

# North American Mobility Programs

Ottawa, Canada

September 2008

..... but we'll even give you funding to go!

## Convincing students to study abroad

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# Starting assumption

*Post secondary education is more than a collection of courses. As educators we have a responsibility to prepare our graduates for the world they will enter as citizens. In the 21<sup>st</sup> century, an essential part of good citizenship is having a global perspective. Every student needs internationalizing.*

# Underlying principles

- Every student you send abroad is a reflection of your institution.
- Being selected to represent your institution is an honor and bears responsibilities.
- Intrepid students will always embrace an adventure. We need to reach those who are more cautious and encourage their participation.



- The endorsement from a member of faculty is the single most powerful marketing tool.
- Students don't read posters and notices – they respond to social networking tools – both old fashioned and electronic.



# 5 ways to internationalize programs

- Curriculum change – courses, diplomas, projects
- Creating opportunities for domestic students to see other cultures, places, systems
- Develop exchange programs that bring greater diversity to your student body – access to different nationalities
- Help expose faculty members to other cultures, places, systems
- Develop ways to fully utilize students with international experience as agents of change, especially for their peers



North American Mobility Projects, when well conceived, give you an opportunity to achieve all of these things.....

...if you can convince the students to go!



# Educators Goals for Mobility Programs

- General educational merit - breadth
- Specific academic goal – subject/discipline study opportunity
- Language development
- Intercultural/international skills
- Classroom diversity
- Personal development
- Future societal returns - economic, peace, etc.

# Student goals - Personal

- adventure
- change in social environment
- satisfy curiosity but not lose time/credit
- seeking cultural roots
- curious
- socially acceptable way to leave home
- relieves boredom
- inexpensive way to travel
- Help “save the world”  
e.g. service learning, volunteer programs



# Student goals - Academic

- required in program
- career oriented
- higher quality language acquisition
- specific courses
- specific faculty expertise
- specialized/different academic approach



# Student barriers

- Money
- Money
- Money
- Credit transfer worries
- Missing friends – girlfriends/boyfriends
- Fear of the unknown



# Getting their attention

- Use social networks
  - Do information sessions frequently
  - Posters for information session should have photos of classmates
  - Former S/A students should speak at info sessions and informally
  - Get returning students to use YouTube or provide photos for your website.



# Getting their attention

- Use faculty clout
- Make classroom announcements for info sessions
- Try to hold info sessions in the same places the students have classes
- Get faculty allies to refer to the program during classes
- Identify your best students and **INVITE THEM TO APPLY!**
- **WRITE THEIR PARENTS**



# Getting students enrolled

- Make it important
  - Interview all students.
  - Insist on attire appropriate for an interview.
  - Use formal questions so each student has a chance to tell their story – fairness is essential.
  - Don't accept everyone just because they applied – and develop second chances!



# Overcoming barriers

- Make it affordable
  - Let students know about \$\$ support immediately
  - Get further information regarding other funding sources e.g. loans, grants
  - Find out about work opps in target countries



# Overcoming barriers

- Make it transferable
- Document credit transfer on promo materials
- Make it sociable
- Make sure students meet each other early in your process to help avoid last minute withdrawers
- Do not discourage friends applying together



# Generating interest for “next time”.

- Make the participants visible
  - communication program— student info sheet , faculty notification system, school newsletter, local press
  - social / academic program - special lunch, invite to BOG
  - graduation scarf



**Select your best to send abroad !**

***Not only will they represent you well, but every faculty member and student who comes in contact with them post-experience will attribute at least some of their skills to the study abroad time.***



**Thank you**

