.
- “You Can Get There from Here,” BASAA: New England Education Abroad Community.  
[http://www.nafsa.org/\\_/Document/\\_/10\\_misconceptions\\_about.doc](http://www.nafsa.org/_/Document/_/10_misconceptions_about.doc), NAFSA: Association of International Educators, 2008.
- Study Abroad Student Survey, Office of Diversity and International Education and Programs – University of West Florida.  
[http://www.surveymonkey.com/s.aspx?sm=uEWFNy\\_2fxPv48op3ZE3CvtQ\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=uEWFNy_2fxPv48op3ZE3CvtQ_3d_3d), Survey Monkey, 2008.

# Resources

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- Managing the Universe, hitchhikers.