Changing Perceptions: Developing Education Abroad Marketing Strategies for Underrepresented Students

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A Cadillac is no stranger to hard work.
The operating efficiency of a Cadillac makes as much sense today as it did for the businessman in the days of the 1933 five-passenger Cadillac Phaeton. Perhaps even more. And in these times, it's good to know that Cadillac for 1975 offers improved efficiency that results in reduced overall operating costs. Plus Cadillac resale . . . traditionally one of the highest of all U.S. cars. It's all part of Total Cadillac Value. And that goes with you wherever your business takes you. Cadillac. Then and Now . . . an American Standard for the World.

Who does this ad target?
Who does this ad not target?
Who does this ad target?  

Who does this ad not target?  

Source: www.ebay.com
Who does this ad target?
Who does this ad not target?

Source: www.newwide.com
Who is this ad targeting?
Who is this ad not targeting?

Source: www.businessinsider.com
Learning Objectives

• Identify and define “underrepresented students” and develop messaging and marketing strategies that appropriately address challenges and misconceptions underrepresented students may have.

• Understand how marketing can exclude or deter students from studying abroad and differentiate between inclusive and exclusive marketing tactics for target audiences.

• Evaluate and analyze the success of marketing campaigns and outreach efforts, in terms of awareness, interest, and increased numbers abroad.
Underrepresentation

Percentage of students participating is lower than enrollment as a whole at the institution (or nationally)

Example: University of Kansas Engineering Students
Who is underrepresented? Why?

Historically Marginalized Groups
- Students of Color
- First-generation
- Low socio-economic status
- LGBTQIA+
- Students with disabilities
- Veterans
- Non-traditional Students

In Education Abroad, may include
- Students that identify as male
- STEM & Education Majors
- Honors Students
- Part-time/commuter students
- Greek life
- ROTC
- Religious Identification
Underrepresentation in Education Abroad

Race/Ethnicity of U.S. Students Abroad 13/14

- White: 77.1%
- Hispanic or Latino: 8%
- Asian or Pacific Islander: 8.6%
- Black or African American: 8%
- American Indian: 8%
Privilege

- Invisible oppression integrated into the structure of society benefiting the dominant group (in power) and marginalizing the minoritized group (powerless)

- National example: Disenfranchisement based on gender, race, or socio-economic status

- University example: No childcare options at new student orientation for students with children (assumption is students don’t have children)
Perception & Privilege

How does marketing perpetuate privilege or reinforce student assumptions?

Common misconceptions:

• Study abroad is expensive. I don’t have a lot of money, so I can’t afford it.

• Study abroad is a luxury.

• Study abroad is a waste of time.

• Study abroad isn’t for students like me.
Why does it matter?

Our marketing needs to reflect our message.
Educate through Marketing

What value does study abroad have for underrepresented students and how do we promote that value?
Where do we start?

- Determine target audiences for your campus
- Identify campus partners and stakeholders
- Identify obstacles and challenges
- Develop and use inclusive language and imagery in messaging
- Identify specific marketing tools and channels (traditional and social media)
Goal Setting

Set timeline and differentiate between short-term and long-term goals:

- **Short-term goals:**
  - Increase awareness
  - Increase interest
  - Increase engagement

- **Long-term Goals:**
  - Increase participation rates
  - Change perceptions
  - Cultivate ambassadors
Case Study:

UCEAP™ UNIVERSITY OF CALIFORNIA EDUCATION ABROAD PROGRAM

- Official study abroad program for the entire University of California system
- Nine campuses (tenth campus is a graduate medical school)
- 380 programs in 43 countries
- Located in Goleta, CA
Who are underrepresented students?

- Latino students
- First-generation college students
- STEM majors
- Honors students
- Newly admitted freshmen
- Newly admitted transfer students
Latino Student Outreach

- Higher Education Week
- Campuses adding a study abroad parent presentation in Spanish
- Interest card translated into Spanish
- Spanish experience booklet (upcoming)
- Webpages in Spanish (upcoming)
Travel. Learn. Live.

Interest Card

Study Abroad with the University of California

In Every UC Major
- Biology
- Business
- Communications
- Economics
- Engineering
- Environmental Studies
- Fine/Performing Arts
- Humanities
- Languages
- Math
- Physical Sciences
- Political Science
- Psychology
- Social Sciences
...and more!

START HERE: eap.ucop.edu/go

- Take UC-approved courses
- Gain international experience
- Use UC financial aid and grants
- Access UCEAP scholarships
- Earn UC credit in your major
- Learn a new language
- Study at a top-ranked university
- Participate in field or lab research
- Intern for academic credit

Interest Card

Estudia en el Extranjero con la Universidad de California

EN TODAS LAS CARRERAS DE UC
Biotecnología
Empresariales
Comunicaciones
Económicas
Engineering
Ciencias Ambientales
Bellas Artes
Idiomas
Matemáticas
Ciencias Físicas
Ciencias Políticas
Psicología
Ciencias Sociales
...y mucho más!

EMPIEZA AQUÍ: eap.ucop.edu/go

- Haz cursos aprobados por UC
- Consigue experiencia internacional
- Usa ayuda financiera y becas de UC
- Accede a becas de estudio del UCEAP
- Gana crédito de UC en tu carrera
- Aprende un nuevo idioma
- Estudia en las mejores universidades
- Investiga en el campo o en el laboratorio
- Haz prácticas y gana crédito académico
Latino Experience Booklet

• Marketing piece for Latino students

• Focus on stories from multiple perspectives:
  ○ Alumni
  ○ Recent returnees and those who studied abroad 10+ years
  ○ Those who studied in more than Spanish-speaking countries
  ○ Parents

• Include family as a primary audience

• Community-based experiences (no solo photos)

• Mention benefits of learning Spanish
Results
Results

![Graph showing participation at UCSCA calendar years 2011-2015.](image)
Takeaways

- Photos need to be representative of all student types
- Consider cultural distinctions (ex. Solo travel)
- Don’t allow the pursuit of perfection to prevent progress
- Be thorough
- Ask/research what you don’t know
- Is there a place/identifier/connection to the smallest audience I am trying to reach?
Case Study: Northwestern

“Promoting a new-need based scholarship for summer study abroad”
About Northwestern

Private University in the Midwest

- 21,000 students (~8,500 undergraduates)
- Study Abroad decentralized; 3 offices
- Total Number of Students Studying Abroad: ~750
- International Program Development offers Exchange Programs and Customized Study Abroad Programs

- New Need-Based Scholarship for Summer Study Abroad
Goals and Timeline

● **Short-term goals: Summer 2015**
  ○ Increase participation rates of underrepresented students
  ○ Increase awareness
  ○ Increase interest

● **Long-term Goals: 2016 and beyond**
  ○ Increase participation rates underrepresented students
  ○ Increase awareness
  ○ Increase Interest
  ○ Increase Engagement
  ○ Change perceptions
  ○ Cultivate ambassadors
Target Audience

Students underrepresented in IPD study abroad programs

- Students on financial aid, especially:
  - Low-income Students
  - First-generation Students
  - Minority Students
Campus Partners

Identify campus partners and stakeholders and meet with representatives:

- Campus Inclusion and Diversity Offices
- Student Groups:
  - Associated Student Government
  - Quest Scholars
  - Posse Students
- Multicultural student groups
- Financial Aid Office (Financial Aid Study Abroad Advisor)
- Study Abroad Ambassadors: Focus Groups
Need Money to Study Abroad this Summer?

We want you to study abroad!
If financing is a concern for you, please come and talk to us. We’re here to help.
Low-income, first-generation, and minority students are especially encouraged to apply!

Find out more about IPD’s various summer
STUDY ABROAD PROGRAMS & FUNDING OPPORTUNITIES

APPLICATION DEADLINE: MARCH 1

International Program Development
847-467-8033 | ipd@northwestern.edu
www.northwestern.edu/ipd | @NUIPD | NUAbroad
IPD STUDY ABROAD
SUMMER PROGRAMS

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>LOCATION</th>
<th>PARTNER INSTITUTION</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHINA: POLITICAL AND ECONOMIC DEVELOPMENT</td>
<td>China</td>
<td>Peking University</td>
<td>Courses in history, political science, political economy, and Chinese language</td>
</tr>
<tr>
<td>PUBLIC HEALTH IN CHINA</td>
<td>China</td>
<td>Peking University</td>
<td>Courses in public health, traditional medicine, and Chinese language</td>
</tr>
<tr>
<td>ENERGY TECHNOLOGY &amp; POLICY, WANKXIANG FELLOWS PROGRAM</td>
<td>China, Hunan</td>
<td>Wuhan University</td>
<td>Courses in energy technology, policy, and sustainability; public health, political economy, and Chinese language</td>
</tr>
<tr>
<td>CUBA: CULTURE &amp; SOCIETY</td>
<td>Cuba</td>
<td>Universidad de las Artes</td>
<td>Courses in history, culture, politics, literature, and cinema</td>
</tr>
<tr>
<td>PUBLIC HEALTH IN CUBA</td>
<td>Cuba</td>
<td>Universidad de las Artes</td>
<td>Courses in public health, history, culture, politics, literature, and cinema</td>
</tr>
<tr>
<td>BERLIN: GLOBAL CITY IN THE CENTER OF EUROPE</td>
<td>Germany</td>
<td>Humboldt University</td>
<td>Courses in German language, culture, politics, and economics; Jewish Studies option</td>
</tr>
<tr>
<td>PUBLIC HEALTH IN MEXICO</td>
<td>Mexico</td>
<td>Universidad Panamericana</td>
<td>Courses and research in public health, history, culture, and Spanish language</td>
</tr>
<tr>
<td>FIELD RESEARCH IN PUBLIC HEALTH: TANZANIA</td>
<td>Tanzania</td>
<td>University of Dar es Salaam</td>
<td>Course in Swahili language and research in public health</td>
</tr>
</tbody>
</table>

* All IPD programs are specifically designed for IPD students in collaboration with partner institutions. Course content, courses developed around the program theme, are taught in English except in Cuba, and are supplemented by courses on the local language and culture as well as organized excursions and site visits.

MORE IPD STUDY ABROAD
FUNDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>SCHOLARSHIP</th>
<th>TYPE</th>
<th>AMOUNT</th>
<th>ELIGIBILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>IPD FELLOWSHIP FOR INTERNATIONAL STUDY</td>
<td>Need- and merit-based</td>
<td>up to $2,000</td>
<td>All Northwestern undergraduates</td>
</tr>
<tr>
<td>HILL-URBINA GLOBAL HEALTH STUDIES FELLOWSHIP</td>
<td>Need- and merit-based</td>
<td>up to $3,000</td>
<td>Northwestern undergraduates participating in an IPD public health study abroad program</td>
</tr>
<tr>
<td>PETIRANICS AND GERSTENSLAGER STUDY ABROAD SCHOLARSHIP</td>
<td>Need-based</td>
<td>up to $3,000</td>
<td>Northwestern undergraduates on Financial Aid</td>
</tr>
<tr>
<td>BENEDICT &amp; DONNA ZOBIST SCHOLARSHIP</td>
<td>Need- and merit-based</td>
<td>$2,500</td>
<td>Northwestern undergraduates studying abroad in Europe or Asia</td>
</tr>
</tbody>
</table>

* Scholarships are only available for study abroad on an IPD program.

Need Money to Study Abroad? Check out IPD’s new
NEED-BASED SCHOLARSHIP FOR SUMMER STUDY ABROAD

AWARD DETAILS
The new need-based scholarship for summer study abroad allows students to receive summer financial assistance from IPD in amounts proportional to scholarship funds received during other quarters, without it counting as one of their 12 quarters of Northwestern financial aid eligibility.

Awards will be based primarily on financial need, as well as the strength of application materials and availability of funds. Award amounts will vary, depending upon each applicant’s need. Scholarships will be applied toward the total IPD program cost, including fees charged by Northwestern and additional costs, such as airfare, books, and discretionary expenses.

ELIGIBILITY:
This scholarship is available for Northwestern undergraduates currently receiving financial aid who are applying to participate in any IPD summer program. Low-income, first generation students, and minority students are encouraged to apply. Students not fitting this profile, should review our other study abroad scholarships.

APPLICATION DEADLINE: MARCH 1, 2015

International Program Development
847-467-6955 | ipd@northwestern.edu
www.northwestern.edu/ipd | IPD | IPD abroad

Northwestern University
INTERNATIONAL PROGRAM DEVELOPMENT
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We want you to study abroad! If financing is a concern for you, please come and talk to us. We’re here to help!
Tools and Channels

- Email
- Word of Mouth (Returnees and Ambassadors)
- Flyering across campus
- Department and Office listservs and newsletters
- Table Tents in Dining Halls
- Mail Flyer to Students in Campus Housing
- Campus TVs (Dining Hall, Student Center, etc.)
- Social Media (ask students to share and tag)
Obstacles / Challenges

- Message is too narrow and only speaks to a few students
- Language is not inclusive or singles-out individuals
- Campaign doesn't reach intended target audience
- Scholarship might still not be enough - how else can you help?
Analyze your Efforts

- Document increase in:
  - Calls
  - Emails
  - Appointments
  - Social Media Interaction
  - Started applications
  - Submitted applications
  - Confirmed applications

...and compare with previous years
Our Successes

In 2015 we were able to increase:

- Summer Program Participation by 20%
- Summer Program Applications by 21%
- Summer Program Appointments by 34%
- First-Gen Student Participation from 3% to 9%
- Financial Aid Student Participation by 3%

In 2016 so far we were able to increase:

- Summer Program Applications of students of color to 49%
- Latino/a Applications from 3% to 11%
Takeaways

- Consult and engage with students representing target group; Students are your most powerful collaborators
- Consult with administrators who work with target group
- Be specific and inclusive in your message, but broad in your outreach efforts
- Analyze your efforts - data is a powerful tool to help you ask for more and prove your message
Case Study:

“You can afford to study abroad.”
The University of Kansas

- Centralized study abroad office for 3 campuses and all schools/departments
  - 18,715 undergrads at main campus
- 130+ programs in more than 70 countries
- 25.8% of undergraduates study abroad
Underrepresented Students

- Low socio-economic status
- Students of color
- Engineering, education, pharmacy, health students
- First-generation
- Veterans
Identify the problem: “I can’t afford it.”

- 78% of undergraduates use financial aid or scholarships
- 30% of KU students have an estimated family income under $60,000 (median for Kansas is $74,000)
- 22% of Fall 2015 freshmen class received Pell Grants
- 14% of Fall 2015 freshmen class were first-generation
- Top reason for withdrawing: Cost
Goal: Increase Awareness About Affordability

Goals
- Educate students about affordable options
- Promote financial aid and advising resources
- Decrease applicant attrition rates

Target audiences
- Students from Low-SES backgrounds
- Pell Grant recipients
- HawkLink Students (students of color on scholarships)
Approach: Focus on Cost

- Make budgets readily accessible in print and online
- Added “Funding Study Abroad” Button to website
- Email scholarship-eligible students
- Advertise.
  - E.g. “16 programs under $16,000”
- Presentations, Info Sessions, Tabling
- Repeat. Repeat. Repeat!
What is study abroad?

- “How I Made Study Abroad Possible”
- Instagram Takeovers (103 to 1500+ followers)
- Ask Us Anything Panel
- Use scholarship recipients as ambassadors for study abroad
- Hire (or recruit) scholarship recipients as peer advisors, ambassadors, etc.
Results

Currently...

- 22% of study abroad participants were eligible for Pell Grants (24% of KU students receive Pell Grants)
- 28% of study abroad participants had an estimated family contribution under $10,000
- 32% increase in scholarship applications since AY13
- Fewer students withdrawing for financial reasons
Takeaways

● Talk to students and respond to their needs, real and perceived
● Use your marketing to answer the most common questions you receive
● Determine your strengths and build on those
● Always answer the question: “What is study abroad and why does it matter?”
● Collaborate with other units and departments, and support them in their efforts too!
QUESTIONS?