# Peer-to-Peer Power

Three approaches to increasing study abroad enrollment through student ambassadors

NAFSA Annual Conference, Boston
May 27, 2015

**DAAD**
Deutscher Akademischer Austausch Dienst
German Academic Exchange Service

**SIT Study Abroad**
a program of World Learning

**UCEAP** UNIVERSITY OF CALIFORNIA
**EDUCATION ABROAD PROGRAM**

# Introduction

- **Briana Sapp**
  University of California Education Abroad Program


- **Peter Kerrigan**
  German Academic Exchange Service (DAAD)


- **Marianne Jorgensen**
  SIT Study Abroad, a division of World Learning

# Student Ambassador Program Objectives

| Organizational |
| --- |

- Increase study abroad enrollment
- Generation Study Abroad commitment to double enrollment by 2020
- Support internationalization

| Programmatic |
| --- |

- Leverage peer-to-peer networks
- Increase visibility on campus
- Engage study abroad alumni



Generation Study Abroad®
IIE | Opening Minds to the World®
COMMITMENT PARTNER

# Why Student Ambassadors?

- **Peer-to-Peer Marketing**
  - Prospects (students) are more likely to *trust the opinions of people like themselves*, especially at the early stages of the buying cycle (selecting a program).
  - They are skeptical of vendor-driven content (that's us!) and *want to see the claims validated by their peers*.

Source: influitive.com

# Audience question:

Does your institution have a student ambassador program?

Do you use study abroad alumni for recruitment?

Are you considering starting an ambassador program?

# Case Studies & Lessons Learned

University of California Education Abroad Program (UCEAP)

German Academic Exchange Service (DAAD)

SIT Study Abroad

**UCEAP** UNIVERSITY OF CALIFORNIA **EDUCATION ABROAD PROGRAM**

- Systemwide– 9 campuses
- Climate: Public Institution
  - Budget cuts in 2010-12
  - Limited human/financial resources
  - Multiple tuition increases
  - Decreased SA enrollment 2011-13
- Challenges:
  - Increase enrollment to be financially sustainable
  - Overcome student perceived cost/credit barriers
    - Assumptions: too expensive, delayed graduation
  - #FOMO (fear of missing out)

# UCEAP Student Ambassadors

- **Objectives:**
  - **Increase awareness of UC study abroad on campus**
  - **Target underrepresented groups/majors**
    - STEM
    - 1st gen
    - Fin aid students
    - Latino/a students
    - Transfer students
    - Honors students
    - Fraternities/Sororities
  - **Drive traffic to study abroad offices**

# UCEAP Student Ambassadors

- **Student ambassador program created 2012-13**
  - ▫ 3 per campus
  - ▫ $3,000 scholarship/yr
  - ▫ 3.0 GPA, junior/senior
  - ▫ Outgoing, social, clubs
  - ▫ Mix of majors, backgrounds, destinations
  - ▫ Skype interviews, 2-day training, min 9 events/yr
  - ▫ Sign-in sheets, targeted messaging, online profiles

# UCEAP Student Ambassadors

- **Metrics:**
  - **2012-13**
    - 1,516 students recorded at +90 events
    - Enrollment 4,478
  - **2013-14**
    - 2,667 students recorded at +90 events (+75%)
    - Enrollment 4,624 (+3.1%)
  - **2014-15**
    - Enrollment 5,274 (+12.3%) – record enrollment

**Influencer vs. direct correlation?**

# Program Evaluation (Year 3)

## What worked?

- Increased visibility on campus
- Outreach to clubs & student populations not normally targeted
- Increased enrollment (influencer)
- Engaged outstanding alumni with increased public speaking and outreach skills

## What didn't?

- Difficult to measure direct correlation – ROI?
- Drove traffic to offices, but some understaffed – created additional burden
- One solution for 9 campuses not realistic

# German Academic Exchange Service (DAAD)

- **German national agency for international academic cooperation and exchange**
  - **Independent association of universities**
- **DAAD provides:**
  - **Scholarships and grants (to academics at <u>all</u> stages and in <u>all</u> disciplines)**
  - **Information and counseling about studying & research in Germany**
  - **Support for internationalization of German universities**
  - **The study of German language and culture abroad** Facts & Figures:
- 70 Regional Offices and Information Centers worldwide
- Regional Office for the US and Canada : New York City
- Almost 120,000 people supported annually
- All academic levels, all fields, varied lengths of stay

# German Academic Exchange Service (DAAD)

**Why?**

# German Academic Exchange Service (DAAD)

**Who are the DAAD Young Ambassadors?**

- Undergraduate students from the USA and Canada

- Alumni of all kinds of education abroad experiences in Germany

- Students from different academic disciplines, backgrounds, and universities and college...

- ... who are highly motivated and enthusiastic to share their experiences in Germany

- 3-day training workshop in NYC in August

- Teleconferences during the semester to build the Ambassador network

- Organization of at least one campus event per semester

# German Academic Exchange Service (DAAD)

**Some statistics:**

- In the first year (2005/6), we had 15 Young Ambassadors

- 2014/15 there are 33 (incl. 2 extensions from last year)

- 294 YA applications; 199 YAs since 2010/11

- In a survey the number one (100%) reason for their participation in the YA program was because they had a great time in Germany!

# DAAD Program Evaluation

## What worked?

1. Increase outreach to campuses across US and Canada
2. Increase visibility of DAAD and scholarship programs
3. Increase visibility of Germany as a study and research destination
4. Increase number of students going to Germany
5. Increase number of quality applications for DAAD scholarships
6. Plant a seed for future interest in Germany

## What didn't?

1. Challenge in measuring visibility and impact
2. Picture goes beyond number of applications for DAAD scholarships.
3. Can a one-year commitment at an institution have a long-term impact?

# SIT Study Abroad
## a program of World Learning



- Offers more than 60 accredited study abroad semester, summer and short term programs in over 40 countries

- Field-based approach, interdisciplinary with a focus on critical global issues

- Cultural immersion through fieldwork, language classes, and urban and rural homestays with local families

- Focus on mentored field-based research that is grounded in engagement and reciprocity with local communities

- 2000 students annually

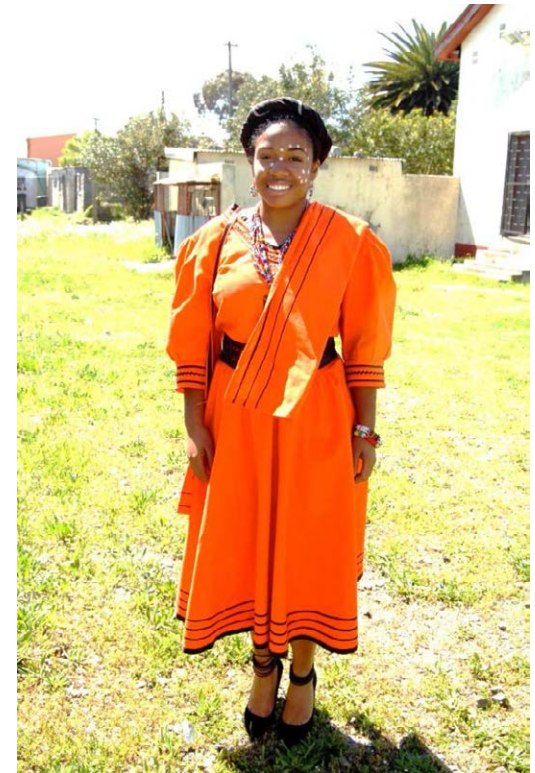- Partner with over 250 colleges and universities

# SIT Study Abroad
## a program of World Learning

# Student Ambassador Program Structure

➢ Study abroad office approval

➢ Responsible for 6 events per year

➢ Stipend offered

➢ 2 day training at headquarters in Vermont

➢ Event proposals reviewed and approved

➢ Ongoing webinars and engagement with students throughout the year

# SIT Study Abroad
## a program of World Learning

# Student Ambassador Program Objectives

➢ Maintain engagement with students after they return to campus

➢ Promote international education and study abroad on college campuses

➢ Increase awareness of SIT programs

➢ Provide students with career development and presentation skills

# SIT Study Abroad
## a program of World Learning

# Program Metrics

➢ Began program in 2011 with 12 ambassadors

➢ 40 ambassadors selected in 2015 from over 100 applications

➢ Students come from 38 different colleges and universities

➢ Completed 60 official events in 2011 and 160 in 2015

# SIT Study Abroad
## a program of World Learning

| What worked? | What didn't? |
|---|---|

**What worked?**

- Increase in outreach and recruitment on campuses
- Positive feedback from study abroad offices
- Increased awareness of SIT programs
- Coverage in media and campus events
- High satisfaction rates in ambassador program survey

**What didn't?**

- Accurately measuring the impact of student ambassadors
- Limited reach on campuses
- Limitation on impact of one year involvement by 40 ambassadors
- Engagement of more alumni

# Audience discussion:

Have you had similar experiences?

What does/doesn't work for your program?

# UCEAP next steps

- Ask the campus what it needs each year – How can we best help you?
- Customize program to campus needs – admin support vs. outreach
- Got outreach covered? Try a special project i.e. videos, social media, blogging, contests
- Creativity & flexibility
- Keep improving!



UCEAP™
T-shirt Design Contest

Vote for your favorite by Wed, Mar 4th!

Vote for your favorite design

# DAAD next steps

- **Continue to monitor the application versus presence of YA phenomenon**
- **Explore the impact of having a YA longer than one year on campus**
- **Keep better track of the YAs once they have graduated**
- **Refine training and monitoring of YAs**

# SIT Study Abroad next steps

- **Effectively measure impact on enrollment**
- **Involve a greater number of alumni**
- **Explore ways to continue engagement of alumni after they graduate**

# Questions?

Briana Sapp, UCEAP [bsapp@eap.ucop.edu](mailto:bsapp@eap.ucop.edu)

Peter Kerrigan, DAAD [kerrigan@daad.org](mailto:kerrigan@daad.org)

Marianne Jorgensen, SIT Study Abroad [Marianne.Jorgensen@worldlearning.org](mailto:Marianne.Jorgensen@worldlearning.org)