

Staying Profitable: Financial Basics in Study Abroad

Ismael J. Betancourt, E.M.I.B.
Northern Arizona University



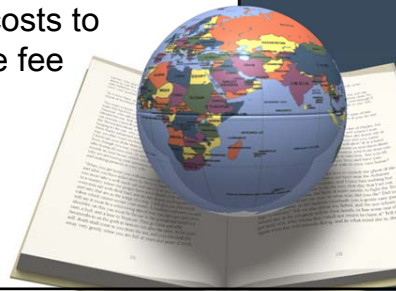
STATE OF UNIVERSITY BUDGETS

- Decreasing in all areas
- Positions are being eliminated
- International funding has been affected
- Focus on fundraising and recruiting
- Others?



HOW CAN STUDY ABROAD OFFICES HELP?

- Increase revenues by sending students abroad in exchanges
- Increase internationalization of campus by bringing international students
- Pass some of the operating costs to students via an administrative fee
- Others?



MOST COMMON STUDY ABROAD TYPES

- Exchange Programs
- Fee-Paying Programs (Third-Party Providers)
- Faculty-Led Programs





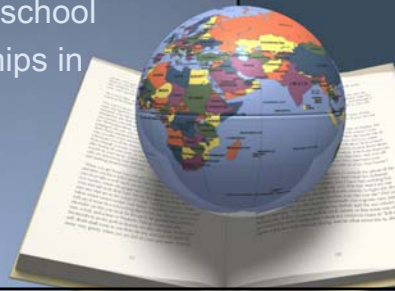
EXCHANGE PROGRAMS: BENEFITS

- Revenues are maintained at the home school
- Least expensive option for students wanting to go abroad
- Contributes to the internationalization of campus by bringing international students
- Others?



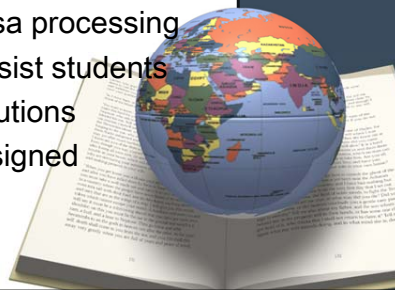
EXCHANGE PROGRAMS: WEAKNESSES

- Limit on the number of students who can go abroad as exchange students
- Home school must do all paperwork and support
- Housing fees are lost to host school
- Difficult to establish partnerships in popular locations
- Others?



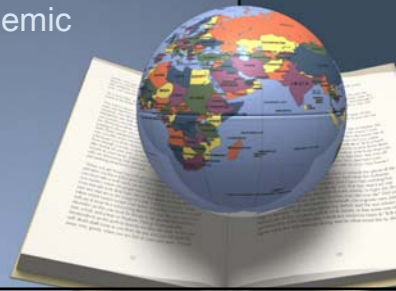
FEE-PAYING PROGRAMS: BENEFITS

- No cap on the number of students who can attend
- Majority of paperwork and logistics are handled by the provider
- Offer many locations and academic programs that may fit student needs
- Most provide assistance with visa processing
- Most provide scholarships to assist students
- Most provide incentives to institutions
- An agreement may need to be signed
- Others?



FEE-PAYING PROGRAMS: WEAKNESSES

- Programs could be very expensive
- Revenues do not stay at home campus
- Providers do not contribute to the internationalization of your campus
- They are not accredited academic institutions
- Others?



FACULTY-LED PROGRAMS: BENEFITS

- Students travel with a university official
- Programs are kept as inexpensive as possible
- Great option for students who have more structured programs
- Others?



FACULTY-LED PROGRAMS: WEAKNESSES

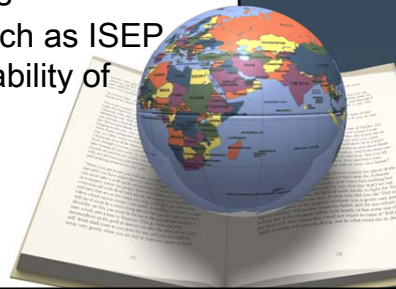
- Only one course is usually taught, limiting the number of students that can go
- Usually very short (1-3 weeks)
- Very labor intensive for advisors and faculty leader
- Can become very expensive, depending on activities included in the program
- Others?



MAXIMIZING REVENUES

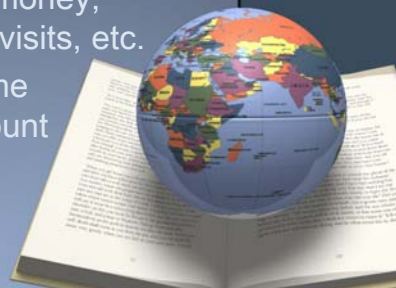
EXCHANGE PROGRAMS: MAXIMIZING REVENUES

- Encourage your students to participate in an exchange program (but don't force them!)
- Set a lower administrative fee for students participating in exchange programs
- Partner with organizations such as ISEP in order to increase the availability of locations in your portfolio
- Others?



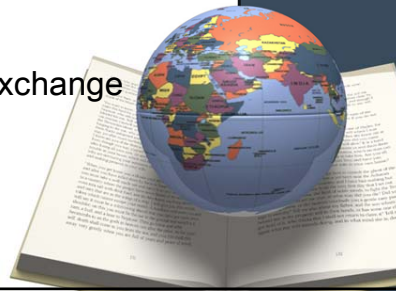
FEE-PAYING PROGRAMS: MAXIMIZING REVENUES

- Set a higher administrative fee for students attending these programs
- Don't be a middleman for billing!
- If you sign an agreement, some providers will assist study abroad offices with rewards such as scholarship money, money to hire personnel, site visits, etc.
- If you sign an agreement, some providers will give you a discount on their programs.
- Others?



FACULTY-LED PROGRAMS: MAXIMIZING REVENUES

- Start by looking at the most popular majors at your school and approaching those departments
- Encourage your faculty to go to popular locations
- Include an administrative fee
- Build a currency fluctuation exchange into the budget
- Others?



OTHER POSSIBLE REVENUE STREAMS


- Sell ISIC Cards
- Sell Passport Pictures
- Provide visa processing support
- Create a strong web presence
- Others?





SUMMARY

- There are ways to increase revenues in these tough economic times
- Most of these initiatives will not cost any money...just your effort
- A strong web presence will immediately have an effect
- Do your homework when selecting third party providers and when creating exchange partnerships abroad

A globe showing a world map resting on an open book.

