



LGBTQ program study: helping students explore their identity and cultural heritage through short-term programs

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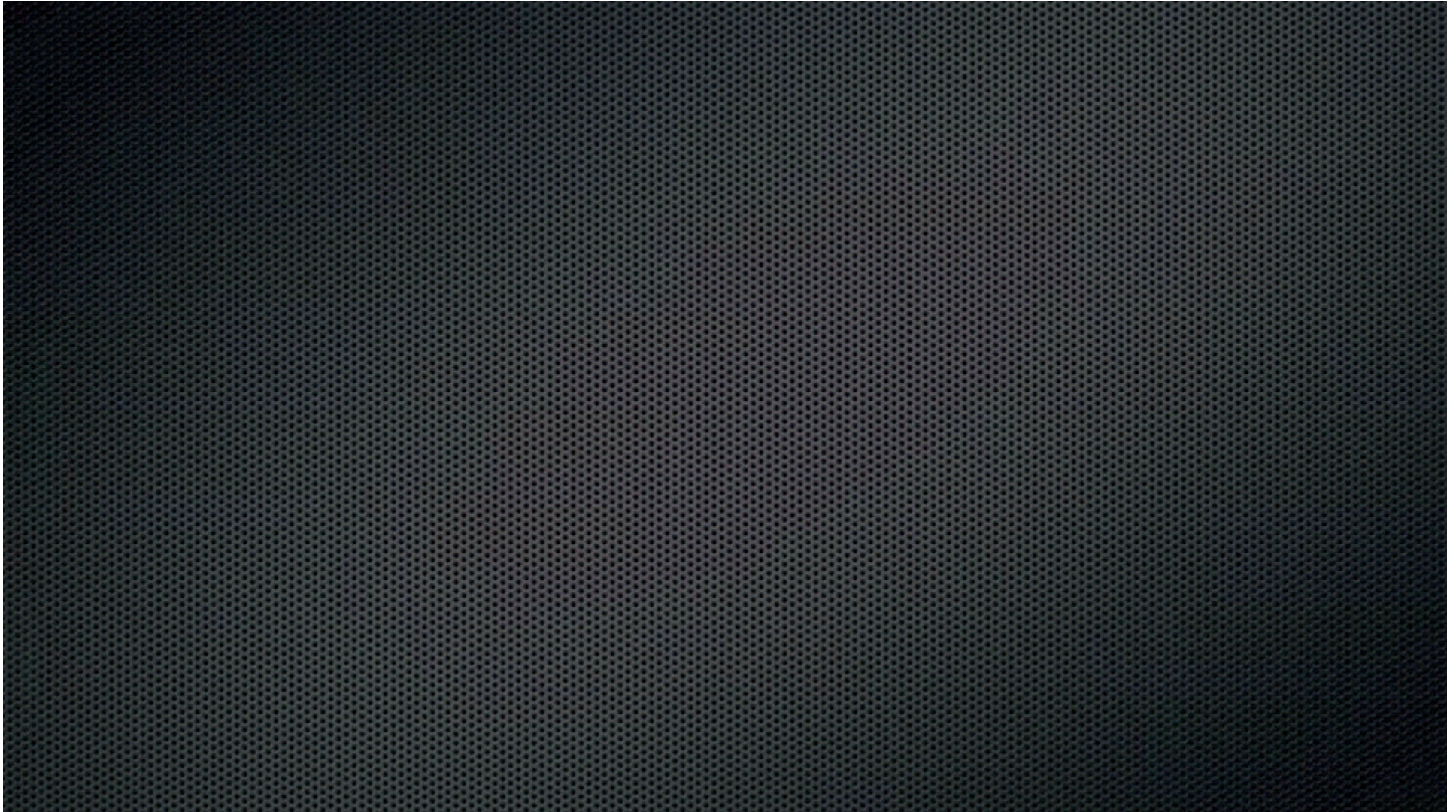
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LGBTQ: intro video



LGBTQ: session objectives

- 1 provide context** for understanding the concept of heritage seekers through program examples
- learn about **unique opportunities to develop** short-term programs on your campus
- 3 reflect** on your own experience and how these programs can impact the design of future trips

LGBTQ: “I come from.....”

Where do you come from?

Answer this question in as many ways as you can think of, and share with the group as often as you like. Begin each statement with your name.

Examples:

Geographic - “My name is Molly and I come from Southern Maine”

Temporal - “My name is Luke and I come from awful traffic”

Familial - “My name is Sharon and I come from a family of five siblings”

Professional – “My name is Jen and I come from 2 years living and working in Denmark”

Topical – “My name is Chris and I come from being an out gay study abroad advisor”

Existential – “My name is Dave and I come from wandering”

LGBTQ: the concept of heritage seekers

Student who selects a study abroad destination to learn more about her/his own cultural heritage.

Challenges:

- Language ability
- Income differences
- Cultural knowledge and behavior
- Wanting to connect with origins; treated like a foreigner
- Contacts via family or friends
- Involvement with family
- Gender identity
- And more...

LGBTQ: going home

A lesbian student adopted from Asia and raised in the USA is planning to go to her country of origin for study abroad and is very concerned that they will not accept her sexual orientation.

How to prepare?

Cape Verde, West Africa



Cape Verde, West Africa



Cape Verde, West Africa



Cape Verde, West Africa



LGBTQ: designing short-term heritage-specific programs

Idea  Who is our audience? Is there a market?

Design  How do you start to design this program?

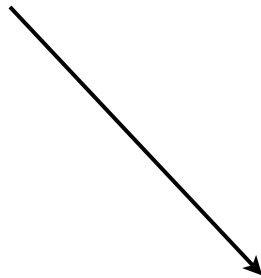
Market  What tools can be used to generate interest?

Travel  How do we want to manage the logistics?

Reflect  Looking back on a new sustainable program.

LGBTQ: designing short-term heritage-specific programs

Idea



Increase the # of students going abroad!

But we won't give you more money.

How can we be creative and tap into our existing students.

Short-term programs are on the rise.

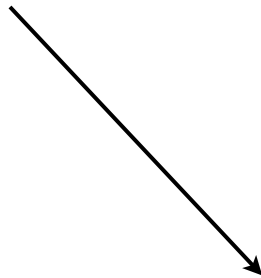
Are there target audiences we weren't able to reach in the semester market, but can now reach in short-term?

Academic Programs.

We often focus on designing trips based on the academic component, for example Theatre in London.

LGBTQ: designing short-term heritage-specific programs

Design



The LGBT center at The University of Louisville started in 2007. (As a closet...)

Prior to this program, they had never even done a domestic program.

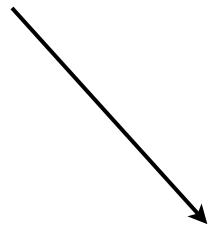
They serve the whole campus community, and nearly 2,000 participated in their PRIDE.

Demographics of our target audience:

- Often afraid to travel, how will they be received?
- Interested in global experiences and drawing closer to their community.
- Very committed to their center and campus and not interested in leaving their comfort zone for a full semester.

LGBTQ: designing short-term heritage-specific programs

Design



They decided to utilize the assistance of a third-party provider.

Outreach to:

U.S. Embassy (Human Rights Officer)

Athens Pride Ambassadors (May 17th - Int'l Day Against Homophobia)

LGBT Authors

LGBT Activists

Athens Rainbow House

Colour Youth - Story Circles

Ouranio Tokso Families (LGBT family group)

Lesbos Island Tour (Mayor and City Hall)

LGBTQ: designing short-term heritage-specific programs

Market



The LGBT Center.
Gender Studies Courses.
The LGBT community of Louisville and their supporters.

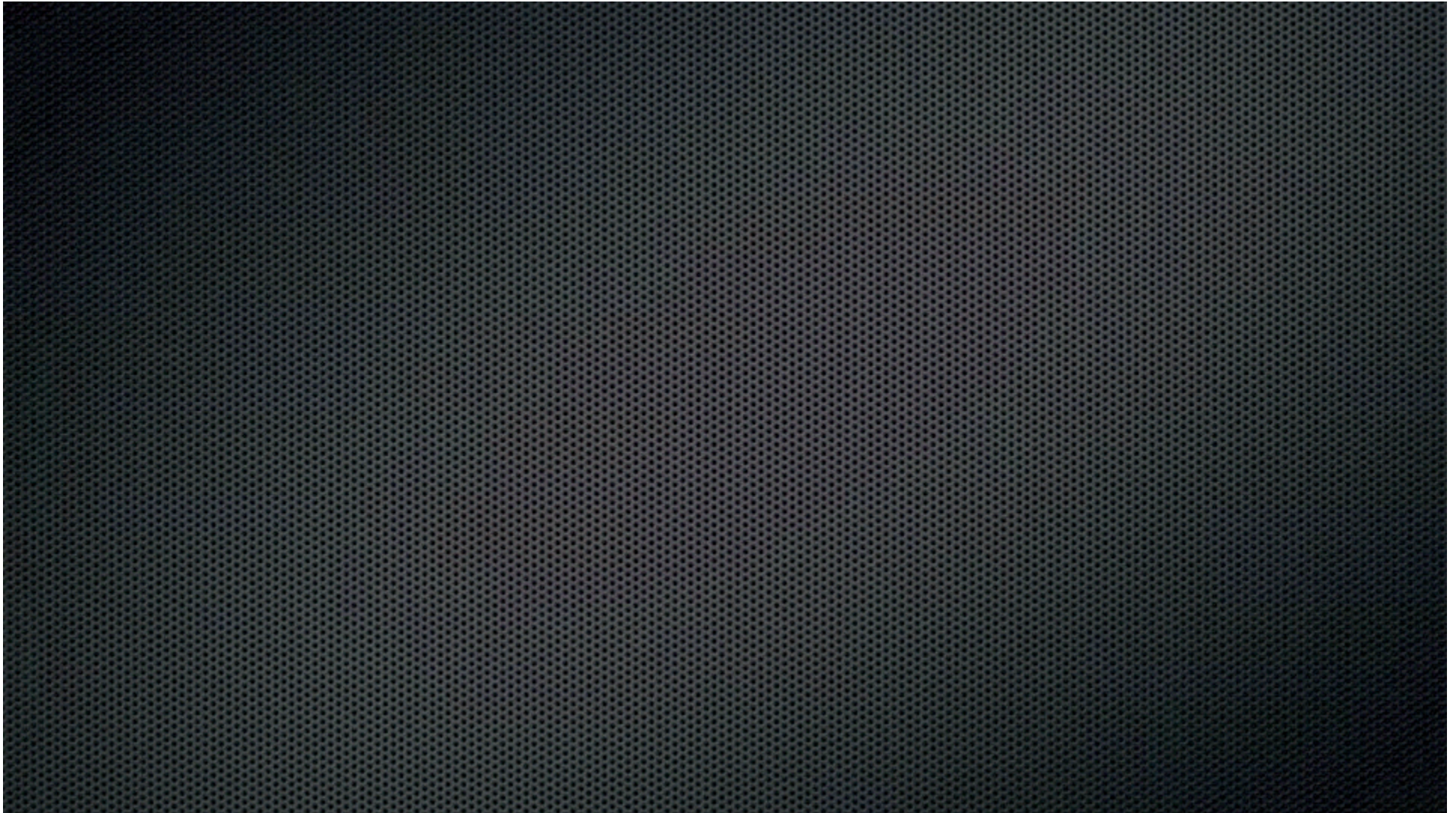
Travel



On-Site Support (Language, Logistics and Cultural Support)
Preparation on how they can expect to be received.
Safety and Risk Management.

LGBTQ: designing short-term heritage-specific programs

Reflect



LGBTQ: design your own!

Now design your own heritage/cultural identity program!

What department will you reach out to?

Where do you feel they would be interested in traveling to and what would they hope to experience?

What would be your first step(s) in designing and marketing the trip?

LGBTQ: “Who are you now? Who were you then?”

Take a few minutes to reflect on your personal identity and heritage before and/or after a pivotal international experience. Using materials provided (paper, markers, etc.), share some aspect of this reflection through images or words.

This expression may be kept to yourself or shared with the larger group.

LGBTQ: learn more

Rainbow Families Book Fund:

<http://www.gofundme.com/rainbowfamilies>

UL Greece Webpage:

<http://www.cisabroad.com/UL-Summer-Greece>

Student Blogs:

<http://greecelgbtstudyabroad.tumblr.com>

LGBTQ: thanks!

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