



Best Practices in Study Abroad for Community Colleges and Under-Resourced Students

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What does “under-resourced” mean?

► STUDENTS

- Low income students
- First generation
- First time travelers
- Non-native English speakers
- Students with disabilities
- Parents
- Part-time/full-time employment
-and?

► INSTITUTIONS

- Community Colleges
- One person offices
- Faculty on release/stipend
- Office without budget for initiatives/scholarships
-and?



THE ROLE OF THE STUDY ABROAD ADVISOR

- ▶ Educator
- ▶ Advocate
- ▶ Academic advisor
- ▶ Mentor
- ▶ Friend
- ▶ Counselor
- ▶ Coach
- ▶ Professional
- ▶ Mother/Father
- ▶ Financial advisor
- ▶ Campus expert
- ▶ Travel expert



RECRUITING

► IN-PERSON

- Stand, smile, put your phone down
- Attire - Dress up or dress down
- Careful of "Are you interested in study abroad?"
- Ask questions of THEM ABOUT THEM
- Lay out, side, and shape of materials
- Giveaways
- Data - %, \$, resources

► ONLINE/IN-PRINT

- Social media
- Email blasts – college-wide, targeted groups, honors college
- Financial Aid – Gilman Scholarships
- Materials to Tutoring Centers, Student Life, Libraries,



MARKETING

► BRANDING

- Your office/department identity
- Who YOU are within that context
- You are a brand—whether you like it or not

► SOCIAL MEDIA

- What role does it play
- What platforms do you use
- Who is monitoring it
- What is your message



ADVISING

- ▶ Programs
 - ▶ Acronyms & technical phrases
 - ▶ Navigating the websites & connecting to resources
 - ▶ What my role is and what their advisor roll is → dialogue to have
 - ▶ Letters of recommendation – how to
- ▶ Funding
 - ▶ Financial aid
 - ▶ Have an ally in the office
 - ▶ Scholarships
 - ▶ Who is the typical scholarship participant
 - ▶ What to include/what not to include in your essay
- ▶ Before they go...
 - ▶ Study abroad “homework” and next steps
 - ▶ “Even if it’s 15 times in a row...”

WHAT WE'RE DOING



- ▶ www.broward.edu/studyabroad
- ▶ <https://www.facebook.com/BrowardCollegeInternationalEducation/>



What are YOU doing...





Questions...

