



PERSONALIZING THE
STUDY ABROAD EXPERIENCE
THROUGH TARGETED DIGITAL OUTREACH

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Background / Challenges

- The IE₃ Global partner consortium consists of:
 - 18 universities in four states
 - Liberal arts, land grant, regional, public, private
 - Some offer all or components of our portfolio
- Large diversity in the academic interests of students:
 - Over 100 majors represented in 2013-2014
 - Ranging from Arabic to Wildlife Sciences



Question:

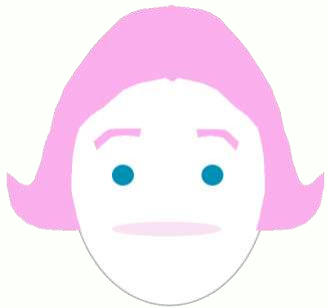
With such a varied group of potential students, how do we connect to their individual needs and interests (academic, professional, personal) via digital marketing and outreach?

Meet “Ellen”

- Ellen’s basics:
 - Oregon State University student
 - Sophomore
 - Biology major, interested in pre-medicine
- Ellen is unsure about what she’s looking for in an international program.



How to Move Ellen from Point A to Point B



The Hook

- “The Hook” can be:
 - Print materials (posters, brochures, etc.)
 - Study abroad fair outreach and other live events
 - Class visits
 - Word of mouth
- However, arguably the most important – and cost effective hook – is:
 - Social media!
 - Facebook, Twitter, Instagram, etc..

Keys for Effective Social Media Outreach

- Informative, entertaining, or (ideally) a combination of the two.
- Interaction with comments and feedback.
- Consistency in frequency and tone.
- Use to promote both **your** information and information of **likeminded groups** (articles, blog posts, the ever-popular “listicle”).

Ellen is Hooked

- Ellen sees a shared post from her friend “Denise” who is a fan of the IE₃ Global Facebook page.
- Interested, Ellen clicks on the link and reads a blog post by an IE₃ Global student.

IE3 Global
Posted by Joey Gomez [?] · March 3 at 11:59am ·

Read about Gwen Catherwood's in-depth piece about her IE3 Global internship with the Child Family Health International (CFHI) in Bolivia. <http://ie3global.org/news-items/bolivia-and-beyond/>

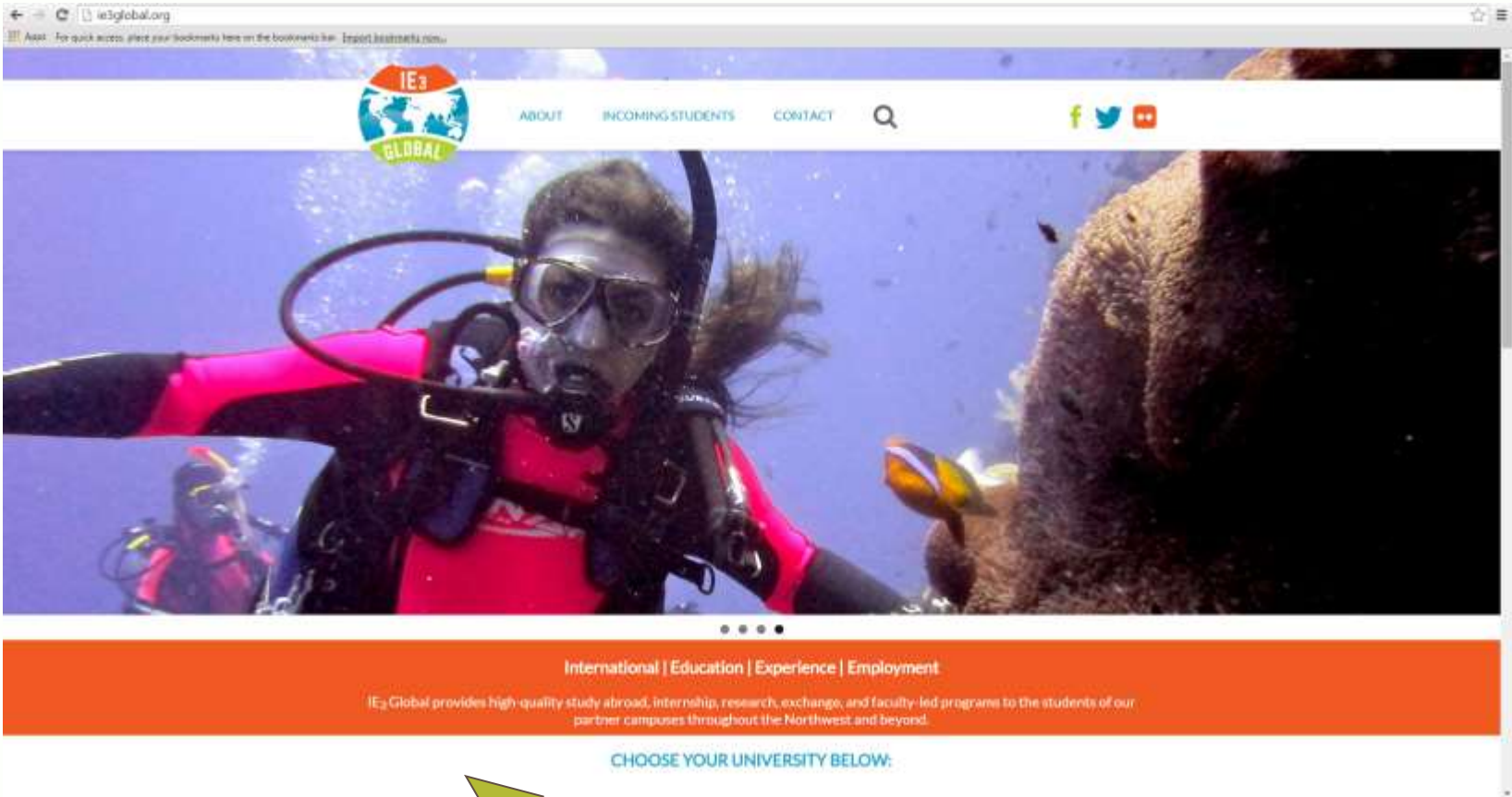
ie3global.org
I can't believe I've already been here a month! Time seems to pass so differently here -- I can fit so much into one day that the individual days seem to go so slowly, but at the same time the weeks are flying by.
IE3GLOBAL.ORG

Boost Post

Like · Comment · Share · 1 1

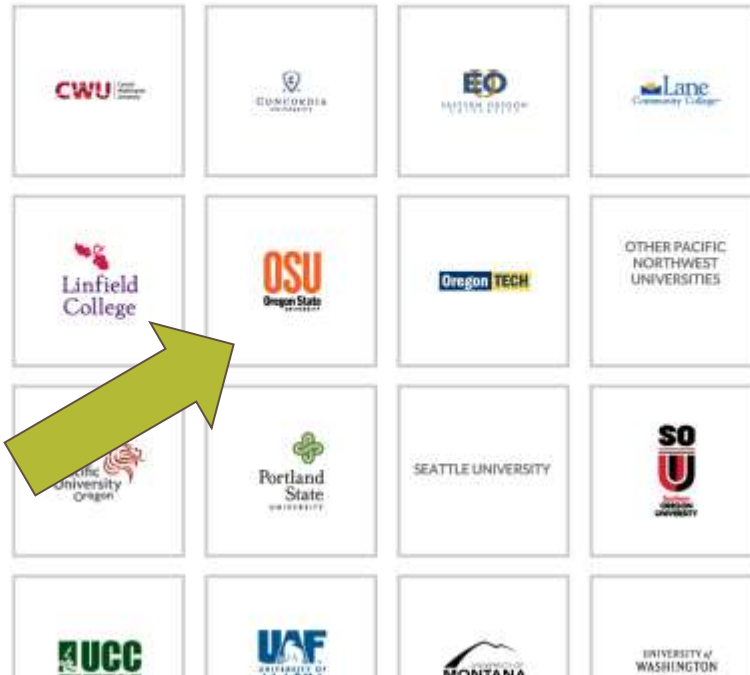
IE3 Global
Posted by Joey Gomez [?] · March 2 at 9:10am · Edited ·

Want to go abroad, but you're not sure where to go? Maybe taking this foreign language quiz can help!



IE3 Global provides high-quality study abroad, internship, research, exchange, and faculty-led programs to the students of our partner campuses throughout the Northwest and beyond.

CHOOSE YOUR UNIVERSITY BELOW:





Andrew Morse: Bridging Cultures with Magic
Student/Magician Andrew Morse connects with French magicians during his study abroad program in Lyriss, France. WATCH VIDEO ▶

News



Bolivia and Beyond
Read about Gwen Catherwood's in-depth piece about her IE3 Global internship with the Child Family Health International (CFHI) in Bolivia.
[READ MORE ▶](#)



An Interview with Anthony Jimenez
An interview with Anthony Jimenez, as

Videos



Advice from IE3 Global Alumni
[WATCH ▶](#)



Austin King: From Iraq to Cambodia
[WATCH ▶](#)

Chat With Us
[See Schedule](#)

Filtering the Engagement

- This site, specific to Ellen, is the only one she'll need to visit.
- Includes only information pertinent to her – programmatically, financially, etc.
- Encourages her to engage and hone the information at her own pace. We aren't trying to *oversell* anything, just keeping the information channels clear.

Checking in on Ellen



Hooked via
Social Media



Filtered
Engagement

- At this point, Ellen gives us valuable data:
 - We learn that she is an OSU student
 - We can measure traffic to each individual school site, which gives us a good idea of what schools are being effectively reached.

Student Stories as a Form of Targeted Marketing

- Targeted marketing has a bad reputation.
- As we are marketing an **experience** not a product, a good way to do this is through presenting student stories in a variety of forms.
- The faster a student can imagine themselves in a peer's shoes, the faster the experience becomes a reality.



Ellen Watches a Video

- After reading some interviews and blog posts on the site, Ellen watches a video.
- Video can be found at: <https://vimeo.com/121684051>
- Seeing Daniel's experience, Ellen decides that she's interested in exploring Latin America.

Ellen's Progress



Hooked via
Social Media



Filtered
Engagement

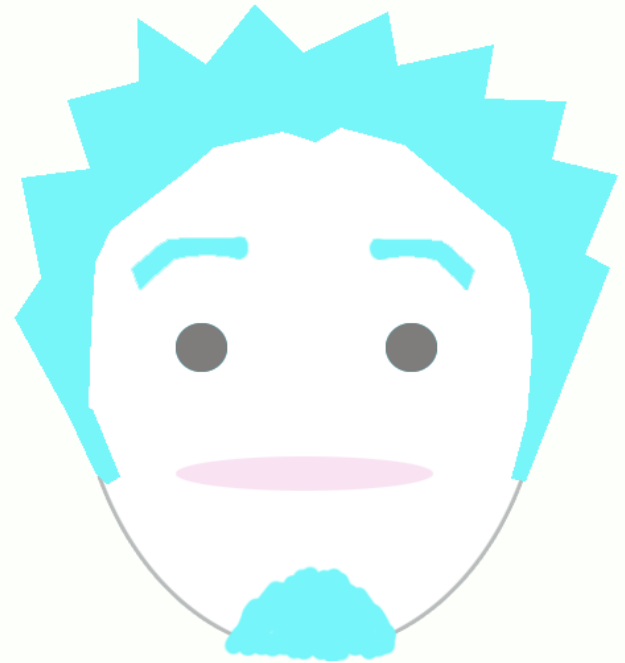


Relatable
Student
Stories

- Deciding she's interested in Latin America, Ellen now connects with our staff.
- Based on her interests, she is put in touch with an IE₃ Global Student Ambassador

What is a Student Ambassador?

- A student ambassador is a past participant in one of our study abroad or internship programs.
- Ambassadors are housed at five partner campuses.
- Meet “**Pete**”
 - University of Washington student
 - Senior
 - Chemistry major, recently accepted to medical school
 - Pete is an alum of a pre-med internship in South Africa.



Virtual Advising

- Though OSU doesn't have a pre-med internship alum to speak with Ellen, she can connect with Pete at UW via Skype or online client.
- Virtual advising makes eight ambassadors available to students.
- Ambassadors come from diverse backgrounds and relay applicable information to the student.
- Students often prefer speaking with other students.



Time to Apply

- From her discussion with Pete, Ellen decides to apply for a program in Argentina hosted by the same organization that provided Pete's internship.
- Now Ellen can review the internship specifics and apply.
- After applying, the advising process becomes more hands on.
- Ellen will work with staff on preparing for her time abroad.

The screenshot shows the Oregon State University website for the CFHI Argentina: Primary Care & Social Medicine internship program. The page features the university's logo and navigation menu at the top. The main content area includes the program title, a description of the internship, and a list of start dates. A prominent orange 'APPLY NOW' button is visible on the right side of the page.

INTERNATIONAL STUDENT CENTER

OREGON STATE UNIVERSITY

STUDY ABROAD INTERNSHIPS FUNDING LOGISTICS INCOMING STUDENTS ABOUT US

INTERNATIONAL STUDENT CENTER

CFHI Argentina: Primary Care & Social Medicine | Cordoba, Argentina

Interns with Child and Family Health International (CFHI) in Argentina will complete rotations in a variety of clinical and non-profit care facilities throughout Cordoba and the surrounding area. Interns will rotate in a variety of clinics and hospitals and witness government efforts to provide care to a large percentage of the population without health insurance. Possible clinical opportunities include rotations in pediatrics, obstetrics/gynecology, dentistry, emergency and social services. Additional opportunities include health outreach and education campaigns available. This is a chance to increase your global health experience and visit a wonderful country. Intermediate Spanish level strongly recommended. Intensive Spanish language courses and homestays included.

More photos from this internship can be found [here](#)

Internship Start Dates:

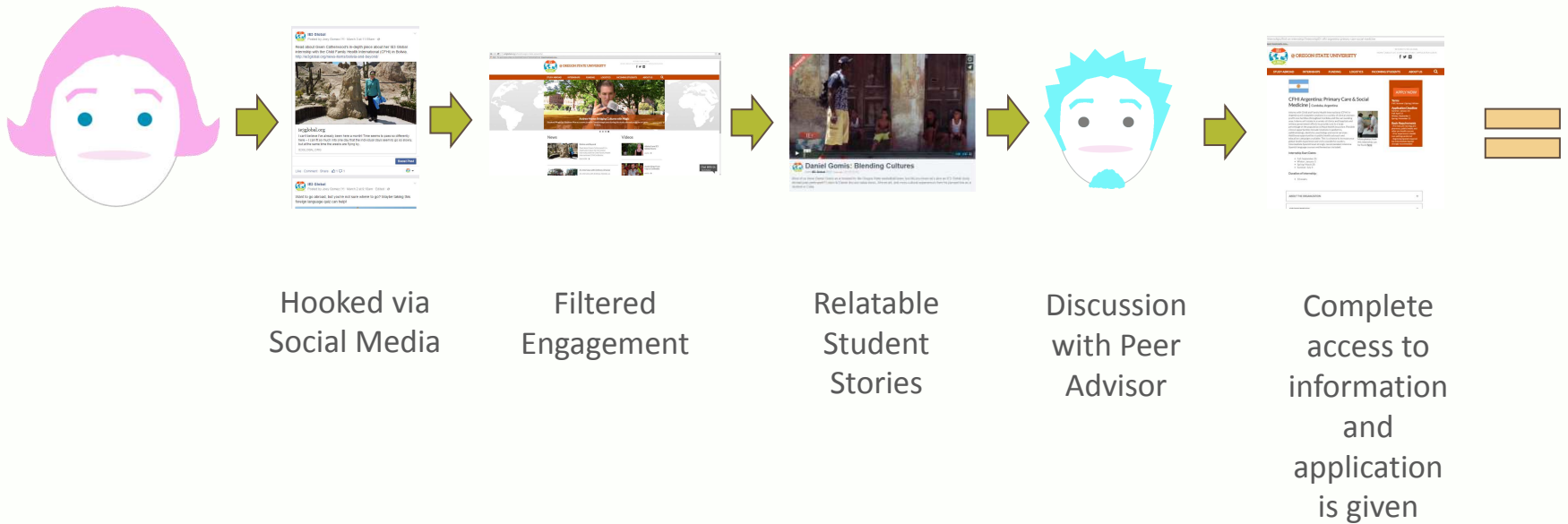
- Fall: September 24
- Winter: January 3
- Spring: March 20
- Summer: July 4

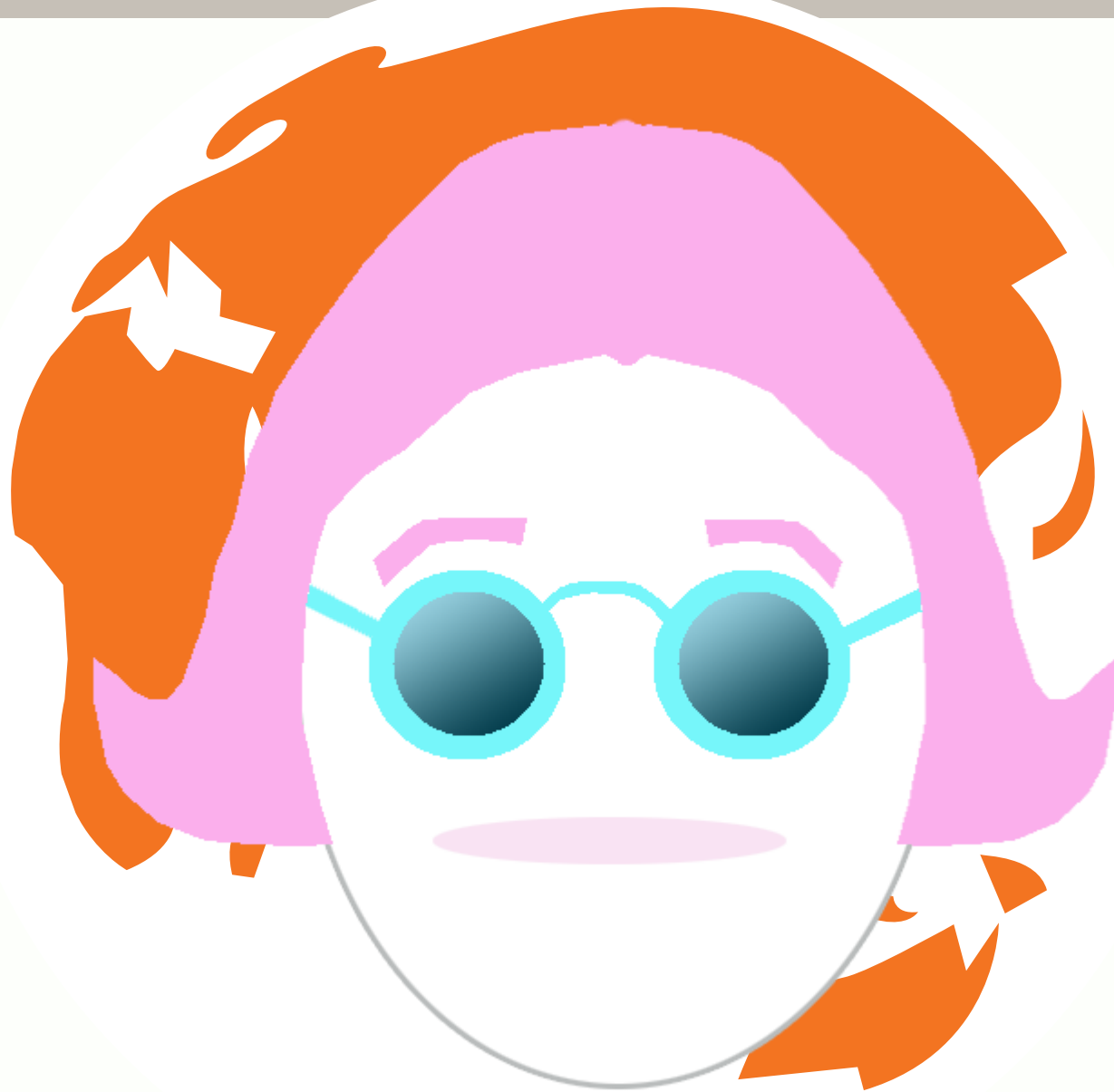
Duration of Internship:

- 10 weeks

ABOUT THE ORGANIZATION

Full Process





Oregon State
UNIVERSITY

To Keep in Mind...

- Every student's engagement is different. Ellen is just one "persona".
- It is helpful to use personas to test how students engage your digital content – from international students, to students from various backgrounds and majors, etc.
- It's important to keep the flow of information manageable and not to overwhelm the student too quickly.
- **Remember, the first look at a digital collateral is likely on a phone. Tailor your content as such.**



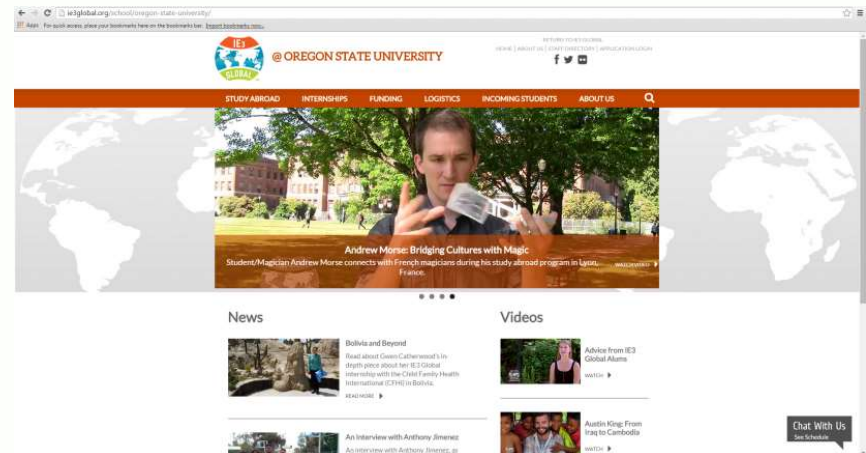
Answering Our Question

With such a varied group of potential students, how do we connect to their individual needs and interests (academic, professional, personal) via digital marketing and outreach?

Answers

1. Targeted information proves more effective in student engagement.

Ellen was encouraged to visit the a page to find information specific to her university, in turn filtering her engagement and tailoring the information to her.



Answers

2. Personal student stories, in a variety of forms and genres, to which a student can relate, can prove more successful than static information.

Ellen was initially “hooked” by a student blog on Facebook, and further interested by a student video on the website.



Answers

3. Students relate well with past participants who can share not only program and campus-specific information, but their personal experiences as well.

Ellen honed her interest based on her discussion with Student Ambassador Pete.



Answers

4. Information should be presented clearly, letting students engage with it at their own pace and interest, allowing them to make discoveries for themselves and avoid “information overload.”

Excited and informed, Ellen was able to dig into the specifics of her program.



Thank You!

Please feel free to contact me:
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