

CHANGING PERCEPTIONS: DEVELOPING STUDY ABROAD MARKETING STRATEGIES FOR UNDERREPRESENTED STUDENTS

WEDNESDAY, JUNE 1 | 11:45AM - 12:45PM | #NAFSA16 | DENVER, CO

PRESENTERS

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KEY QUESTIONS

1. Who is underrepresented and why?
2. How does marketing perpetuate privilege or reinforce student assumptions?
3. How can we educate through marketing?
4. What concerns do underrepresented students have that we can address through marketing?
5. How do we best serve and reach underrepresented students?

PRIVILEGE: Invisible, internalized, oppression integrated into the structure of society benefiting the dominant group (in power) and marginalizing the minoritized group (powerless)

Marketing perpetuates, enforces, gives value, and institutionalizes socially constructed perceptions (through photo selection and features in print and on the web)

BEST PRACTICES

- Determine your goals, identify how success will be defined and measured, and differentiate between long-term and short-term goals.
- Choose target audience (underrepresented groups) and identify campus partners and stakeholders that will help you form, distribute, and add validity to your messages.
- Imagery, text, and distribution channels need to be inclusive.
- Be aware of cultural distinctions (value in being part of a community vs. value of independence).
- Consider groups that are cross-functional (e.g. a large percentage of first-generation college students may also demonstrate financial need and be part of an underrepresented race or ethnic group) and concentrate your efforts.

UNDERREPRESENTED INCLUDES

Historically marginalized groups

- Students of color
- First-generation
- Low socio-economic status
- LGBTQIA+
- Students with disabilities
- Veterans
- Non-traditional students

In study abroad, it may also include

- Students that identify as male
- STEM & education majors
- Honors students
- Part-time/commuter students
- Greek life
- ROTC
- Religion

This will vary by campus and should be determined by comparing percentages of attendance with study abroad participation percentages.

POTENTIAL PARTNERS

- Office of Diversity and Inclusion
- Multicultural Student Affairs
- Financial Aid Office
- TRIO programs
- Sexuality & Gender Diversity Center
- Admissions
- Institutional Research
- Veterans Services
- Student Involvement
- Religious organizations
- Student organizations

Resources

- Diversity Abroad
- IIE Open Doors for U.S. Study Abroad