

BACK FROM ABROAD – NOW WHAT?

Best practices in alumni relations, engagement and recruitment in Education Abroad



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PRESENTERS

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EDUCATION ABROAD RETURNEES

- ▶ Around 271,000 US students studying abroad each year (Open Doors report)
- ▶ Different durations

Short Term (ex: J-term)	Summer	Semester	Academic Year	Other
18.9%	37.8%	39.3%	3.9%	0.1%

- ▶ Different locations

Africa	Asia	Europe	Latin America	Middle East	North America	Oceania	Multiple Locations
5.5%	12%	53.5%	15%	1.8%	0.7%	5%	6.5%

- ▶ How do we effectively engage and motivate these students upon their return?

ENGAGEMENT



RE-ENTRY PROGRAMMING

- ▶ Resume, cover letter and interview workshops
- ▶ Peer Advising Programs AND training
- ▶ Story Circles
- ▶ Involvement with International Student Population
- ▶ Campus Cultural Events
- ▶ Digital Storytelling
- ▶ Reverse Culture Shock Workshops, Materials or Ideas Lists
- ▶ Returned Student Celebration

TECHNOLOGY AND SOCIAL MEDIA

- ▶ Facebook- organization and group pages
- ▶ Twitter
- ▶ Pinterest
- ▶ Other options: Vimeo, BlogSpot, YouTube, Foursquare, Flickr, Scribd, Skype, LinkedIn

UTILIZATION



PEER ADVISING PROGRAM

- ▶ Paid or volunteer
- ▶ Recruitment/outreach for study abroad
 - ▶ Presentation at clubs, classes, organizations
 - ▶ Panel members for different campus events
 - ▶ Participate in fundraising efforts
- ▶ Advising
 - ▶ One-on-one meetings
 - ▶ Panel at Pre-Departure Orientations
 - ▶ Presenting and advising special interest groups: Identities, scholarships, non-traditional destinations, disabilities

AT UNIVERSITY OF TULSA

- ▶ 5 paid Peer Advisors
 - ▶ 2 Outreach Coordinators
 - ▶ 1 Events Coordinator
 - ▶ 1 Writing Coordinator
 - ▶ 1 Marketing Coordinator
- ▶ Both recruitment and advising roles
- ▶ Volunteers assist in different tasks
- ▶ Pioneer Program

AT THE UNIVERSITY OF NORTH CAROLINA WILMINGTON

- ▶ 159 unpaid Peer Advisors (Study Abroad Ambassadors)
 - ▶ 4 Lead Ambassadors: 1 Social Media Coordinator, 1 Communications Liaison, 1 Events Coordinator, 1 Promotions/Outreach Coordinator
- ▶ Both recruitment and advising roles
- ▶ Presence on website and on social media
- ▶ Study Abroad Squad
- ▶ Presentations to classes and to clubs/organizations
- ▶ Assist with cultural events- Lunar New Year, World's Fair, etc.
- ▶ Events and participation coordinated and tracked through SharePoint
- ▶ Also assist with orientation for incoming international students

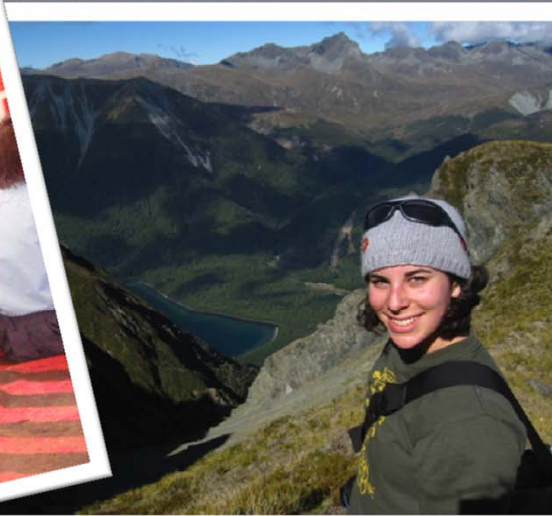
UNDERSTAFFED OFFICES

- ▶ Office workers: filing, walk-ins, phones, mailings
- ▶ Pre-advising
- ▶ Marketing
- ▶ Outreach
- ▶ Events
- ▶ Social Media
- ▶ Structure needs to be in place to focus and organize student energy and efforts

HOW TO KEEP STUDENTS MOTIVATED AND ENGAGED?

- ▶ Food
- ▶ Certificates
- ▶ T-shirts
- ▶ Titles
- ▶ Social engagement
- ▶ Professional Development Opportunities

REFLECTION



DETERMINE LEARNING OUTCOMES

- ▶ Knowledge

- ▶ Cultural frameworks, host culture, U.S. culture, academic knowledge from new perspectives

- ▶ Attitudes

- ▶ Empathy, openness, flexibility, curiosity

- ▶ Skills

- ▶ Intercultural communication, creative thinking, problem-solving skills

OPTIONS

▶ Course

- ▶ Approval process
- ▶ Style
- ▶ Content

▶ Follow-up Essay

- ▶ Scholarship recipients
- ▶ Peer Ambassador application

▶ Program Evaluations

- ▶ Open-ended questions
- ▶ Timing

▶ Photo Contest

- ▶ Short statements / reflections with photos

▶ Returned Student Celebration

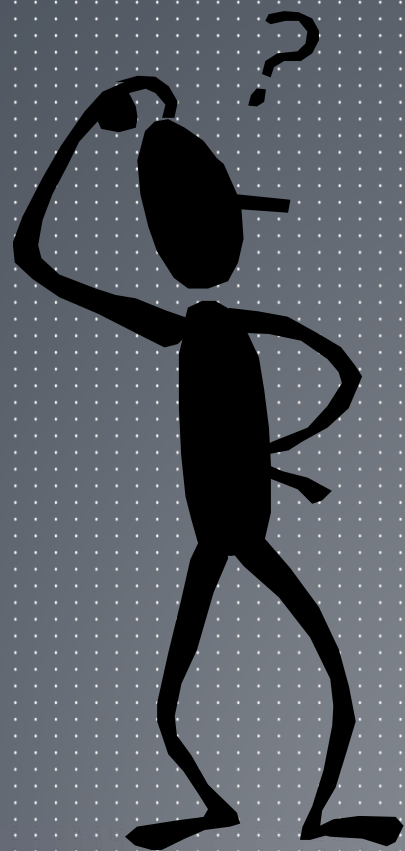
- ▶ Prompts
- ▶ Travel Quotes

NOW WHAT? HOW TO...

- ▶ Implement/improve re-entry programming
- ▶ Propose and implement a study abroad course
- ▶ Initiate a Peer Ambassador program
- ▶ Plan an area Re-Entry Conference

RESOURCES

- ▶ <http://www.lessonsfromabroad.org/>
- ▶ <http://usm.maine.edu/international/new-england-study-abroad-re-entry-conference>
- ▶ <https://wasan.studioabroad.com/>
- ▶ <http://international.missouri.edu/study-outside-the-us/returning-home/reentry-conference.php>
- ▶ <http://www.iie.org/en/Research-and-Publications/Open-Doors>



QUESTIONS?

