

Leveraging Effective Technology:

Maximizing Communications with Students and Global Partners



70TH CIEE ANNUAL CONFERENCE

AUSTIN

NOVEMBER 8-11, 2017

cíee

Hello! Nice to meet you.



Julianna Kobs

- 33Vincent
- julianna@33vincent.com



Nikki Powers:


- GoAbroad.com
- nikki.powers@goabroad.com



Sarah O'Donnell:

- Colorado State University
- sarah.odonnell@colostate.edu





Three Questions

What we'll talk about



MESSAGING

Messaging

Marketing
Vs.
Communication

Assume Positive Intentions

Be consistent with everyone

**Lead by example, make the
virtual world a better place!**

Welcoming the 'Google It' Generation



Generation Z

Born 1995 - 2010

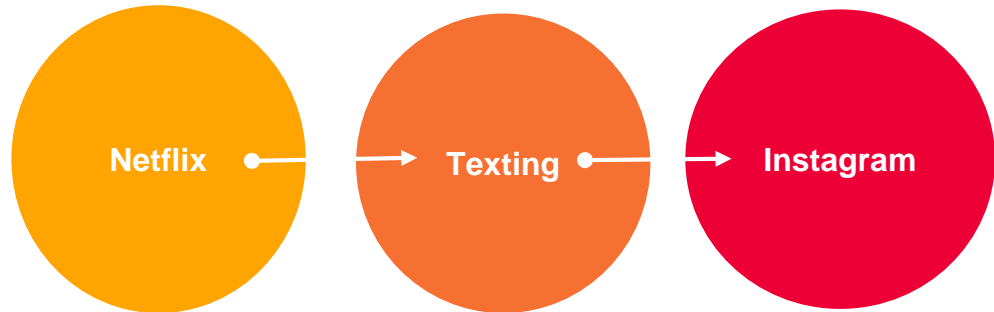
0 - 22 years old

In college from 2013 - on

- Less focused
- Better Multi-Taskers
- More entrepreneurial
- Born social
- More global
- Diversity is an expectation

How Generation Z communicates:

- Multiple screens
- Frequent, instant, succinct
- Culture creators
- Multiple interactions at once
- Short attention span



Constant Contact



Not So Good

Students,

Scholarship applications are due tomorrow. Please go to the Education Abroad website to find information about the scholarships.

<http://educationabroad.colostate.edu/> Applications that students have spent time on have the best chance of getting awarded. Don't wait until the last minute! There are lots of scholarships so make sure to consider which ones work for you. The application is on the myEdAbroad portal

https://studioabroad.colostate.edu/csu_eid_login.cfm.

Good luck,

Beth

Better

Dear Fall 2017 Education Abroad Students,

I wanted to remind you that Saturday, April 15 is the deadline to apply for scholarships through the [CSU Education Abroad Common Scholarship Application](#), which includes Office of International Programs merit-based, needs-based, and Mona Mitchell scholarships, as well as affiliate and departmental scholarships. You can also consult the [Education Abroad Scholarship Page](#) for information about additional, external scholarships. Let me know if you have questions!!

Cheers,
Beth

Best

REMINDER: The deadline to apply for scholarships through the CSU Education Abroad Scholarship Common Application is Wednesday, October 15. See below for details.

The [CSU Education Abroad Common Scholarship Application](#) is accepting applications until **October 15th!** The EA Common Application will automatically consider you for all scholarships you are eligible for.

General eligibility requirements:

- CSU student
- 2.5 GPA
- Applied via [myEdAbroad](#) for a program during one of the following terms: Winter Break, Spring, Spring Break or Calendar Year 2018

The application includes basic demographic information about the applicant and their Education Abroad program. All applicants are required to respond to three short-answer questions:

- How will the education abroad opportunity directly contribute to your studies at CSU and your goals for the future?
- Briefly describe your academic, extracurricular, and personal accomplishments that demonstrate your achievements.
- What challenges do you face (personal, academic, financial, or other) that affect your ability to participate in education abroad?

Please be sure to completely answer each question as the responses are reviewed using a rubric and strongly considered when awarding scholarships.

More information about the scholarship opportunities are listed on the [Education Abroad Scholarship Opportunities](#) webpage. Any additional questions can be sent to educationabroad@colostate.edu.

Good luck! Go Rams!



[CSU Education Abroad Common Scholarship Application](#) is accepting applications until **October 15th!** The EA Common Application will automatically consider you for all scholarships you are eligible for.

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• 2.5 GPA
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• The application includes basic demographic information about



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Education Abroad | Office of International Programs | Colorado State University
Laurel Hall, 1024 Campus Delivery | Fort Collins, CO 80523-1024
[+1 970 491 6342](tel:+19704916342) | educationabroad@colostate.edu | educationabroad.colostate.edu



Technology is our friend!

	Final Scholarship Deadline Reminder - October 15 Regular · Scholarship Deadline Reminder - October 15 Sent Fri, October 13th 3:45 PM to 454 recipients	Sent	67.4% Opens	12.8% Clicks
	Scholarship Deadline Reminder - October 15 (copy 01) Regular · Scholarship Deadline Reminder - October 15 Sent Fri, October 6th 2:08 PM to 494 recipients	Sent	67.0% Opens	9.9% Clicks

Gen Xer Parenting



Generation X

Born 1965 - 1980

52 - 37 years old

In college from 1983 - 2002

- Latch Key/MTV Generation
- Slackers, Cynical, Disaffected
- Work-Life Balance
- Don't seek the limelight
- Fairly comfortable with technology

Helicopter parents  Stealth Fighter Parents

- Don't just hover!
- Multi-taskers, well researched - give them data!
- Greater good v. Child's outcome
- Expect customer-service oriented business
- Market to them, create relationships

Parenting guide example

The screenshot shows the API website's parenting guide page. The top navigation bar includes the API logo, menu items for 'STUDY ABROAD', 'INTERN', 'TEACH/WORK/VOLUNTEER', 'GAP YEAR', and 'HIGH SCHOOL', and buttons for 'APPLY NOW', '@api LOGIN', 'REQUEST INFO', and 'CONTACT US'. The main content area is titled 'API STUDY ABROAD > PARENTS' and features a list of links on the left: 'PARENT/GUARDIAN EXPECTATIONS', 'PARENT/GUARDIAN TESTIMONIALS', 'PRE-DEPARTURE CHECKLIST', 'HEALTH AND SAFETY', 'FINANCIAL INFORMATION', 'TRAVEL INFORMATION', and 'PRICE BREAKDOWNS'. The central section is titled 'Parent/Guardian Study Abroad Information' and contains text about the organization's founding and contact information. The right sidebar includes sections for 'On Facebook?', 'Parents Study Abroad Blog', and 'Parents Corner'. A 'CHAT WITH API' button is visible in the bottom right corner.

api

STUDY ABROAD ▾ | INTERN ▾ | TEACH/WORK/VOLUNTEER ▾ | GAP YEAR ▾ | HIGH SCHOOL ▾

APPLY NOW

@api LOGIN

REQUEST INFO

CONTACT US

API STUDY ABROAD > PARENTS

PARENT/GUARDIAN EXPECTATIONS

PARENT/GUARDIAN TESTIMONIALS

PRE-DEPARTURE CHECKLIST

HEALTH AND SAFETY

FINANCIAL INFORMATION

TRAVEL INFORMATION

PRICE BREAKDOWNS

Parent/Guardian Study Abroad Information

We are parents too!

API is a company that was founded by four mothers, and that nurturing spirit motivates our approach to student (and parent) service.

Follow the links on the left for more information on resources for families of API students, and as always, feel free to contact us at 1-800-844-4124 or api@apiabroad.com.

On Facebook?

Click here to join the API Parents/Guardians Group and connect with the API family!

Parents Study Abroad Blog

Click here for collection of parent guest posts from the API Blog

Parents Corner

Click here to visit the U.S. Department of State's Parents Corner for other helpful tips and stories.

Connect with Us

f t YouTube t g+ p

CHAT WITH API

Emergency Contact Outreach



Dear Parents, Families and Friends:

We are excited that your student has chosen to participate in an Education Abroad program! Because education abroad is such an important experience in your student's life, we want to provide you with a brief overview of the education abroad process. We also encourage you to discuss specific program details with your student.

Application & Commitment

Your student applied and committed to an education abroad program. The application process consisted of a personal essay, passport verification, CSU Education/Intern Abroad Agreement and Release, and/or a recommendation letter. When committing to the program, your student also completed the CSU Contractual Commitments and CSU Financial Timeline, and Student Participation, Waiver of Liability, Release and Hold Harmless Agreement.

Pre-departure Orientation

Travel health consultations in conjunction with a Pre-departure Guide are provided for all CSU faculty-led students. Topics include: important travel documents, in-country arrival and accommodations, money and banking, communication, safety, international insurance, site-specific packing tips, emergency procedures, and more. We strongly encourage students to discuss this information and share the guide with their families/emergency contacts.

Health & Safety Video

Every student is required to watch the Health & Safety Video in their myEdAbroad portal.

Communication

We stress the importance of students contacting home immediately upon arrival overseas. We also instruct students to establish primary means of communication with emergency contacts before departing the U.S. CSU Faculty/staff program leaders communicate the safe arrival of all students studying abroad to the CSU Office of International Programs. The Education Abroad staff uses e-mail as the principal means of communicating with students, and we emphasize that students must agree to check their CSU email accounts regularly while abroad.

International Risks

Please be assured that we would notify you immediately in the unlikely event of an emergency affecting the health, safety, or security of your student abroad. To ensure that relevant safety information is communicated to students, we are in regular communication with our colleagues overseas and at other U.S. institutions. CSU's International Risk Manager also monitors several security resources and emergency procedures are in place.

International Medical and Evacuation Insurance

All participants are insured with medical and evacuation coverage including group natural disaster and security evacuation.

CSU Online Resources:

- Education Abroad Staff: educationabroad.colostate.edu/education-abroad-staff/
- Preparing to Depart: educationabroad.colostate.edu/preparing-to-depart/
- While You are Abroad: educationabroad.colostate.edu/while-you-are-abroad/
- Financial Information: educationabroad.colostate.edu/financial-information/

Additional Resources

We encourage students and emergency contacts to consult several other websites containing important information about traveling overseas, especially if students are considering travel outside of their host countries:

- The U.S. State Department: <http://www.travel.state.gov/>

- U.S. Embassies Overseas: <http://usembassy.state.gov/>
- The Center for Disease Control & Prevention: <http://www.cdc.gov/>

Questions or Concerns

We look forward to working with your student throughout their education abroad experience. If you have questions or concerns, please do not hesitate to contact the Office of International Programs:

Monday-Friday 8:00am-12:00pm, 1:00-5:00pm

+1 (970) 491-5917

educationabroad@colostate.edu

CSU Emergency Contact

In the event of an emergency affecting the health and safety of a student outside of our regular office hours contact:

CSU 24 Hour Emergency

+1 (970) 491-6425

Thank you for your support of your student's decision to study abroad!

Sincerely,

Aimee Jones
Assistant Director, Education Abroad
aimee.jones@colostate.edu
+1 (970) 491-3205

Emily Garner
Education Abroad Coordinator
emily.garner@colostate.edu
+1 (970) 491-7091

Partners/Team

- Who are you partners?
- Think about your team.



Balance

- Balance: Promote programs v. promote academic value
- Something that connects now v. will last 3 years
- Design & content matters: building trust with this generation demands high quality communication (they are evaluating your quality)
- Where does social media come into your communications plan?

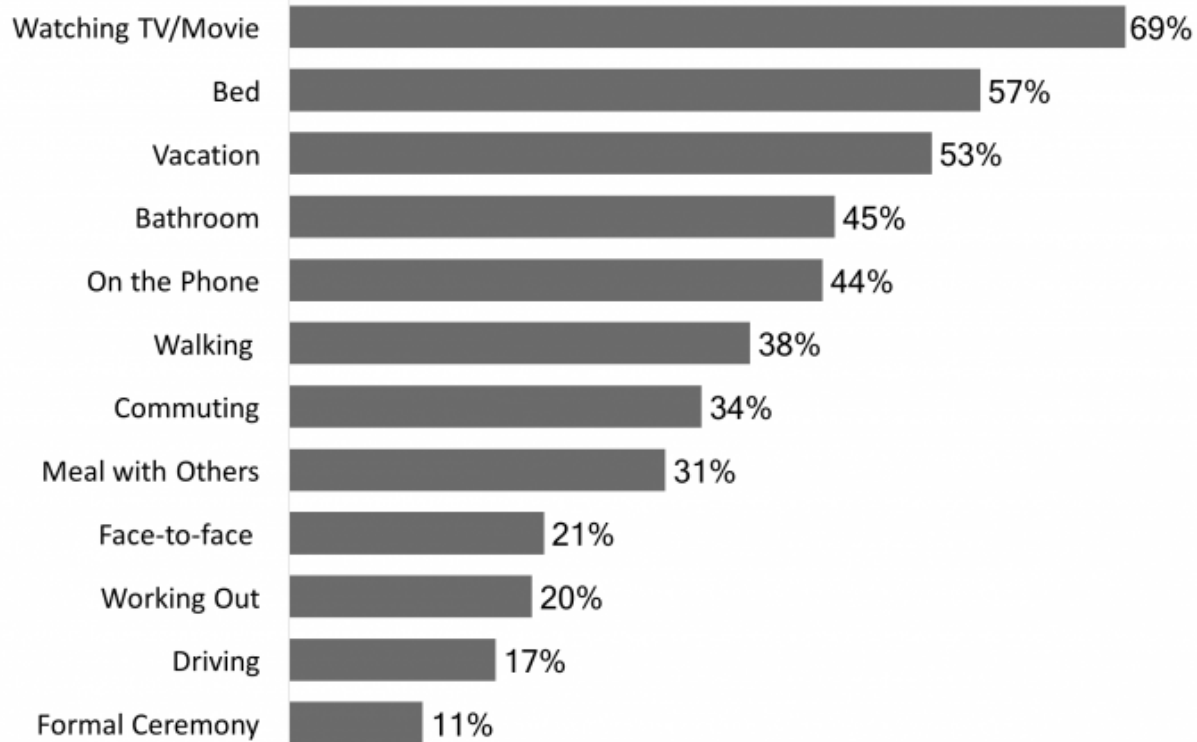


EMAIL



WHY EMAIL?

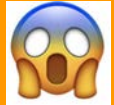
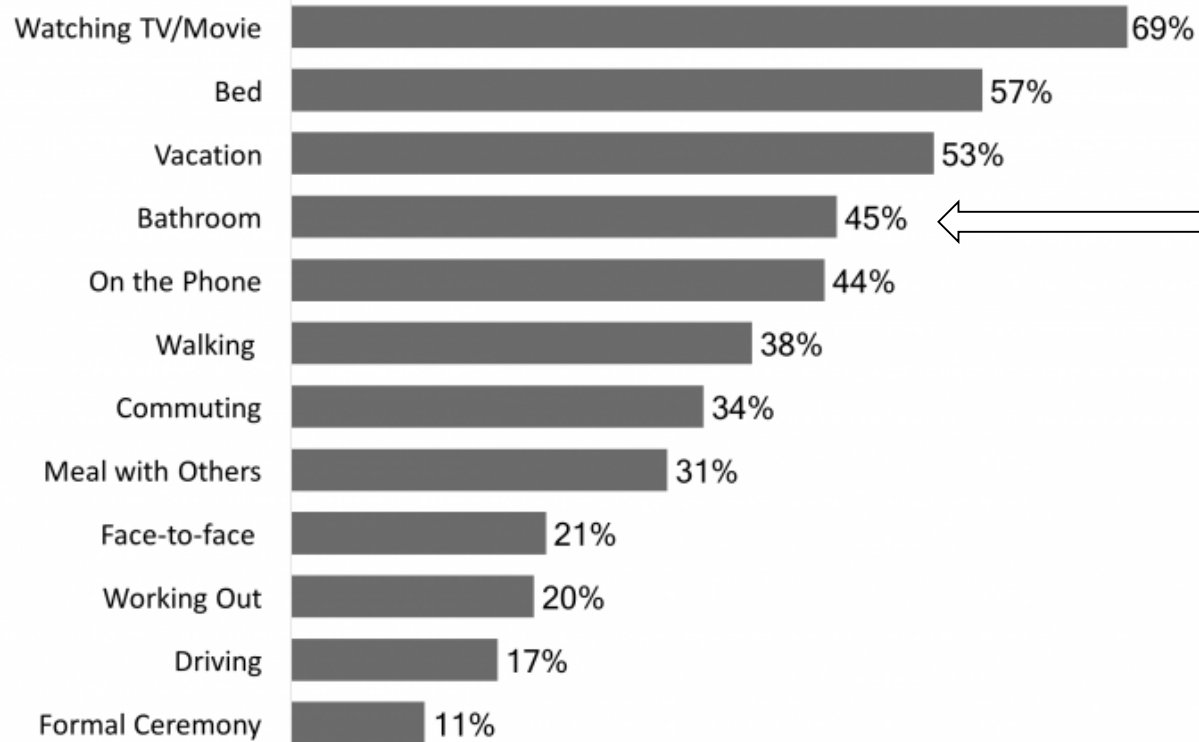
US Consumers Check Their Email Frequently



Question: In the last month, during which of these situations have you checked your email?
Source: Adobe, 2016, n = 1,000

BI INTELLIGENCE

US Consumers Check Their Email Frequently



Question: In the last month, during which of these situations have you checked your email?
Source: Adobe, 2016, n = 1,000

BI INTELLIGENCE

WHY EMAIL?

ON THE DAILY

- 215B emails worldwide
- 80 emails per individual
- 4-6 hours in email



COMPOSING MORE POWERFUL EMAILS



TOP THREE COMPONENTS

01

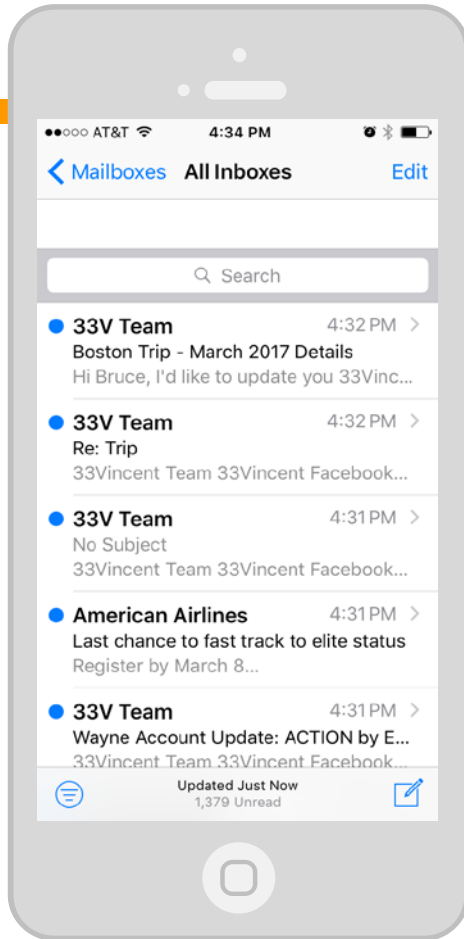
**SUBJECT
LINE**

02

**BODY:
LANGUAGE**

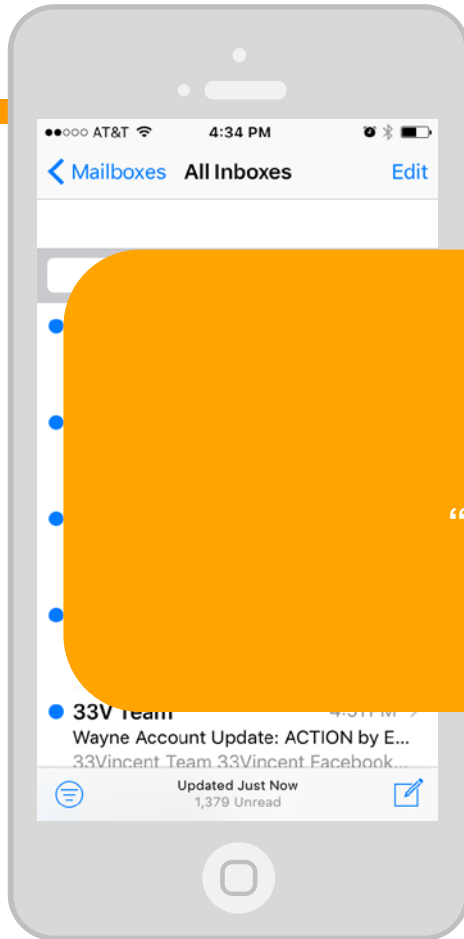
03

**BODY:
STRUCTURE**



The Best + Worst Subject Lines

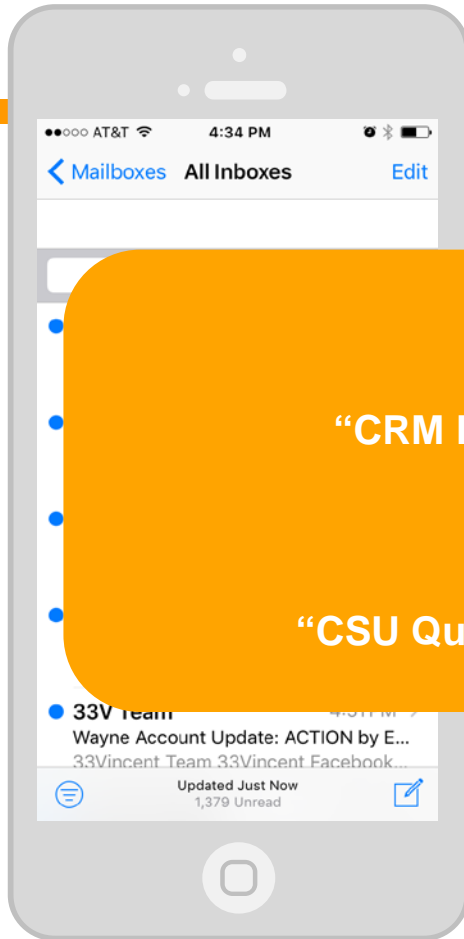
- ▶ Search Friendly
- ▶ Add Deadline
- ▶ No Subject No More
- ▶ Change the Subject



The Best + Worst Subject Lines

“Meeting Follow-up”
vs.
“CRM Launch Meeting: Follow-up & Next Steps”

▶ Change the Subject



The Best + Worst Subject Lines

“Meeting Follow-up”

vs.

“CRM Launch Meeting: Follow-up & Next Steps”

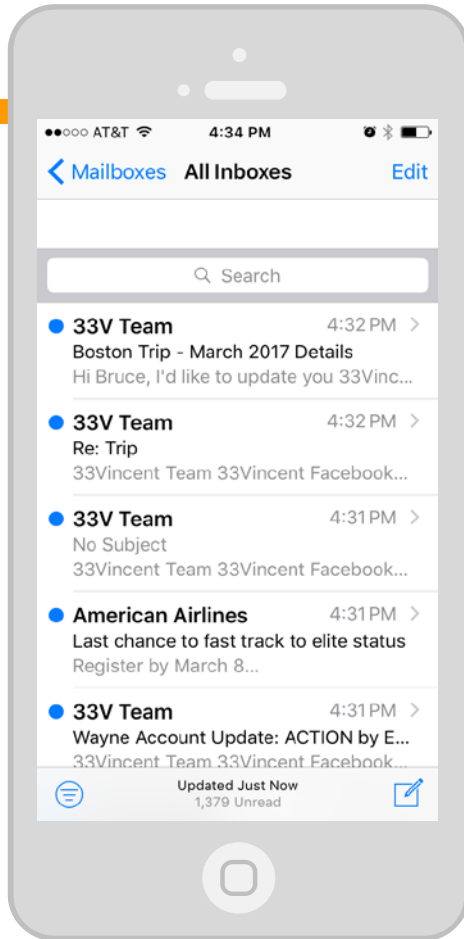
“October Customized Program”

vs.

“CSU Quito Conservation Prog. Oct 2017 | Itinerary”



Change the Subject



The Best + Worst Subject Lines

- ▶ Search Friendly
- ▶ Add Deadline
- ▶ No Subject No More
- ▶ Change the Subject



TOP THREE COMPONENTS

01

SUBJECT
LINE

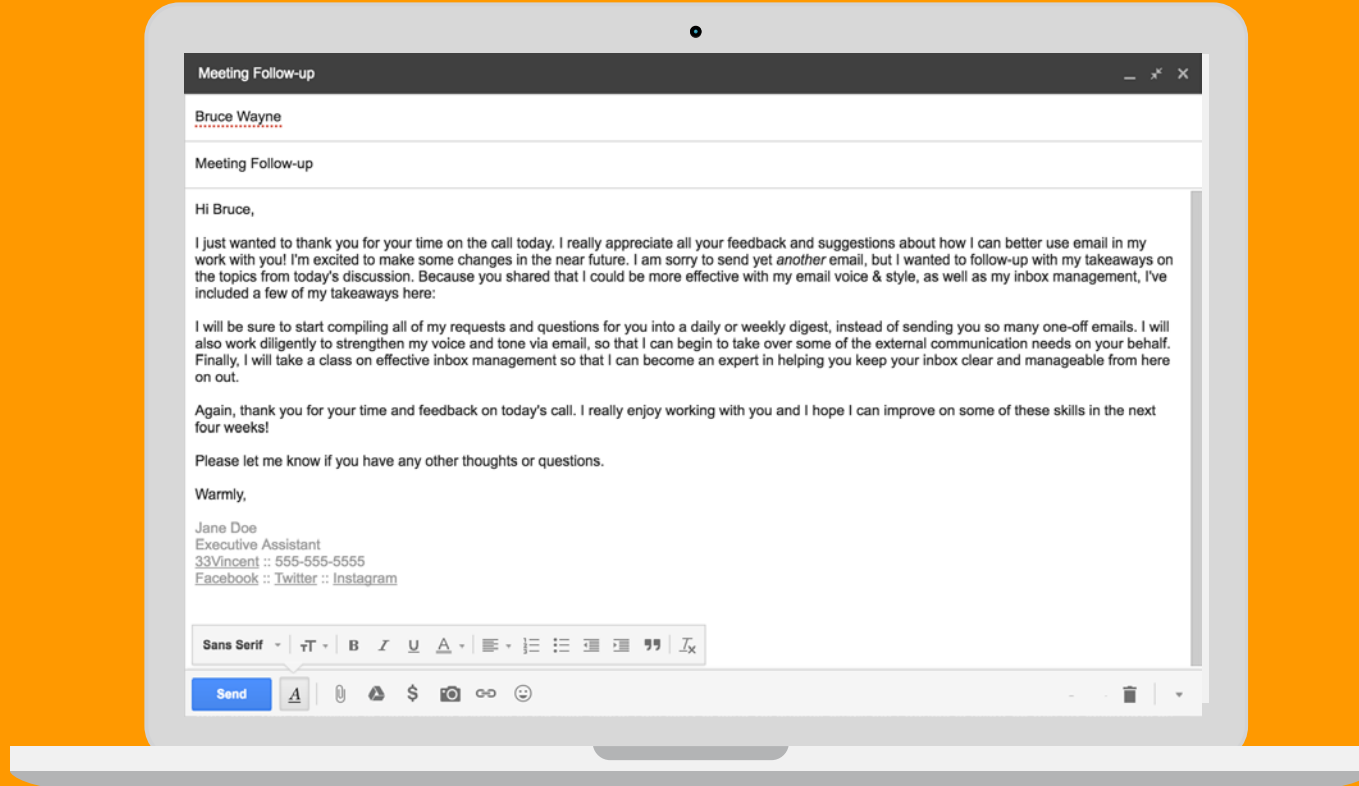
02

BODY:
LANGUAGE

03

BODY:
STRUCTURE

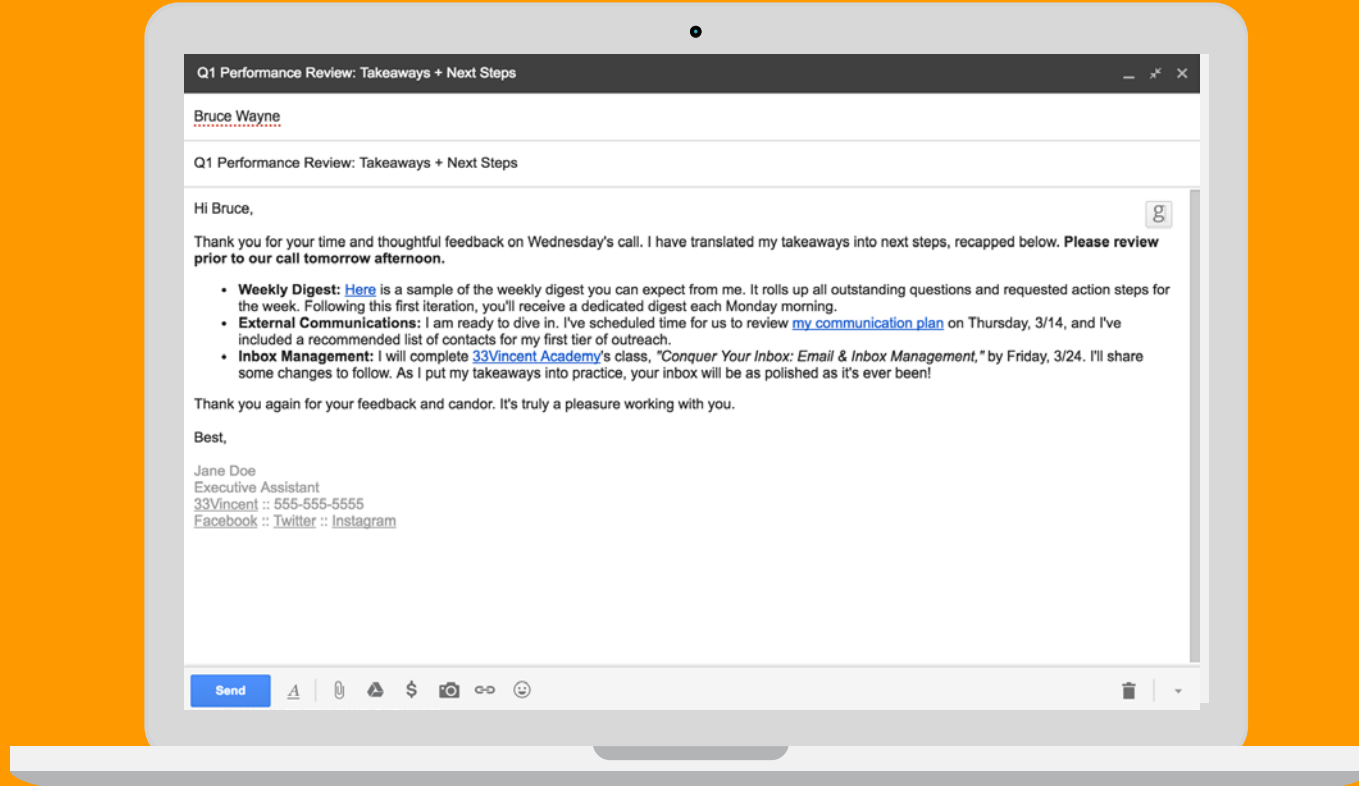
GOOD VS. GREAT



WORK ON THAT BODY

- Communicate your needs clearly
- Be concise
- Trade up: use more powerful verbs
- Cut what doesn't add value

GOOD VS. GREAT





TOP THREE COMPONENTS

01

SUBJECT
LINE

02

BODY:
LANGUAGE

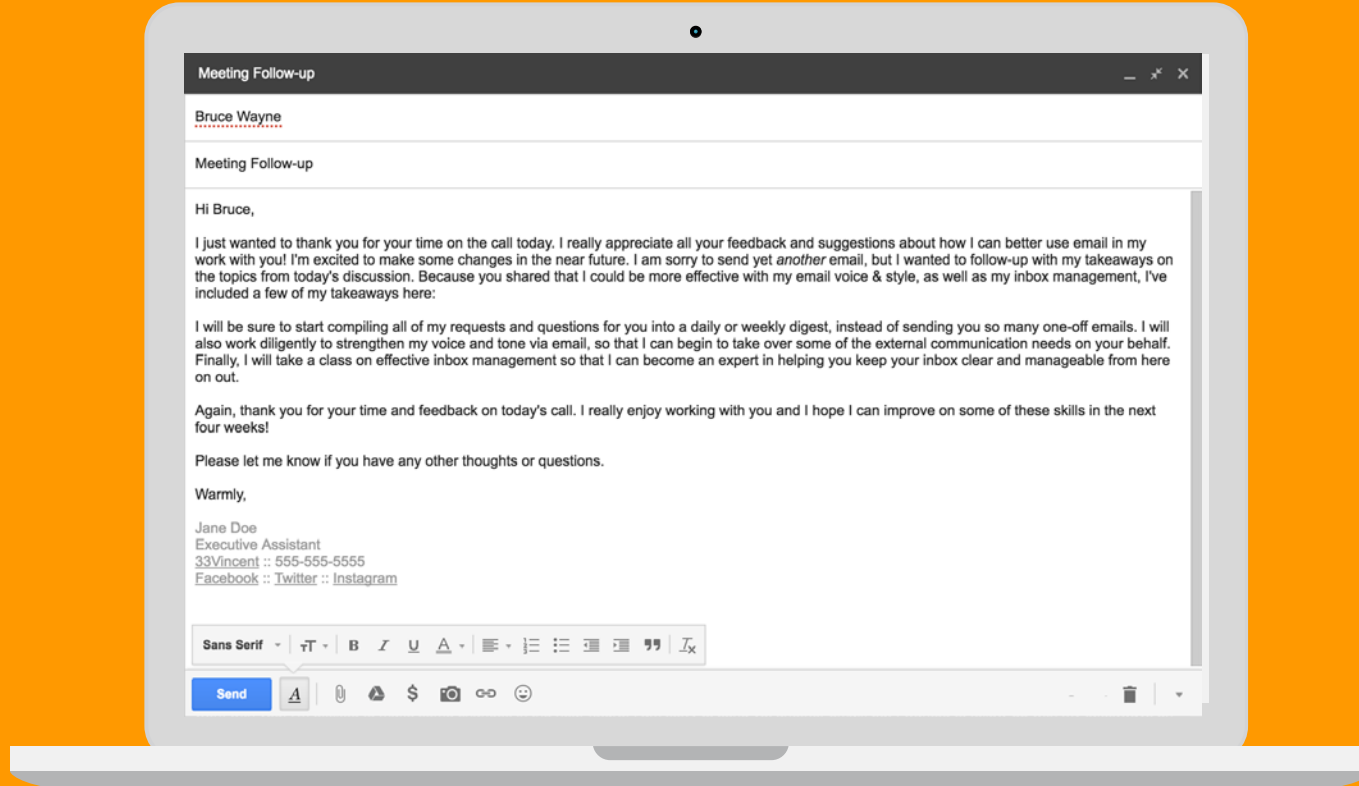
03

BODY:
STRUCTURE

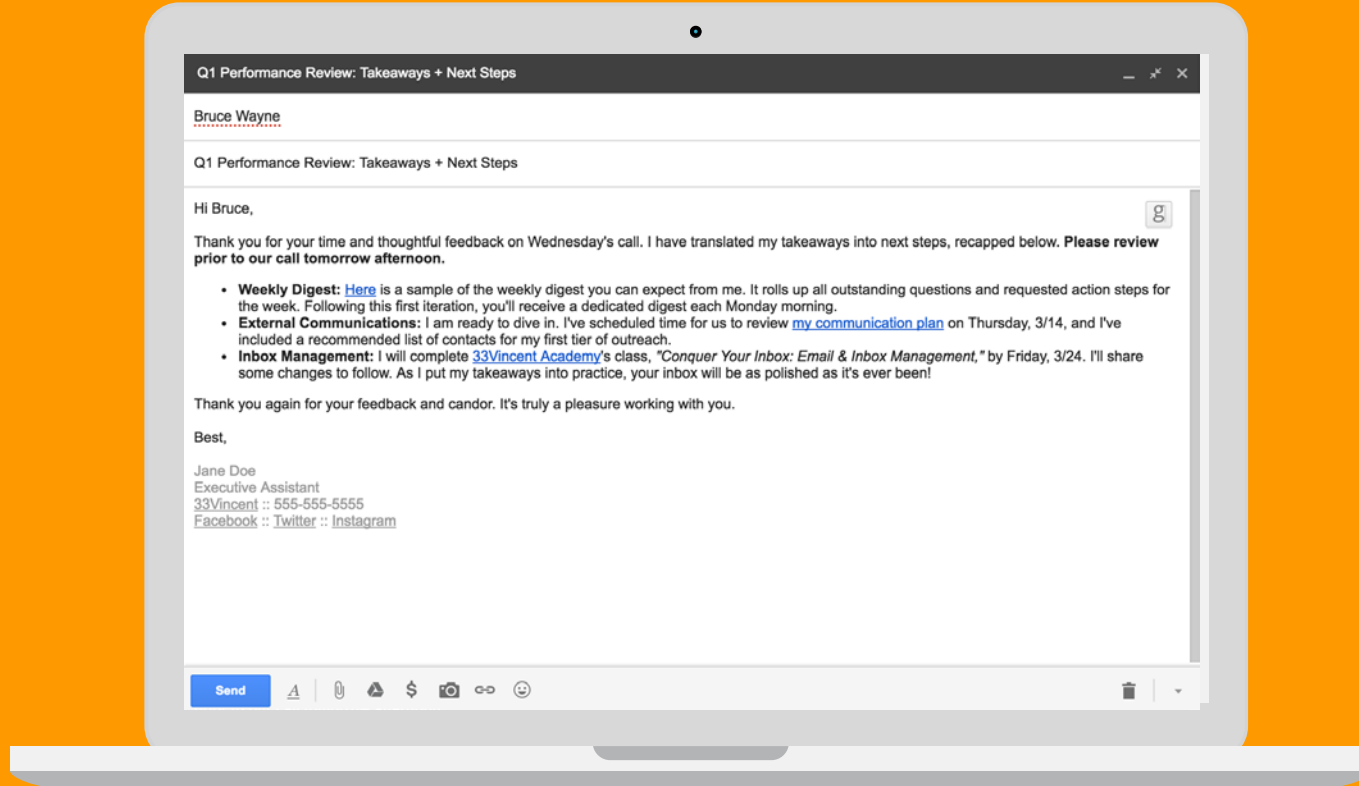
WORK ON THAT BODY

- Put action items and/or deadlines upfront
- Use bulleting
- Hyperlink to more detail
- Consider your recipient

GOOD VS. GREAT



GOOD VS. GREAT





TOP THREE COMPONENTS

01

**SUBJECT
LINE**

02

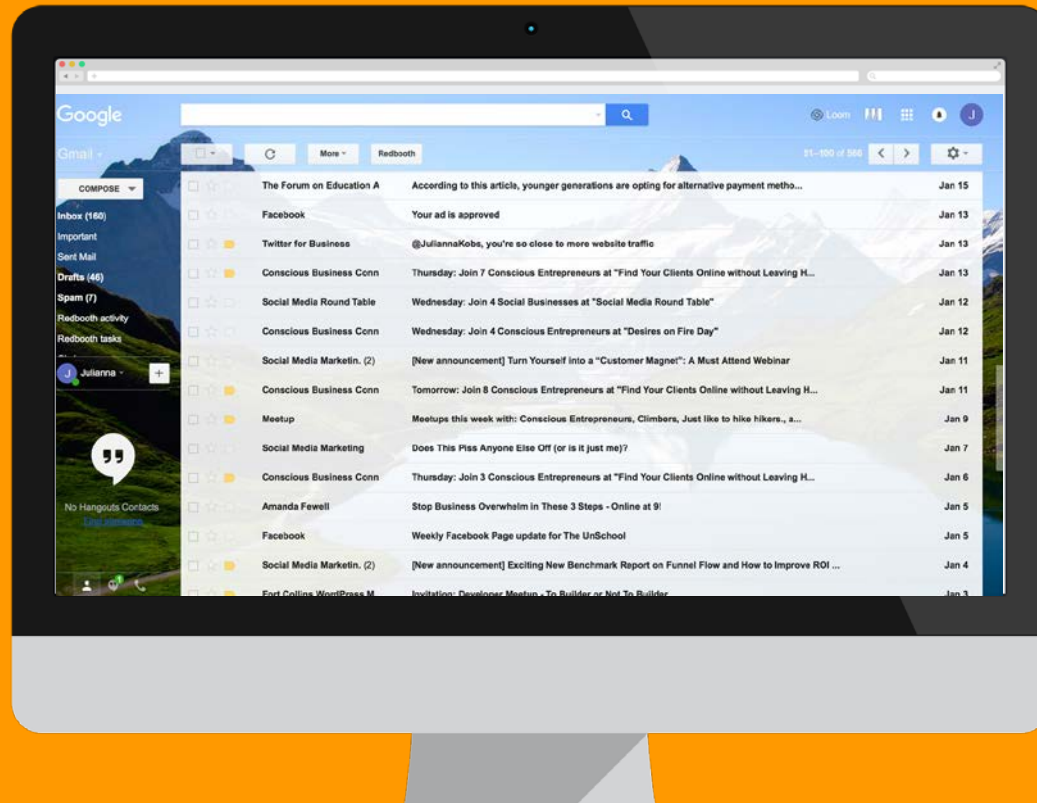
**BODY:
LANGUAGE**

03

**BODY:
STRUCTURE**

TAKE BACK CONTROL OF YOUR INBOX

SEEK FIRST TO UNDERSTAND, THEN TO ORGANIZE



GETTING CLOSER TO ZERO



INBOX ZERO:

MYTH OR REALITY?

GETTING CLOSER TO ZERO

- Set an attainable goal

INBOX ZERO:

MYTH OR REALITY?

GETTING CLOSER TO ZERO

INBOX ZERO:

MYTH OR REALITY?

- Set an attainable goal
- Establish a system



INBOX ZERO: MYTH OR REALITY?

GETTING CLOSER TO ZERO

- Set an attainable goal
- Establish a system
- Send fewer emails



INBOX ZERO: MYTH OR REALITY?

GETTING CLOSER TO ZERO

- Set an attainable goal
- Establish a system
- Send fewer emails
- Nudge



WHEN YOU'RE TOO BUSY

01

THE FIVE
MINUTE
RULE

02

RESPOND
WITHIN
48 HOURS

03

FALL IN
LOVE
WITH EMAIL
TEMPLATES

04

ENLIST
HELP



WHEN YOU'RE TOO BUSY

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THE FIVE
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01

THE FIVE
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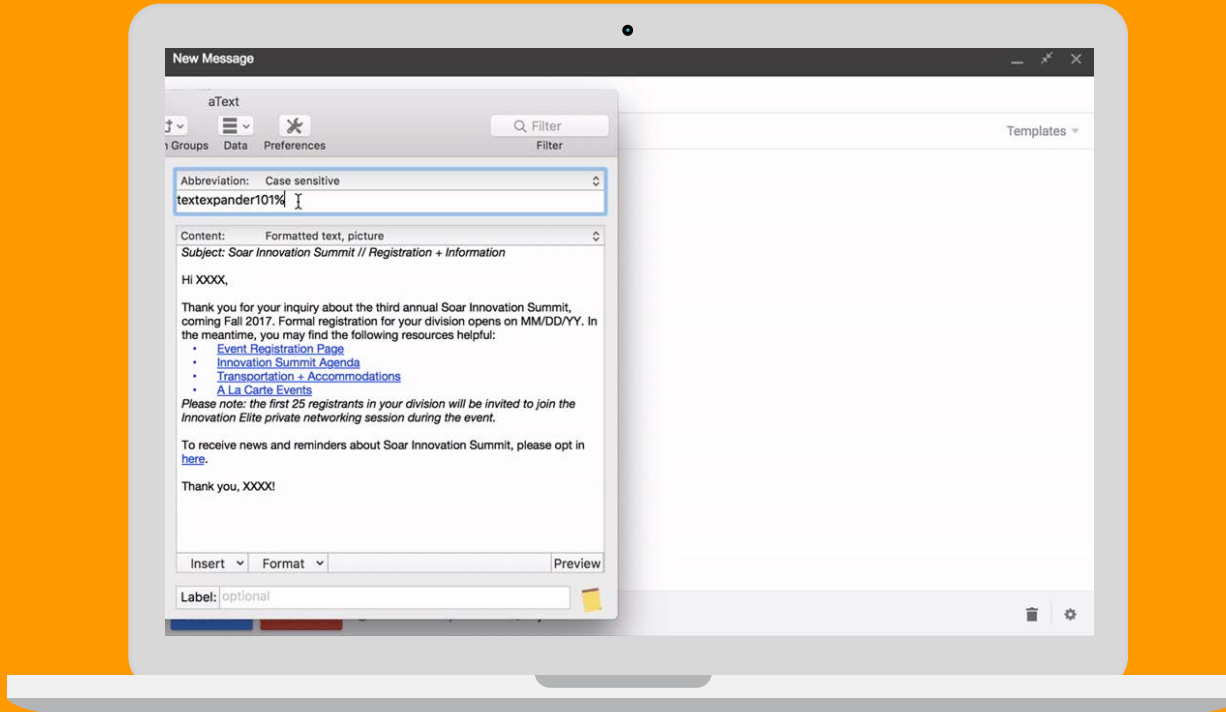
03

FALL IN
LOVE
WITH EMAIL
TEMPLATES

04

ENLIST
HELP

FREQUENT EMAILS





WHEN YOU'RE TOO BUSY

01

THE FIVE
MINUTE
RULE

02

RESPOND
WITHIN
48 HOURS

03

FALL IN
LOVE
WITH EMAIL
TEMPLATES

04

ENLIST
HELP



PRO TIP

ENABLE SEND + ARCHIVE

Send and Archive:
[Learn more](#)

- Show "Send & Archive" button in reply
- Hide "Send & Archive" button in reply

TIME MANAGEMENT

How long is a minute?

Time Management

Wellness Affects Productivity

Track Time & Work Towards Goals

Run Efficient Meetings

Every Day in the U.S.



1 Million

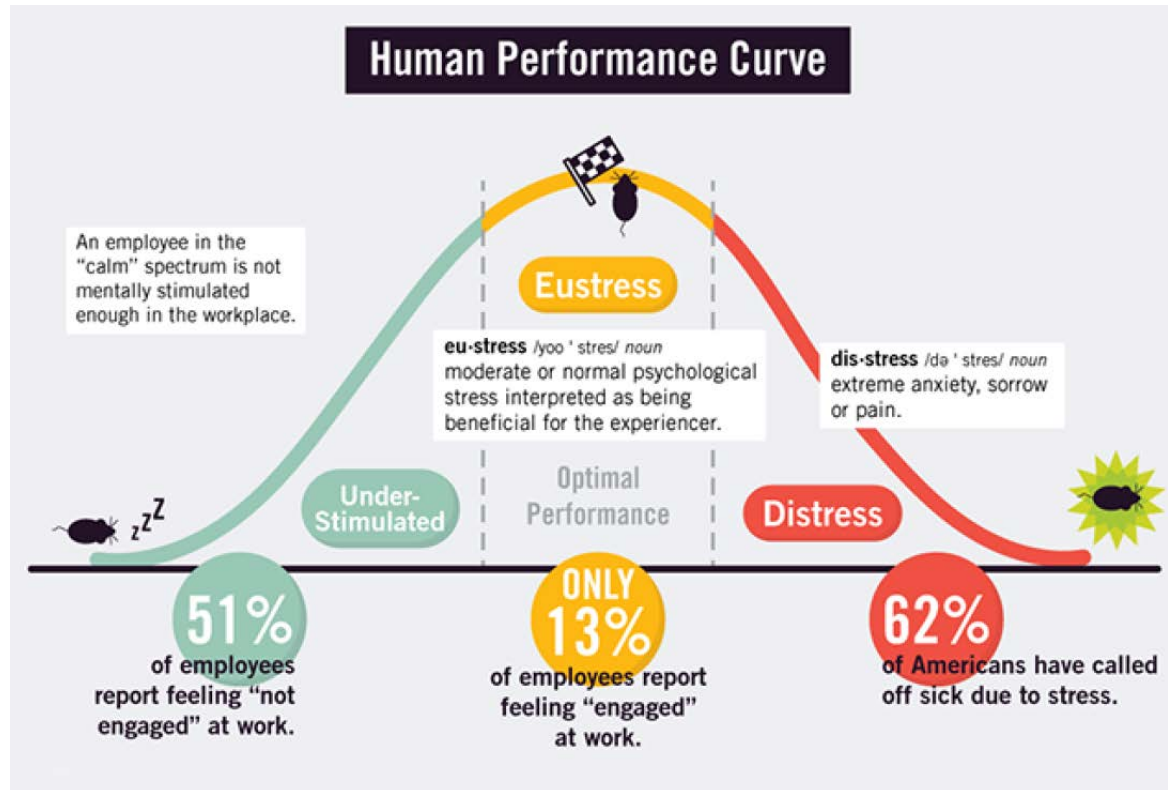
Call in because of stress-related illness



\$200 - \$300 Billion

In annual lost productivity

Stress in the Workplace



Sleep Deprivation in the U.S.



40.6 Million

American workers who don't get enough sleep (CDC)



30% of workforce



\$63 Billion

Annual lost productivity for lack of sleep alone

“Self-care is
no longer a
luxury;
it’s part of
the job”

- *Harvard
Business
Review*



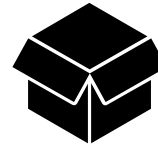
Easy self care (that can be surprisingly challenging to do)



Exercise



Meditate



Declutter



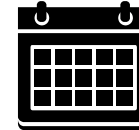
Sleep



Take
Breaks



Be Around
People



Say No

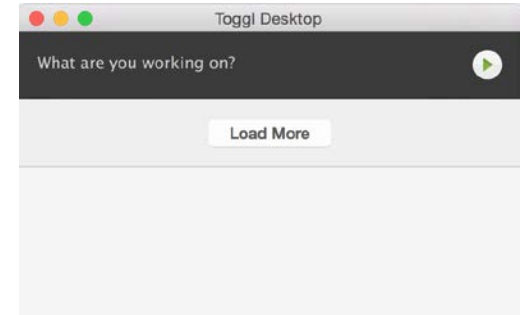


What I did on Monday

Toggl

Tasks tracked last week (2017-04-17 - 2017-04-23)

Workspace > Project > Description	Duration
Nikki Powers's workspace	37:05:49
Ad Guide / inbox	00:32:23
AGA	00:32:33
Client - Abbey Road Programs	00:17:10
Client - Abbey Road Programs	00:24:30
Client - Abbey Road Programs	00:32:47
Client - Africa Integrative Medicine	00:15:47
Client - CEA	01:10:16
Client - Love Volunteers	00:50:09
Clients	00:10:36
Clients - AAG	00:06:03
Clients / Inbox	00:29:24
Clients - Learn International, Sri Lanka guy, HQ - TEAN, CIS	00:38:32
Clients - Pacific Discovery, AMIDEAST, Mesa Community College, ISDSI	00:17:35
Clients: Yanapuma, ICADS	00:14:23
COWY	02:49:03
COWY , Clients, HQ	00:40:43
FMT	00:52:08
FMT / Client emails	02:00:16
FMT MGMT	00:09:17
HQ	14:21:56
Inbox	02:26:20
Inbox / planning	00:13:41
MGMT - KP / JM	00:59:43
NAFSA	00:26:26
NAFSA training	01:16:11
Planning	00:21:07
Planning / Wunderlist	00:13:10
Plan the week	00:22:14
Set up NAFSA booth	01:30:23
STA Travel call	00:30:21
USGA meeting	00:32:58
USGA relationship	00:50:44



What's Your Ideal Week?

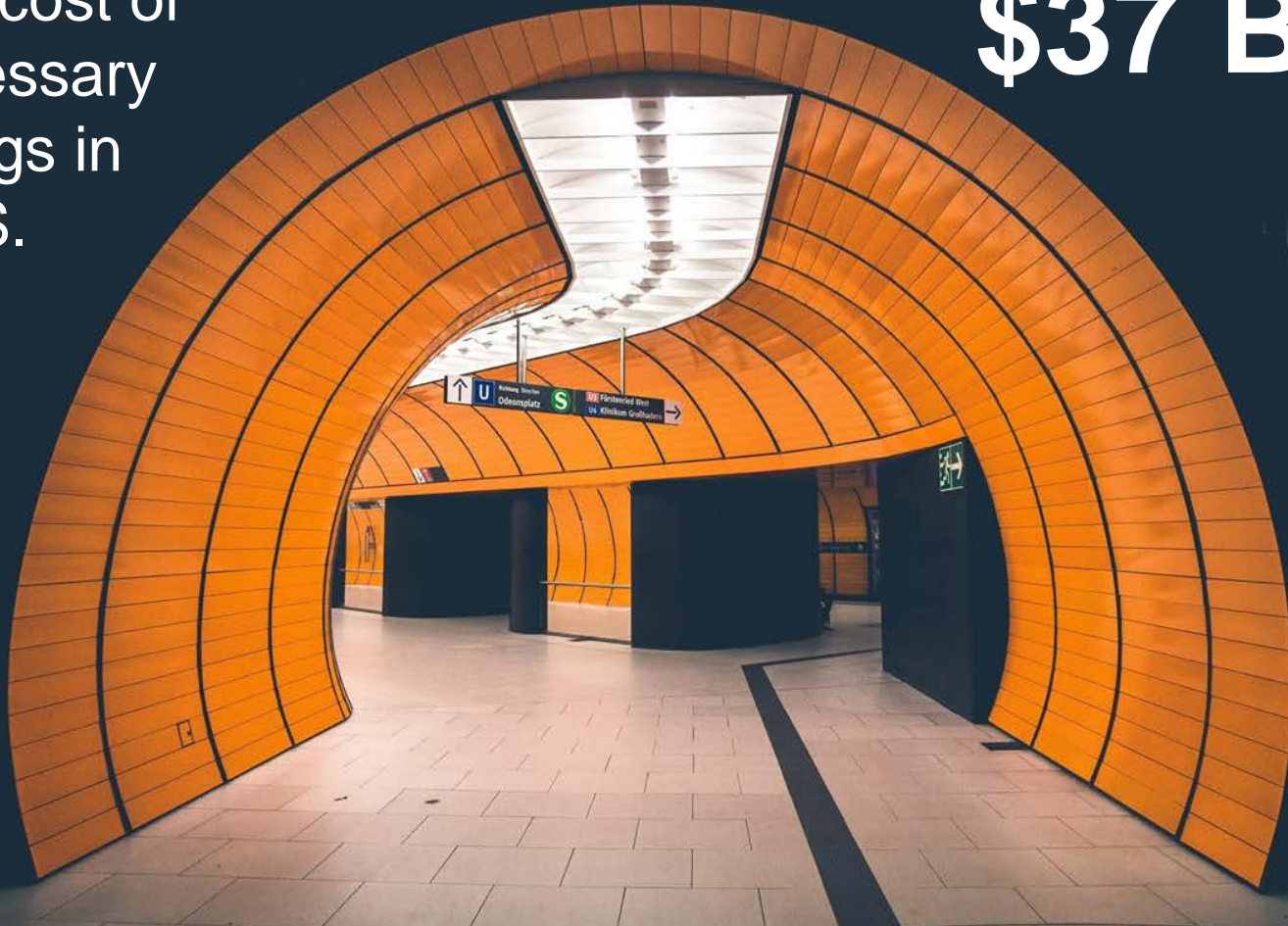
	A	B	C	D	E	F	G	H	I
2		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
3	Super Early								
4	6:00 AM		Wake Up						
5	7:00 AM		Breakfast / Inbox Management / Planning for the Day						
6	8:00 AM		Email Block	Student Advising	International Partners	International Partners	International Partners		
7	9:00 AM					Email Block	Workshop		
8	10:00 AM				Student Advising	Lunch / Walk	Student Advising		
9	11:00 AM		International Partners	Manager Check-in	International Partners				
10	12:00 PM		Lunch / Walk	Lunch / Walk	Lunch / Walk	Social Media	Email Block		
11	1:00 PM		Workshop	Student Newsletter	Social Media	Student Advising			
12	2:00 PM		Student Advising	Student Advising	Workshop		Flex Time		
13	3:00 PM				Student Advising	Workshop Prep			
14	4:00 PM			International Partners					
15	5:00 PM			GYM		GYM			
16	6:00 PM				Dinner / Dog Walk				
17	7:00 PM								
18	8:00 PM								
19		Comms/Mktg	0	1	1	1	0	3	
20		Student Advising	3	3	3	2	2	13	
21		Workshops	1	2	1	2	1	7	
22		International Partners	1	1	3	1	1	7	
23		Email	3	1	0	1	1	6	
24		Work Total	8	8	8	7	5	36	
25		Personal time							

MEETINGS BY THE NUMBERS



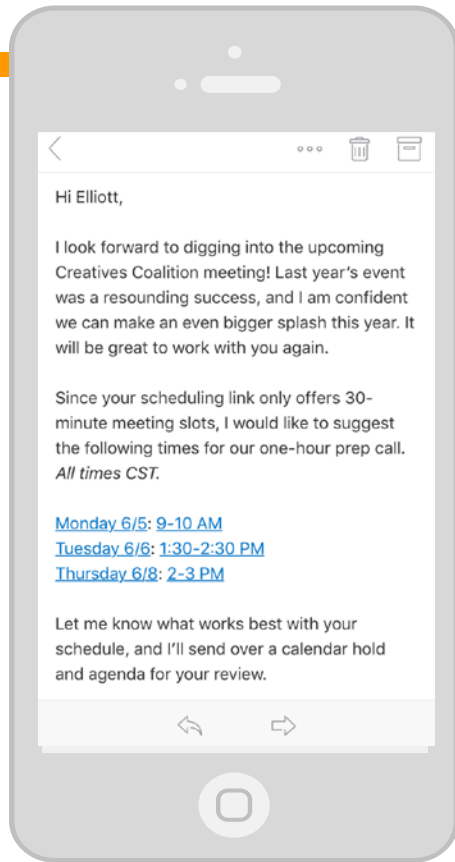
Salary cost of unnecessary meetings in the U.S.

\$37 Billion



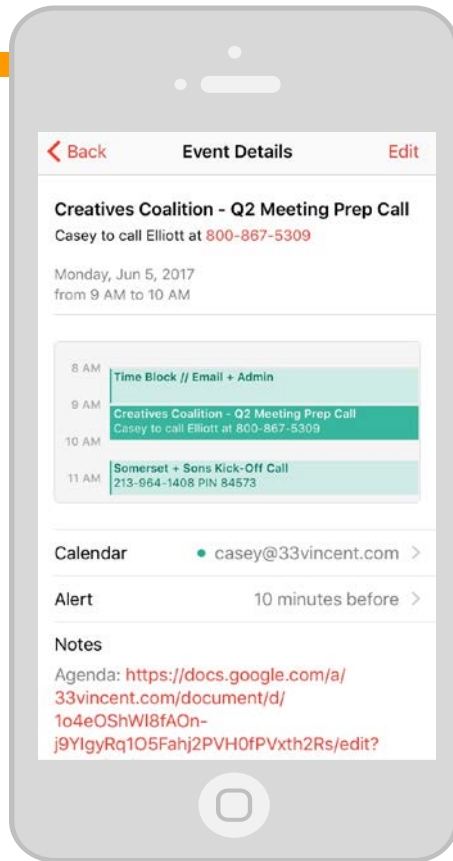
Cancelling an Unnecessary Meeting

Since we are ahead of our deadlines, I suggest we cancel our mid-project review meeting for tomorrow. I've addressed all agenda items and you'll find the deliverables linked in our Trello board. I'll follow-up on Friday to wrap the two outstanding items, which are tagged in red. To make the most of our time, we can review the full project on our Monday call.



MEETING COORDINATION

THE DEVIL'S IN THE DETAILS



CALENDAR HOLDS

DO THEM RIGHT
THE 1ST TIME

10 TOOLS THAT WILL
fast and furious
CHANGE YOUR LIFE

10: PRESENTATIONS

10: PRESENTATIONS

SlidesCarnival

9: CONTACT MGMT

9: CONTACT MGMT

Salesforce

GoAbroad HQ

TerraDotta

8: CALENDAR

8: CALENDAR

Calendly

YouCanBookMe

7: TASK MGMT

7: SOCIAL MEDIA MGMT Wunderlist

6: VIDEO CALLS

6: VIDEO CALLS

Zoom

4: INSTANT COMMUNICATION

4: INSTANT COMMUNICATION

Slack

Skype

3: E-NEWSLETTER

3: E-NEWSLETTER MAILCHIMP

2: PROJECT MGMT

2: PROJECT MGMT

Trello

1: EMAIL MGMT

1: EMAIL MGMT BOOMERANG

MAKE A PLEDGE



Q & A

THANK YOU! Leave your business card for more resources!



Julianna Kobs

- 33Vincent
- julianna@33vincent.com



Nikki Powers:

- GoAbroad.com
- nikki.powers@goabroad.com



Sarah O'Donnell:

- Colorado State University
- sarah.odonnell@colostate.edu



Thank you!