

“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



STUDY ABROAD 2019 | OPENING DOORS TO INCREASE DIVERSITY IN STUDY ABROAD



# Today's presenters



**Michelle Laws**  
Arizona State University  
W. P. Carey School of Business  
International Program Coordinator, Sr.



**Andrew Parady**  
Arizona State University  
W. P. Carey School of Business  
International Program Coordinator



**Carrie Herrera Niesen**  
Arizona State University  
Study Abroad Office  
Manager, Marketing & Publicity



# 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

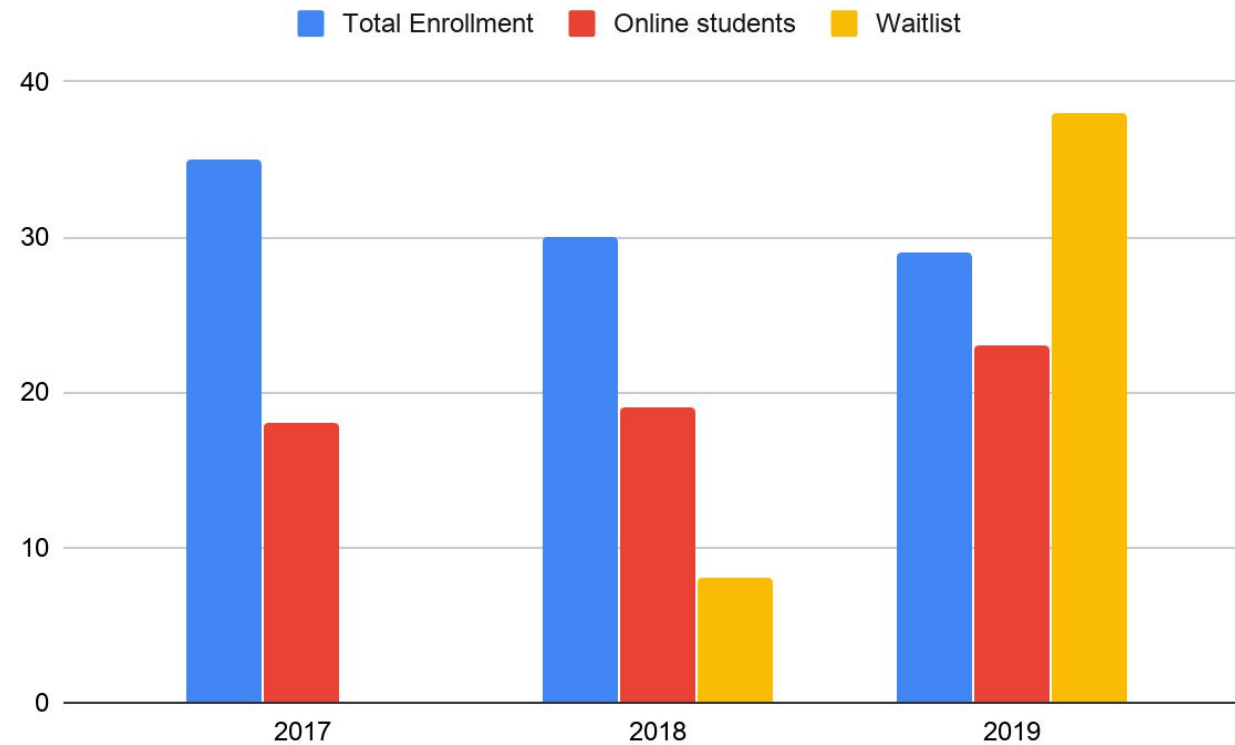


*GIE: Business in Costa Rica, 2018*

# Sparky and the Sun Devils' Costa Rican Adventure



# Where we are now - Business in Costa Rica program



In 2020 we will offer the program over spring break and post-spring with maximum enrollment of 30 students at each program.

A nighttime photograph of the New York City skyline, featuring the Manhattan Bridge in the foreground and numerous illuminated skyscrapers in the background. The sky is a deep twilight blue, and the city lights create a vibrant, glowing effect. The bridge's stone structure and suspension cables are clearly visible, and the lights from the buildings below create a warm, golden glow.

# Why Does This Model Work? A Demographics Snapshot

# Growth in Short-Term Programs

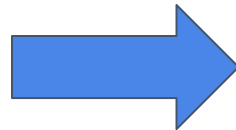
- Popularity increasing nationwide (7.9% to 12% in 5 years time)

## Duration of Study Abroad

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

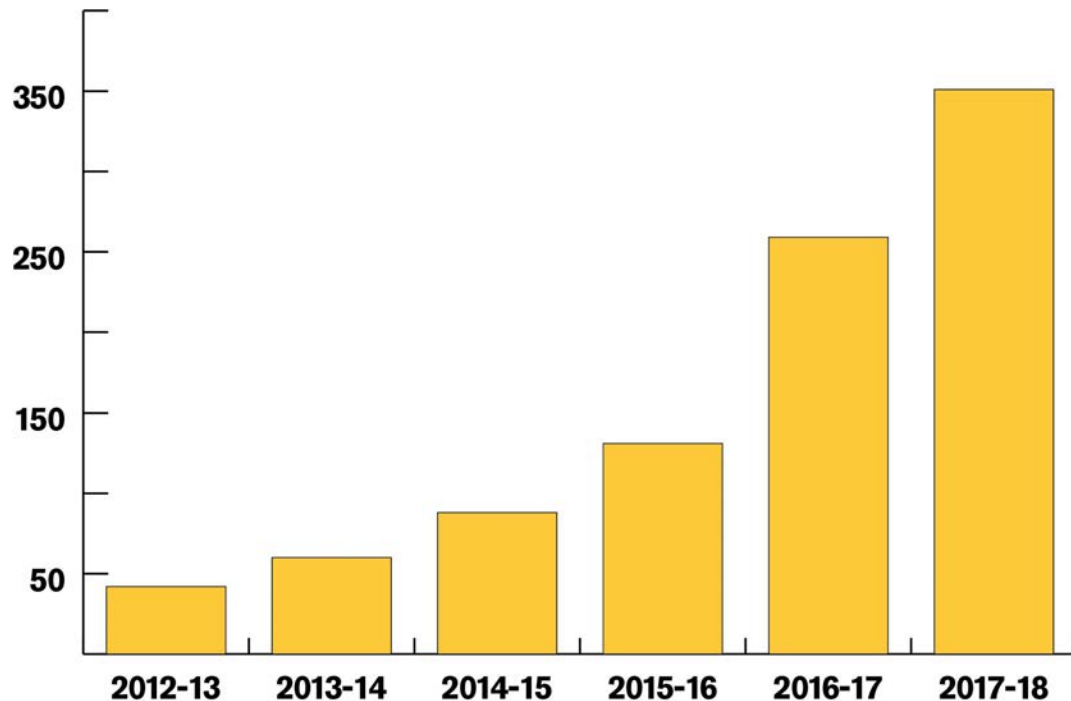
open  
doors®

Duration of Study	Year							
	'10/11	'11/12	'12/13	'13/14	'14/15	'15/16	'16/17	
Summer Term	37.7	37.1	37.8	38.1	39.0	38.0	38.5	
Summer: More than eight weeks					2.7	2.6	2.9	
Summer: Two to eight weeks	34.4	33.4	33.7	33.5	30.9	30.4	30.5	
Summer: Fewer than two weeks	3.3	3.7	4.1	4.6	5.4	5.0	5.1	
One Semester	34.5	35.0	33.6	31.9	31.8	31.9	30.7	
8 Weeks or Less During Academic Year	13.3	14.4	15.3	16.5	16.7	17.4	18.8	
Two to eight weeks	5.0	6.5	6.9	6.6	6.5	6.6	6.8	
Fewer than two weeks	8.3	7.9	8.4	9.9	10.2	10.8	12.0	



# Growth in ASU Online Student Participation

ASU Online student enrollment trends



- 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

---

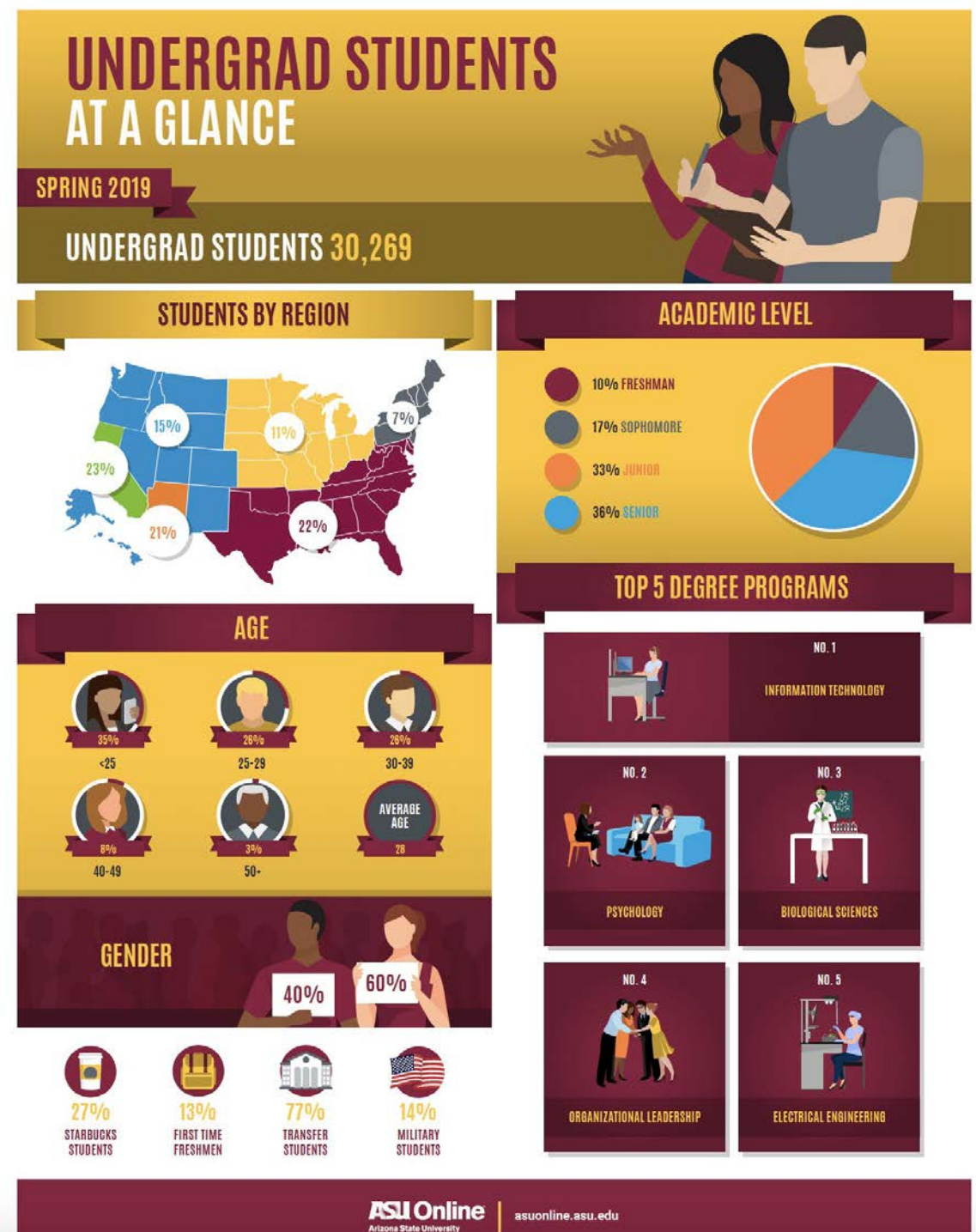
- What is online student participation like in your organization?
- Have you seen evidence of these trends on your campuses, programs, experiences, etc.?
- What challenges or barriers to these program opportunities do you see for this population of students?
- What do you hear from your online students as perceived barriers about study abroad?

A nighttime photograph of the New York City skyline, featuring the Manhattan Bridge in the foreground and several illuminated skyscrapers in the background. The sky is a mix of dark blue and purple, suggesting dusk or dawn. The bridge's stone structure and suspension cables are visible, and the city lights create a vibrant, glowing effect.

# 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



**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!



# Marketing strategies: Snowball effect

 Re: Study abroad materials



○ Chris\_simmons [REDACTED]

Wednesday, July 10, 2019 at 10:29 AM

○ Carrie Herrera Niesen

[Show Details](#)

→ You forwarded this message on 7/10/19, 10:36 AM.

[Show Forward](#)

← You replied to this message on 7/10/19, 5:01 PM.

[Show Reply](#)

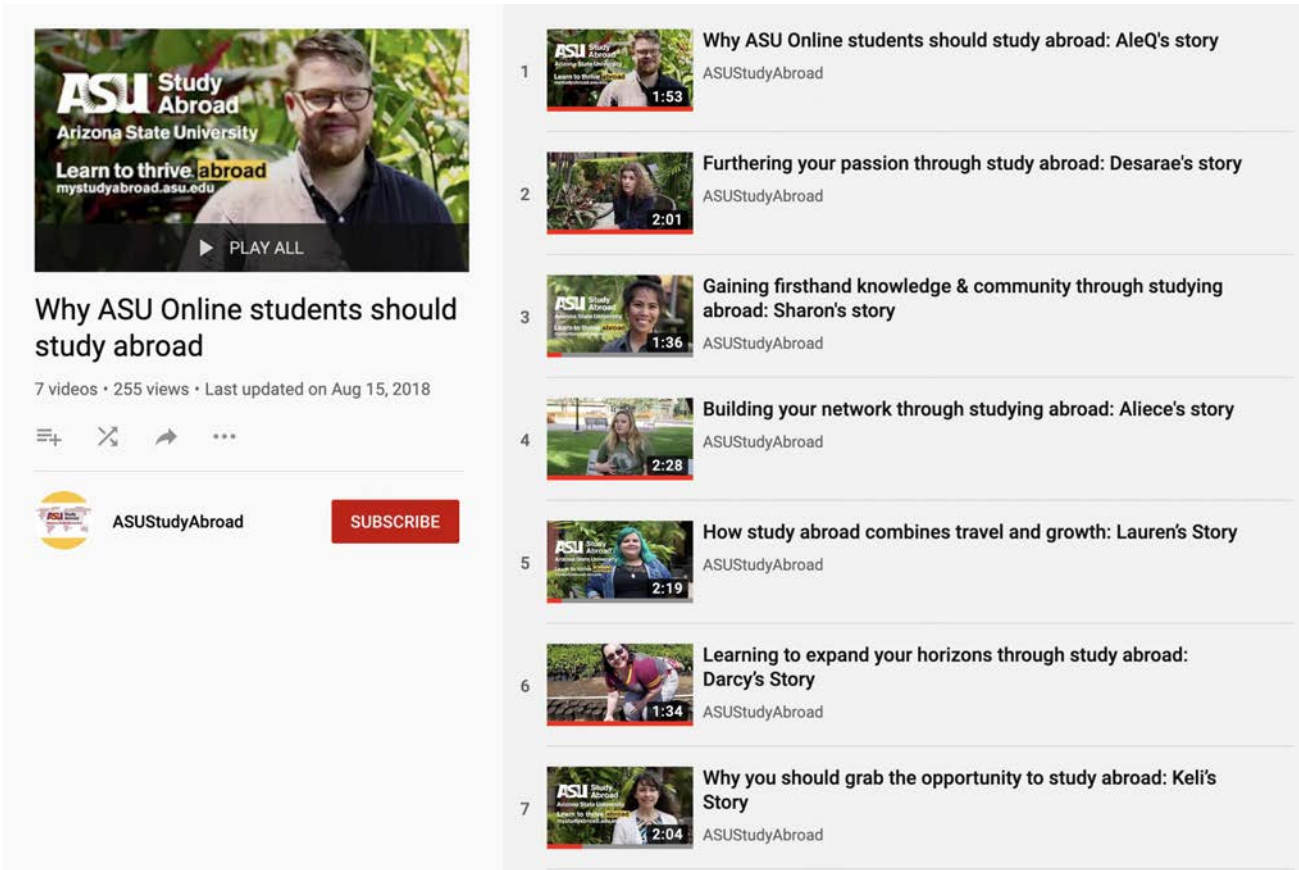
You are amazing! Thank you so much Carrie. Since we last talked I've been put in charge of hiring for our district. This means recruiting, and finding talent that will work for us even though our pay isn't great. I was given this opportunity because of my low turnover and high partner morale. When asked 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



The screenshot shows a YouTube playlist interface. At the top left is a video player with a thumbnail of a man and the text 'ASU Study Abroad Arizona State University Learn to thrive abroad mystudyabroad.asu.edu'. Below the player is the title 'Why ASU Online students should study abroad', '7 videos • 255 views • Last updated on Aug 15, 2018', and a 'SUBSCRIBE' button. The main area displays a list of 7 video thumbnails with their titles and durations:

- 1 Why ASU Online students should study abroad: AleQ's story (1:53)
- 2 Furthering your passion through study abroad: Desarae's story (2:01)
- 3 Gaining firsthand knowledge & community through studying abroad: Sharon's story (1:36)
- 4 Building your network through studying abroad: Aliece's story (2:28)
- 5 How study abroad combines travel and growth: Lauren's Story (2:19)
- 6 Learning to expand your horizons through study abroad: Darcy's Story (1:34)
- 7 Why you should grab the opportunity to study abroad: Keli's Story (2:04)

- 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

A nighttime photograph of the New York City skyline, featuring the Manhattan Bridge in the foreground and numerous illuminated skyscrapers in the background. The sky is a deep twilight blue. The text "Your turn to share!" is overlaid in large white font across the center of the image.

# Your turn to share!

A nighttime photograph of the New York City skyline, featuring the Brooklyn Bridge in the foreground and numerous illuminated skyscrapers in the background. The word "Questions?" is overlaid in large white text in the center of the image.

# 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:
  - Michelle Laws: [michelle.s.laws@asu.edu](mailto:michelle.s.laws@asu.edu)
  - Andrew Parady: [andrew.parady@asu.edu](mailto:andrew.parady@asu.edu)
  - Carrie Herrera Niesen: [carrie.niesen@asu.edu](mailto:carrie.niesen@asu.edu)



# THANK YOU

Please remember to evaluate us using the  
CIEE Conference App!

BROOKLYN | 2019 CIEE ANNUAL CONFERENCE

STUDY ABROAD 2019 | OPENING DOORS TO INCREASE DIVERSITY IN STUDY ABROAD

cīee

