



Articulating Values to Guide Programming Development and Selection for High Impact Experiences Abroad

CIEE Barcelona, November 2018



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International
Academic Programs

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Session Outline

- Starting with “why”: defining values and framing program development for stakeholders
- API’s Learning and Engagement digital badge program
- UW Madison’s Global Gateway programs
- Building your action plan: quick wins, narrative building for stakeholders

WHY HOW WHAT

FROM THE INSIDE OUT.

Simon Sinek + “Start With Why”





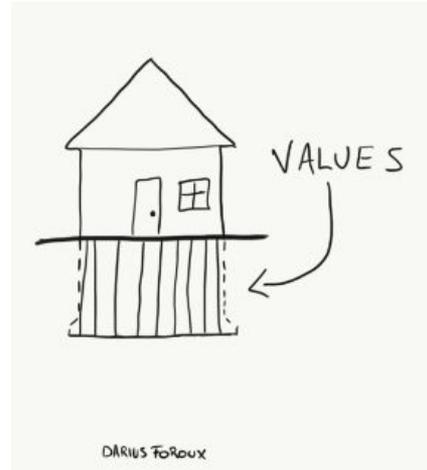
What are values?

Our session's mission, vision, and values:

Mission: To understand how the establishment of core values positively impacts other essential measurements for program development, including overall program quality, integrity in marketing, confidence when reviewing and vetting potential new programs, and your ability to assess program success.

Vision: To provide tools for session attendees to apply to program development.

Values: learning, collegiality, professional development, collaboration, leadership, community



WHY HOW WHAT

FROM THE INSIDE OUT.



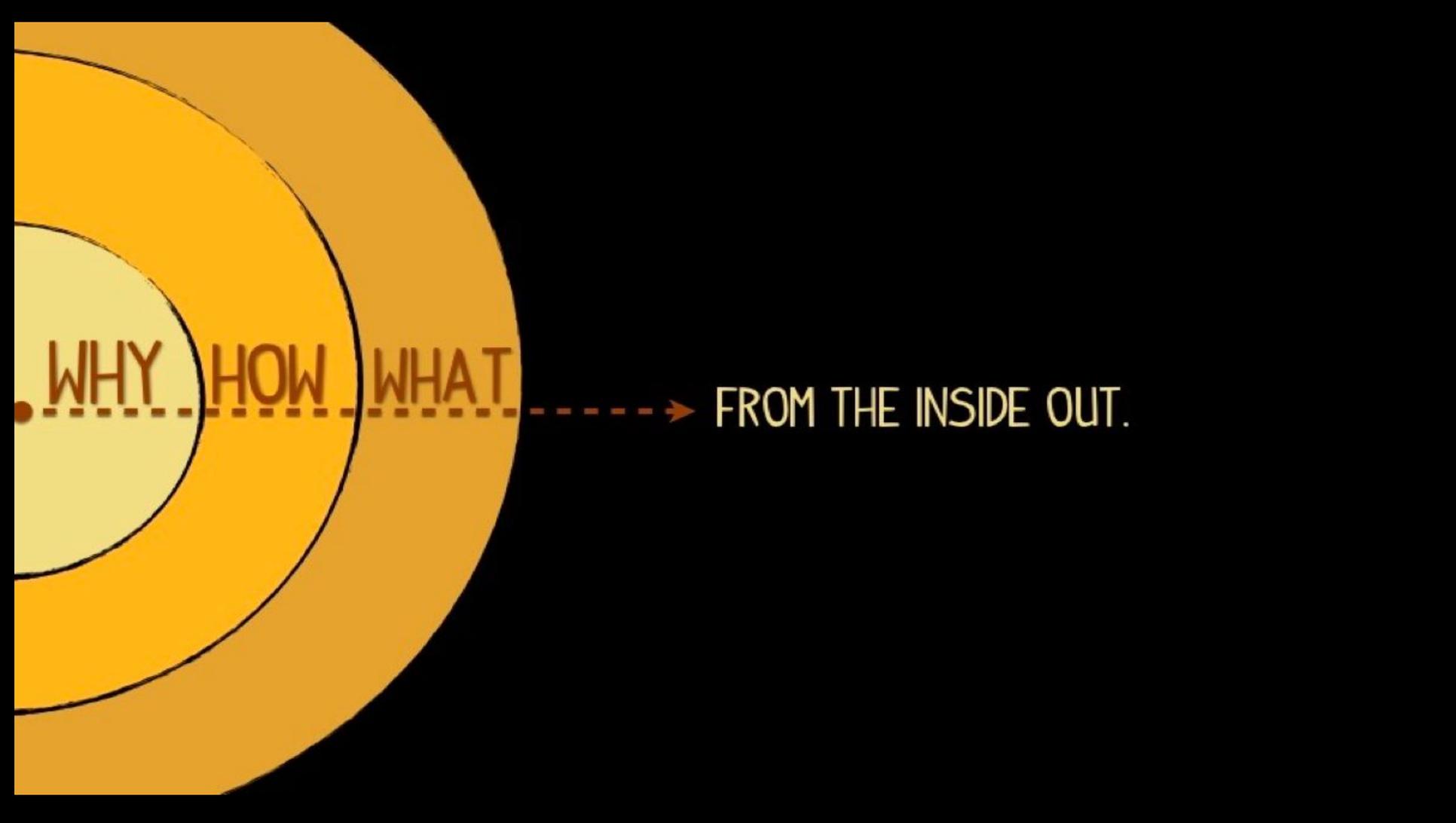
Our Values

- Study abroad is integral to the learning experience at UW-Madison.
 - By fostering global citizenship, study abroad advances the Wisconsin Idea on campus, throughout the state and in communities all around the world.
 - All students deserve access to affordable study abroad programs that meet their personal and academic goals
-



Identity Page Examples

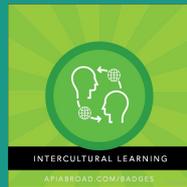
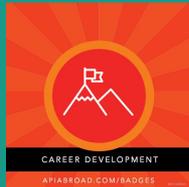
- [Actively Serving & Student Veterans](#)
- [Adult Students Abroad](#)
- [First Generation Students Abroad](#)
- [Heritage Seekers](#)
- [International Students \(F1 and J1\)](#)
- [LGBT Students](#)
- [Mental Health Abroad](#)
- [Race and Ethnicity Abroad](#)
- [Religious Diversity Abroad](#)
- [Study Abroad for Students with Disabilities](#)
- [Transfer Students](#)
- [Women Travelers](#)



WHY HOW WHAT

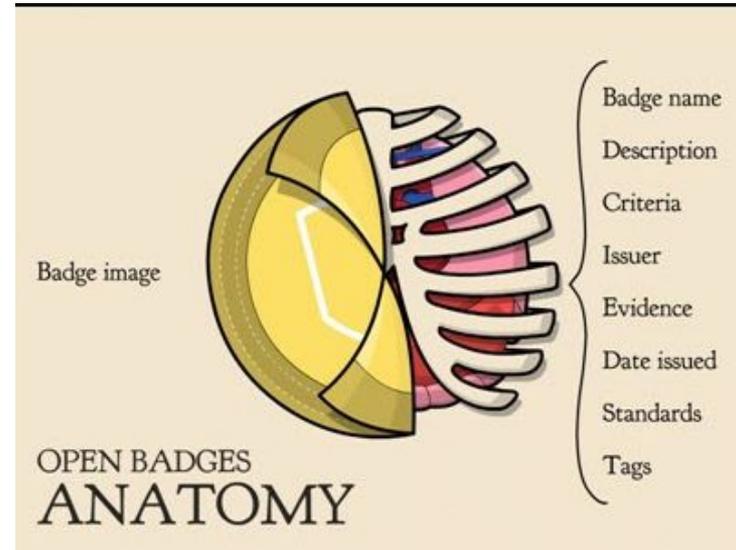
FROM THE INSIDE OUT.

API Learning and Engagement Digital Badge Program



What is a digital badge?

- Digital display of skills or competencies earned during experience: career development, community engagement, intercultural learning, leadership, mindful travel
- More than just an image: linked to metadata
- Synthesize existing learning opportunities into an innovative structure resonant with Gen Z participants



2 Certifications

Experiential Education Academy Certificate of Achievement

Oct 2015 – Present



National Society for Experiential Education

[See certificate](#)

API Career Development Digital Badge

License 1513366250



Academic Programs International (API)

[See certificate](#)

LinkedIn

Vija G. Mendelson · Sign Out

backpack.openbadges.org

Share an update

I just earned a digital badge in Career Development from Academic Programs International (API)!

Share with: Public

- Post to groups
- Send to individuals

Share



API LEARNING AND ENGAGEMENT DIGITAL BADGE PROGRAM

The learner displaying this badge earned an API digital badge in

COMMUNITY ENGAGEMENT

for completing activities that displayed commitment toward proactive and meaningful engagement with their immediate community, whether at home or abroad.

Earned in the academic year 2017-2018

Vija Mendelson

DR. VIJA G. MENDELSON

Chelsea Kindred

CHELSEA KINDRED



Issued

1513379407

Remove this Badge 

Issuer Details

Name API Abroad
URL <http://moodle.apiabroad.com>

Badge Details

Name Community Engagement

Description The learner displaying this badge earned an API digital badge in Community Engagement for completing activities that displayed commitment toward proactive and meaningful engagement with their immediate community, whether at home or abroad. To earn an API digital badge, the learner must complete activities throughout their international experience in a variety of learning phases: map, explore, and discover. * The MAP phase of this digital badge is designed to occur during the preparatory stages of the international experience. In this phase, learners complete one or more of the following activities: set goals for community engagement; find the international at home; learn about peers' community engagement experiences abroad; consider the role of tech in travel; research their host city to maximize community engagement; evaluate news sources for veracity; and read up on local events in the host community. This learner has appropriately mapped opportunities fo

**Why are API's digital
badges important to the
participant experience?**



API Mission + Aligning Vision

The mission of API is to transform lives by providing enriching academic and cross-cultural experiences that foster increased self-knowledge, cultural sensitivity, and understanding of the global nature of our contemporary world.

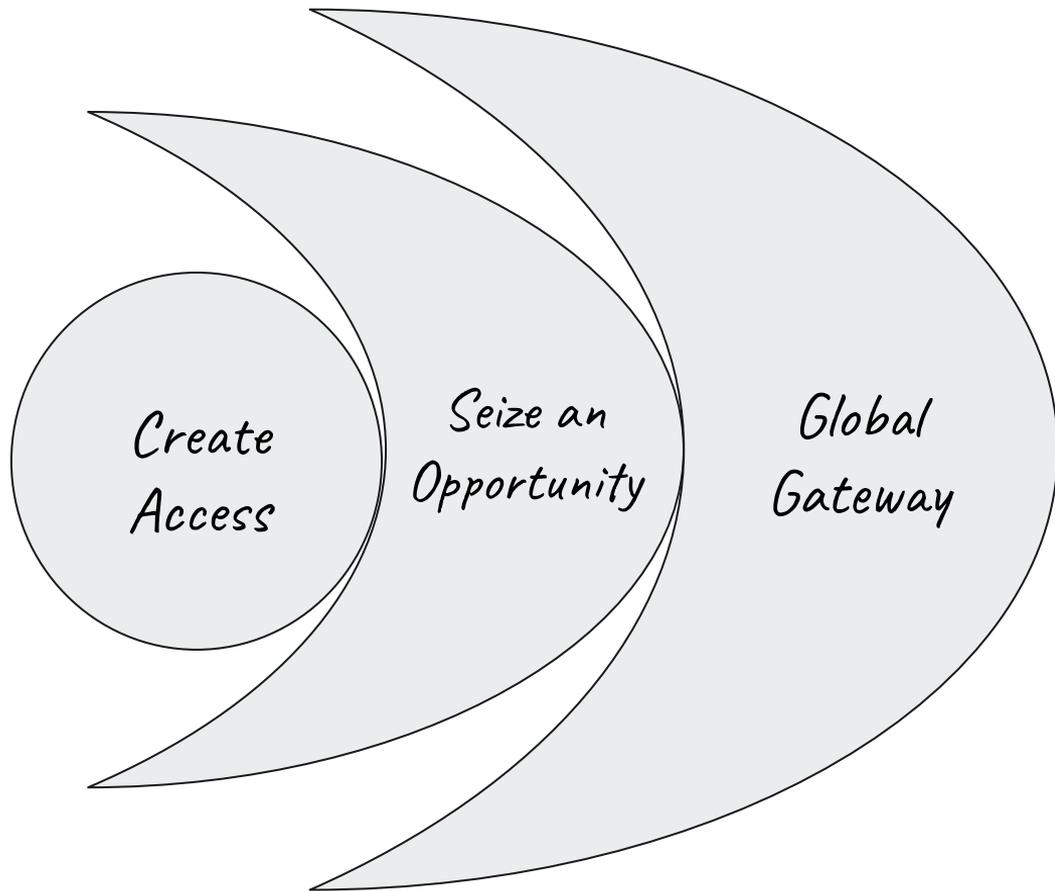
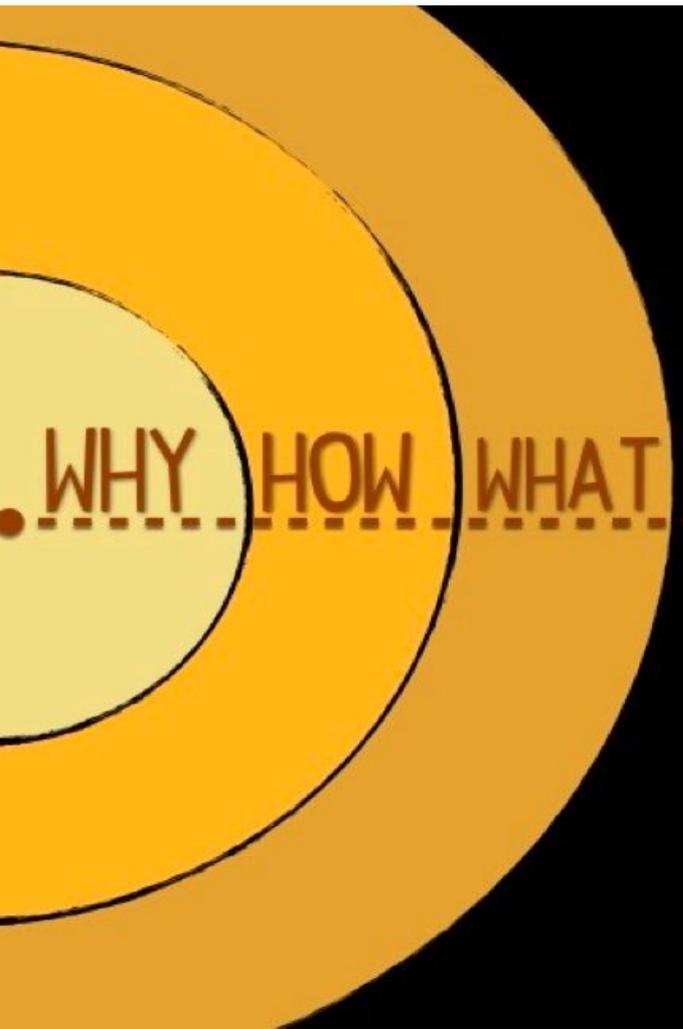
Resource Allocation + Development Timeline

- Online learning cornerstone of API programming (API Toolbox debuted in 2003)
- Learning management system (LMS) Moodle implemented in 2015 to streamline on-site and post-program leadership programming
- Moodle offered digital badging for competency-based coursework in the online platform
- Digital badge activities created in 2016
- Piloted in Fall 2017 with 3 API study abroad program sites: Florence, Grenoble, Salamanca
- 15% of admitted students enrolled in program
- Spring 2018: enrollment trends steady, added new sites
- Summer 2018: pilot digital badge program with internships
- Fall 2018: Available to **any API programming participant**



Three Takeaways:

- Aligning the digital badging program with organizational mission and vision allowed for quick implementation, easy integration, and targeted marketing.
- Digital badges served as our “what” to more easily articulate our “why” to key stakeholders, including participants and institutional partners
- Discerning whether or not to invest resources in this project came down to clear outline of how this project fit into overall participant support structures





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Access for All

Affordable



Summer 2016 Global Gateway Participants:

60% had never traveled outside North America

53% are first-generation college students

60% are non-white students

60% have an Expected Family Contribution of less than \$11,000

60% are Wisconsin residents

16 majors represented

Summer 2018 Global Gateway Participants:

60% had never traveled outside North America

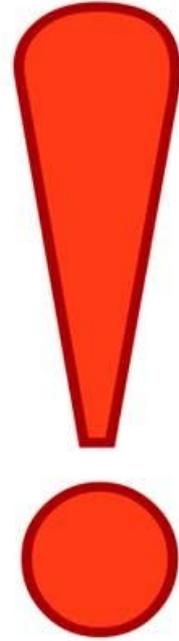
73% are first-generation college students

80% are non-white students

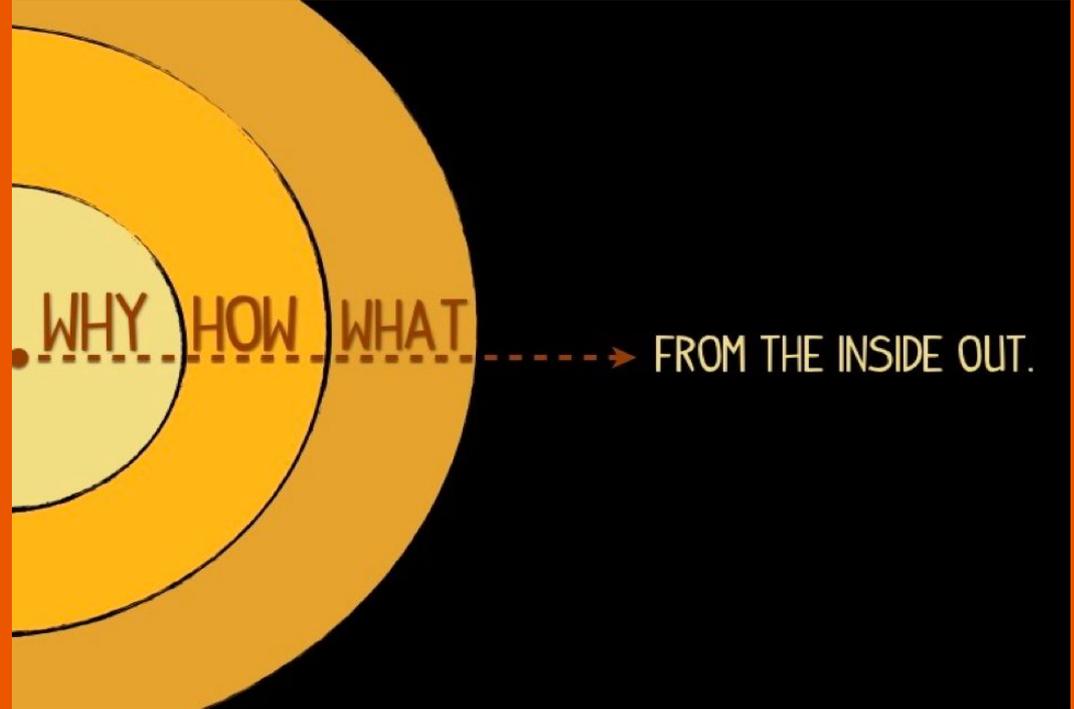
100% have an Expected Family Contribution of less than \$12,000

47% are Wisconsin residents

20 majors represented



Your turn!





Establishing a pathway to implementation

- How does my initiative align with institutional/organizational mission, vision, and values?
- Who are my key stakeholders?
- What about my initiative will impact success?
- How will this initiative drive marketing or student behavior (learning, engagement, etc.)?



Assessing Programming Using Values

- How well did your programming reflect your goals?
- How well did the participants achieve your stated learning objectives?
- How can you enhance programmatic options to better articulate values?



Thank you!

Questions + Comments