“This Is the First Time I’ve Felt Like I Have Classmates”

A Guide to Providing Engaging Study Abroad Programs for the Diverse Population of Online Students
Today’s presenters

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Agenda

Ideation → inaugural programming

Snapshot of Online student demographics within study abroad

Importance of storytelling and marketing

Your turn to share!
Why Global Intensive Experiences (GIEs)?
Global Intensive Experiences

- Low-cost options
- Shorter length programs (7-14 day programs) -- one size doesn’t fit all
- Encourage participation on multiple programs

GIE: Business in Costa Rica, 2019
ASU and Starbucks

- SCAP (Starbucks College Achievement Plan)
- Network and leverage your relationships
- Combining efforts

GIE: Business in Costa Rica, 2018
Sparky and the Sun Devils’ Costa Rican Adventure
In 2020 we will offer the program over spring break and post-spring with maximum enrollment of 30 students at each program.
Why Does This Model Work?
A Demographics Snapshot
Growth in Short-Term Programs

- Popularity increasing nationwide (7.9% to 12% in 5 years time)

### Duration of Study Abroad

**U.S. STUDY ABROAD DATA FROM THE 2018 OPEN DOORS® REPORT**

<table>
<thead>
<tr>
<th>Duration of Study</th>
<th>0 '10/11</th>
<th>'11/12</th>
<th>'12/13</th>
<th>'13/14</th>
<th>'14/15</th>
<th>'15/16</th>
<th>'16/17</th>
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<tbody>
<tr>
<td>Summer Term</td>
<td>37.7</td>
<td>37.1</td>
<td>37.8</td>
<td>38.1</td>
<td>39.0</td>
<td>38.0</td>
<td>38.5</td>
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<tr>
<td>Summer: More than eight weeks</td>
<td>34.4</td>
<td>33.4</td>
<td>33.7</td>
<td>33.5</td>
<td>30.9</td>
<td>30.4</td>
<td>30.5</td>
</tr>
<tr>
<td>Summer: Two to eight weeks</td>
<td>3.3</td>
<td>3.7</td>
<td>4.1</td>
<td>4.6</td>
<td>5.4</td>
<td>5.0</td>
<td>5.1</td>
</tr>
<tr>
<td>Summer: Fewer than two weeks</td>
<td>34.5</td>
<td>35.0</td>
<td>33.6</td>
<td>31.9</td>
<td>31.8</td>
<td>31.9</td>
<td>30.7</td>
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<tr>
<td>One Semester</td>
<td>13.3</td>
<td>14.4</td>
<td>15.3</td>
<td>16.5</td>
<td>16.7</td>
<td>17.4</td>
<td>18.8</td>
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<tr>
<td>8 Weeks or Less During Academic Year</td>
<td>5.0</td>
<td>6.5</td>
<td>6.9</td>
<td>6.6</td>
<td>6.5</td>
<td>6.6</td>
<td>6.8</td>
</tr>
<tr>
<td>Two to eight weeks</td>
<td>8.3</td>
<td>7.9</td>
<td>8.4</td>
<td>9.9</td>
<td>10.2</td>
<td>10.8</td>
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<tr>
<td>Fewer than two weeks</td>
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Growth in ASU Online Student Participation

- 2009-2010: less than 5 ASU Online students participated
- Less than 50 ASU Online students studied abroad in 2012-13
- Increase of over 300 ASU Online students in 5 years time
Diverse Profiles - Student Participants

- Low-cost, short program allows for a diverse group of students to participate
- Variety of experiences to contribute to experiential model of learning in study abroad programs (Costa Rica in particular lends itself to majority non-classroom learning)
- Popular option given the chance to interact with peers, faculty, and staff face-to-face
Impact of study abroad programs for online students
Discussion

• What is online student participation like in your organization?

• Have you seen evidence of these trends on your campuses, programs, experiences, etc.?

• What challenges or barriers to these program opportunities do you see for this population of students?

• What do you hear from your online students as perceived barriers about study abroad?
Importance of storytelling and marketing
Who are your online students?

• Gather data for marketing personas
• “Can online students study abroad?” SERP
• Skilled at information seeking online
• Engage with school’s social platforms
• Schedule flexibility > everything
Work with your collaborators

- Who are your key players that are in front of your Online students regularly?
  - Success Coaches
  - Engagement Manager
  - ASUO Marketing Team
  - Advisors of academic departments with mid-high Online student enrollments
  - Student champions

**Accessing your Success Coach**

Lucky for you, getting in touch with your coach is easy, and can be done in a variety of ways.

**Staying engaged with your coach will be important to your success as a student.**

Success Coaches are here to support you throughout your time at ASU and can provide help with managing time and stress, career and professional exploration, resources that are relevant to you, and more!
You are amazing! Thank you so much Carrie. Since we last talked I’ve been in charge of hiring for our district. This means recruiting, and finding talent that will work for us even though our pay isn’t great. I was given this opportunity because of my low turnover and high partner morale. When asked what I was doing differently I told them that when interviewing I spent a great deal of time talking about ASU and study abroad. I actually show them my classes and share my personal testimony. I have the most ASU scholars in my district, to date I believe it’s 7. My wife left her community college where she was going for free and is now an ASU scholar where we’re paying out of pocket. I love this school and the partnership Starbucks has with it. I’m super excited to have these materials and I have big plans, thank you for making it happen.

Chris
A student’s perspective: Emily’s story
Start building your marketing plan

- What value are you bringing to these students?
- What can you demonstrate that they’ll gain from studying abroad? (show vs. tell)
- Meet students where they are
  - Webinars
  - Newsletter features
  - Extra credit:
    - ASU Online Instagram takeover
    - Digital Marketing Interns
Your turn to share!
Questions?
Takeaways

• Leverage your relationships - your study abroad office, study abroad partners, academic departments and/or corporate partners

• Insert yourself into the online student conversation — how can you support this growing demographic in your context?

• How do we let them know that this is an option across platforms — represent them, share their stories, and empower them to share your message
For More Information

- Starbucks College Achievement Plan Partners info
- ASU Online: Enriching studies through Peace Corps
- U.S. News and World Report: Study abroad as an Online Student
- Open Doors: Duration of Study Abroad

Email us with questions:
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