



Marketing Trends in U.S. Study Abroad: Shifting Sands

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The case for study abroad...

IES 50 year Longitudinal Study showed:

- 48% of alumni worked abroad after college
- 35% still speak a foreign language on a regular basis
- Demand for internships while studying abroad has increased over the last 6 decades
- Desire to study abroad influenced choice of undergraduate college for 23%



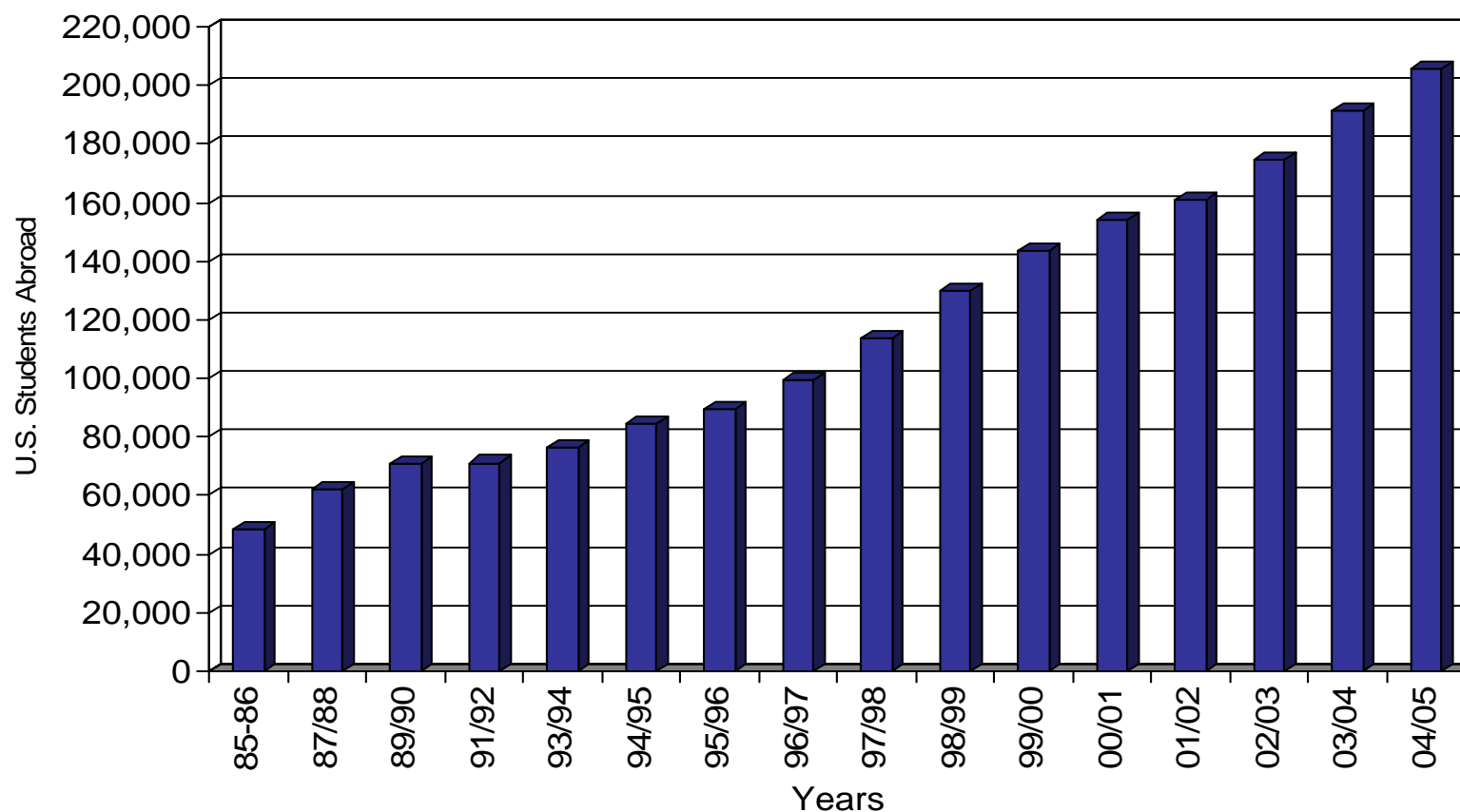
The case for study abroad...

- 86% reported studying abroad reinforced commitment to foreign language study
- 82% said studying abroad resulted in their more sophisticated views of the world
- 76% acquired a skill set that influenced career path
- 56% reported SA enhanced interest in academic study
- 53% attained graduate degrees



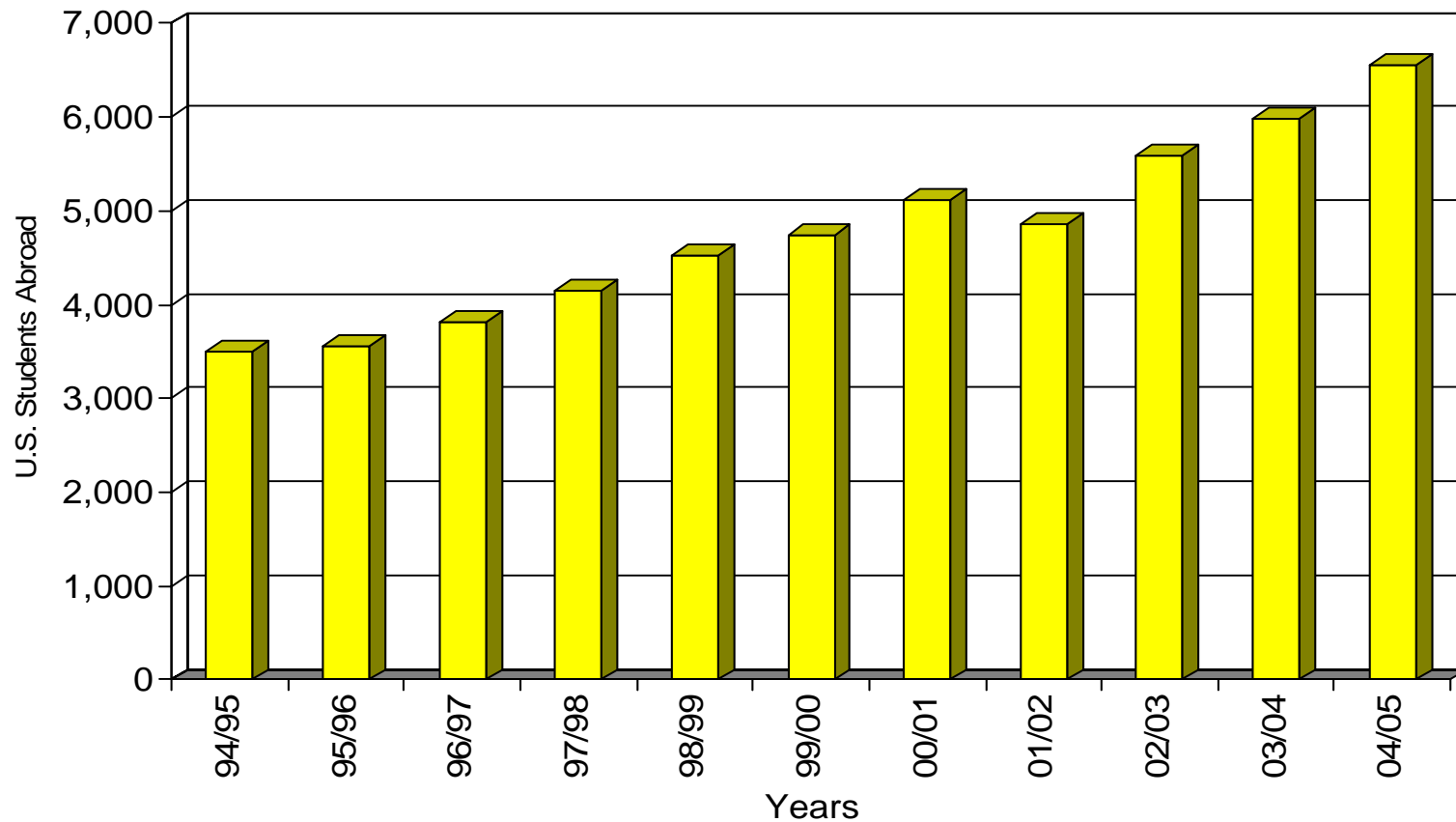
Participation in U.S. Study Abroad

- U.S. study abroad increased 8% to an all time high of 205,983 students in 2004/05

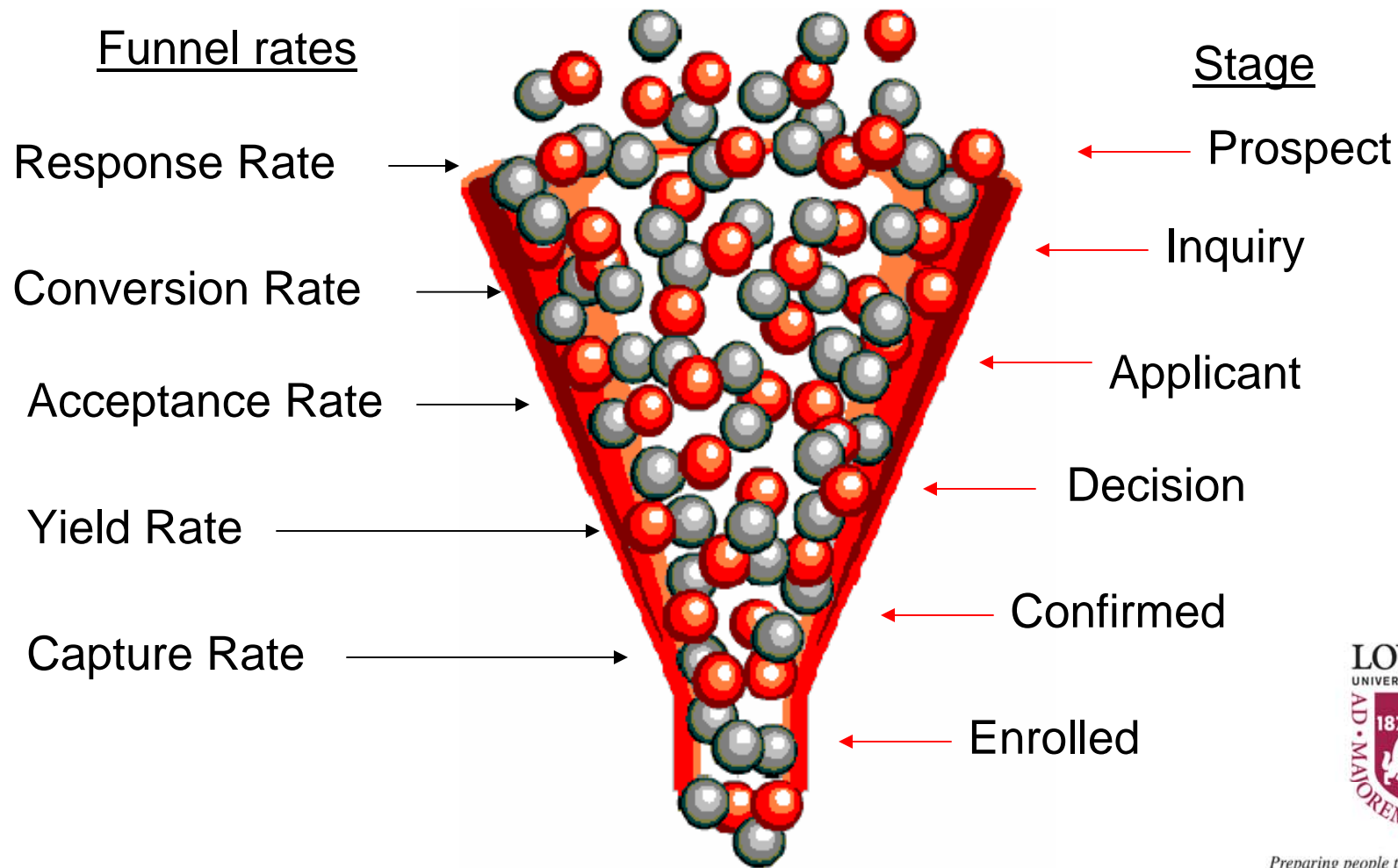


U.S. Students in Germany

➤ U.S. study abroad in Germany increased 9.6% to 6,559 students in 2004/05



Understanding the Enrollment Funnel



Holistic Funnel



-Marketing

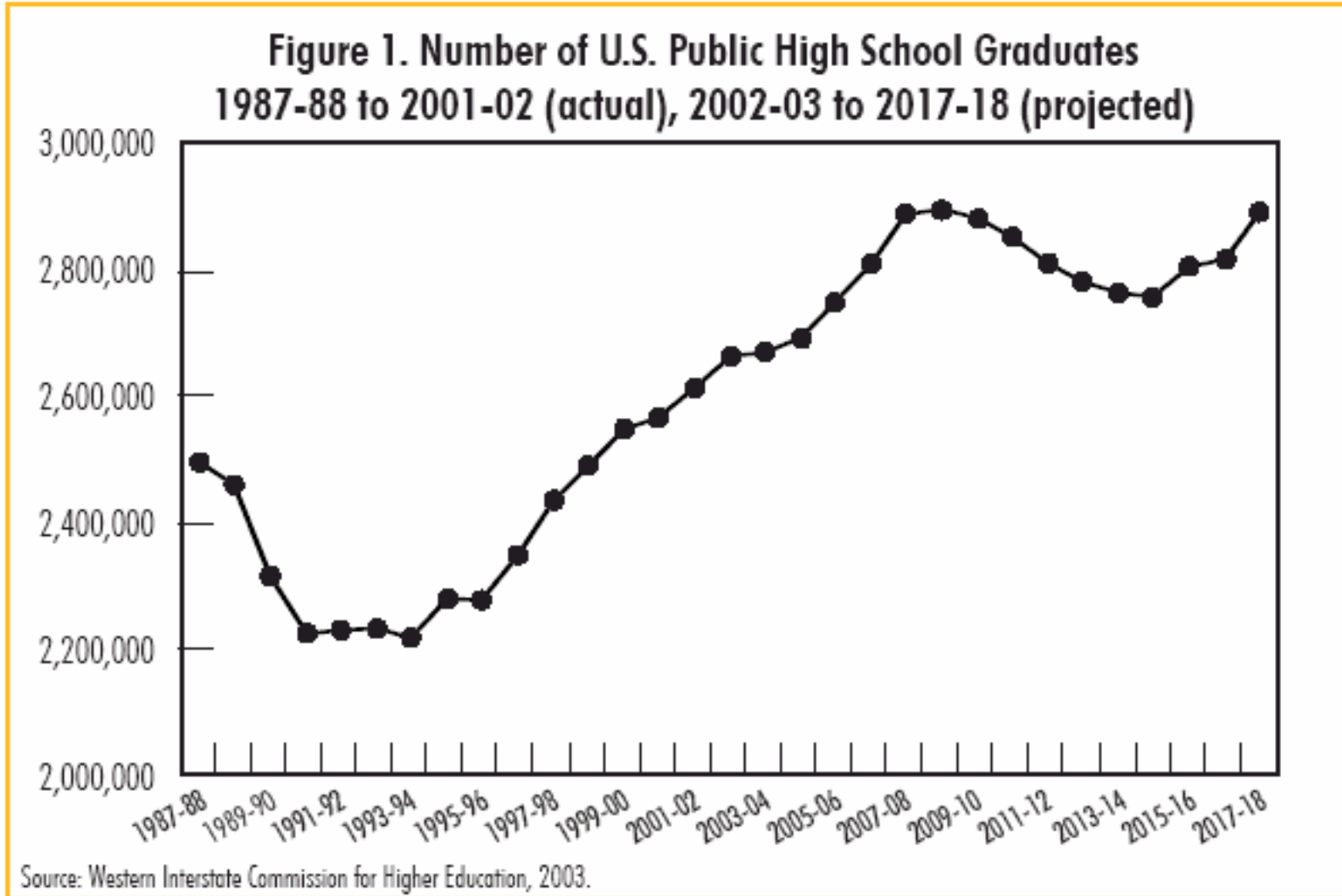
-Recruitment

-Retention



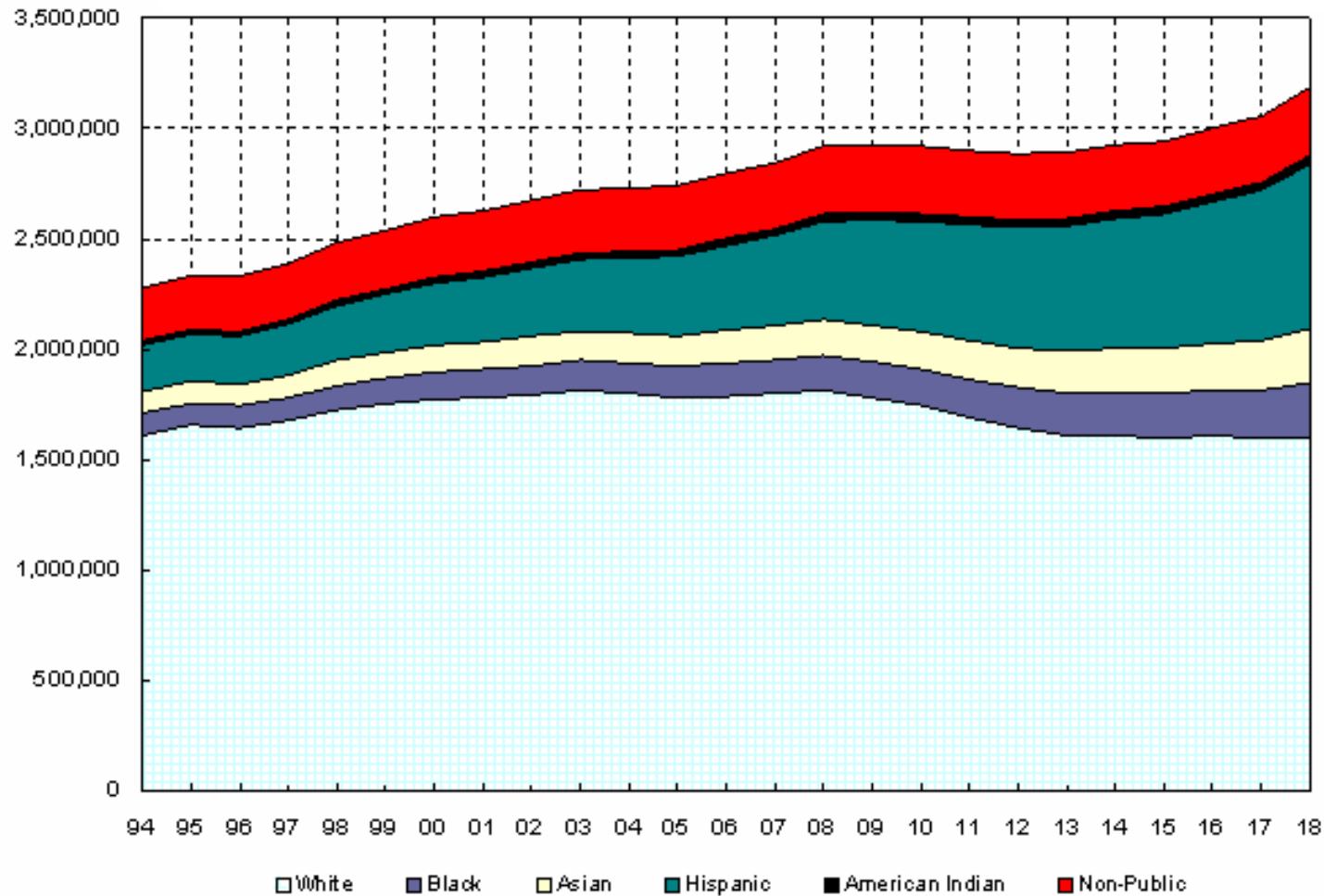


Number of Public High School Graduates Peaks in 2008-09 and doesn't recover until 2017-18...





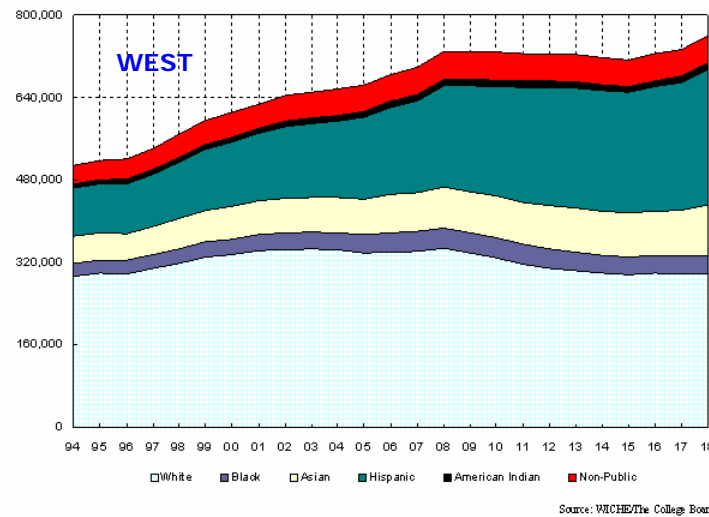
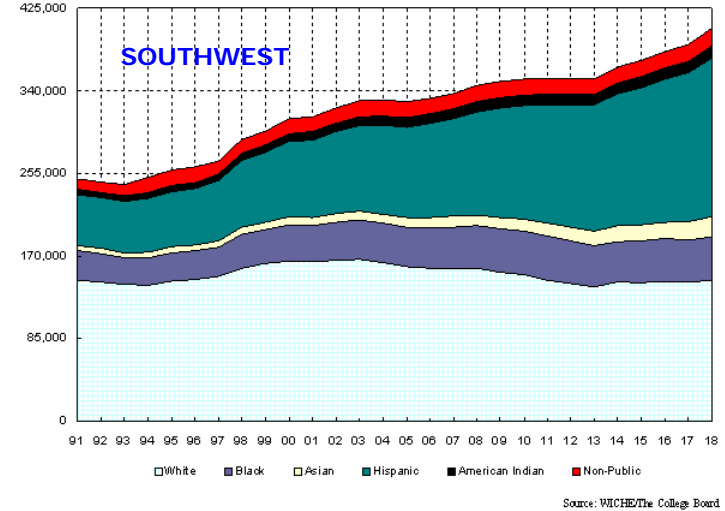
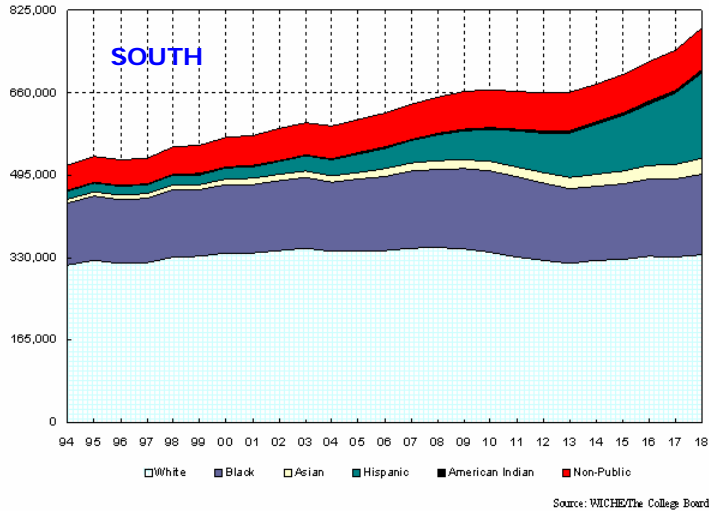
Number & Diversity of High School Graduates, 1994-2018: United States



Source: WICHE/The College Board



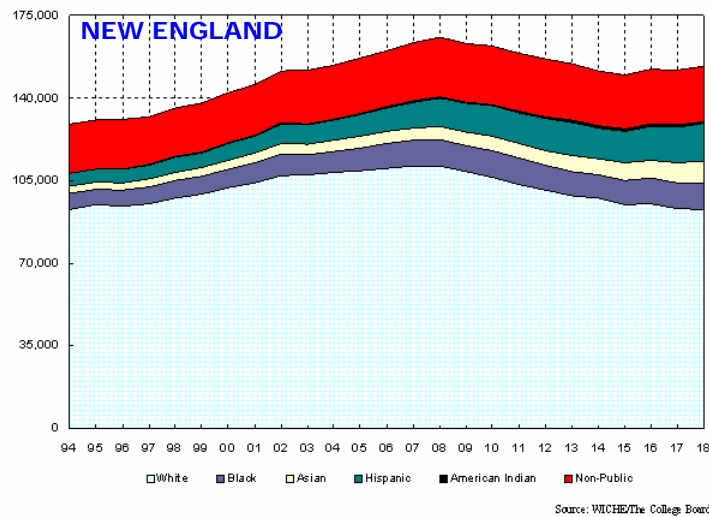
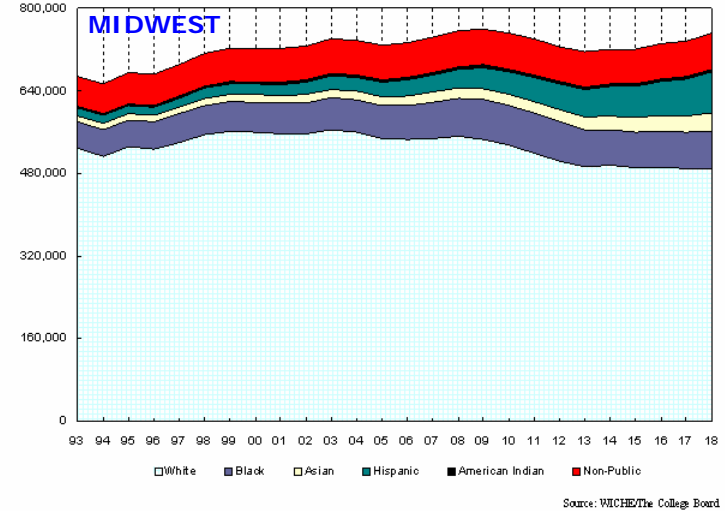
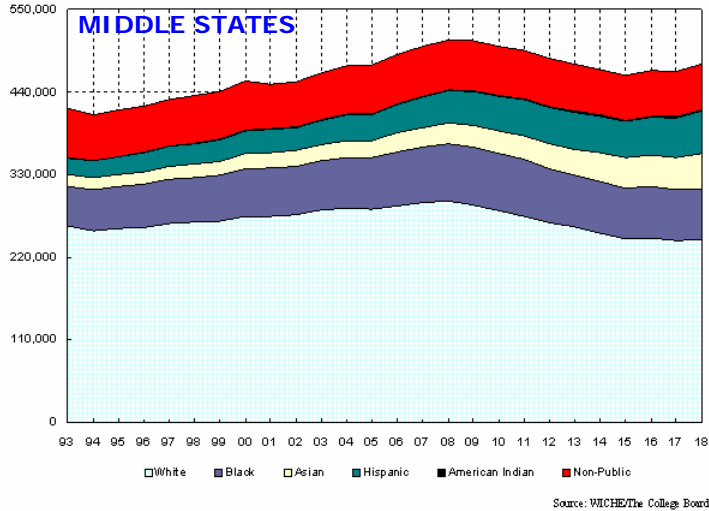
Number of High School Graduates, 1994-2018: Southern, Southwestern, & Western Regions





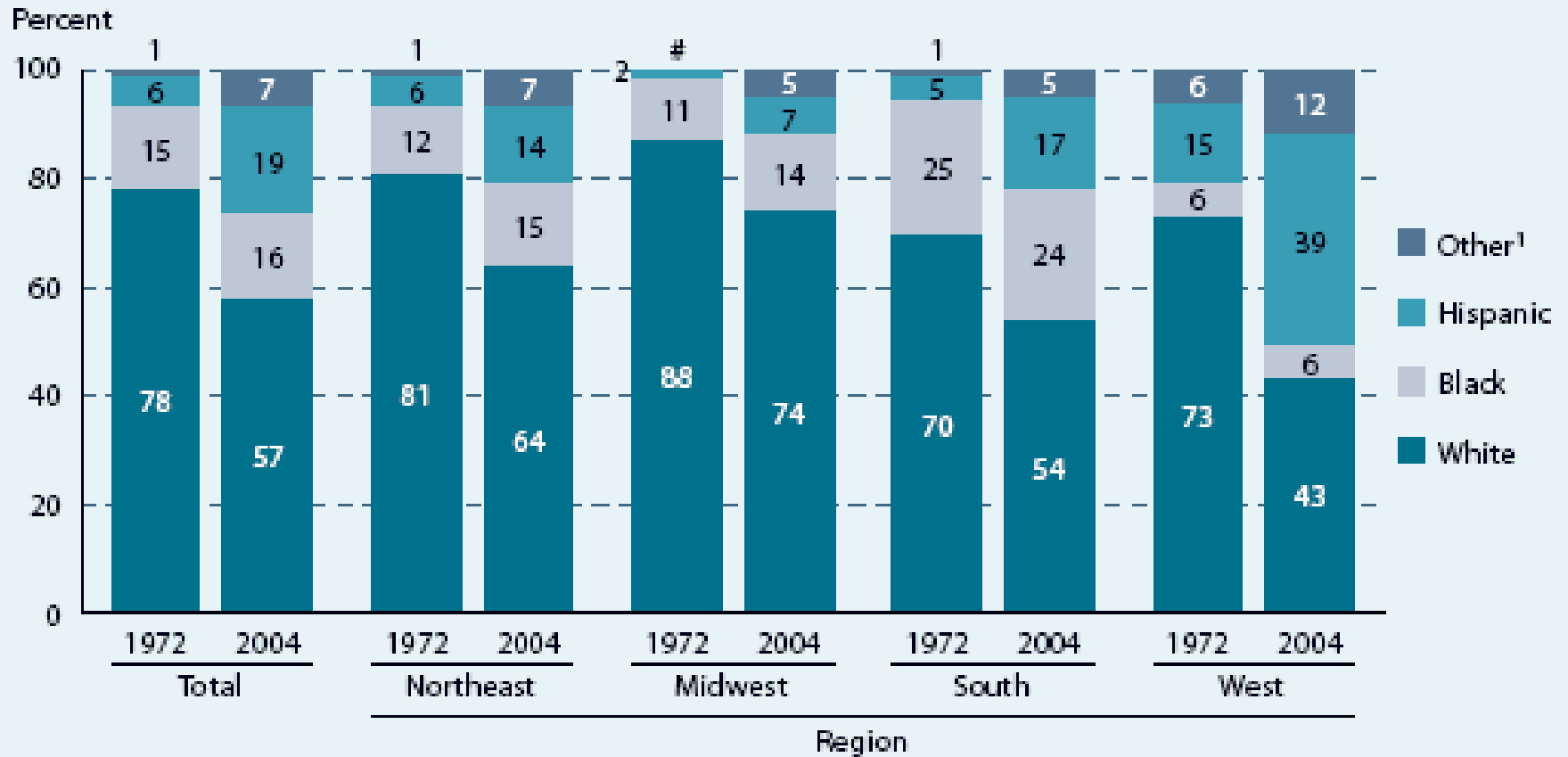
Number of High School Graduates, 1994-2018:

Middle States, Midwestern & New England Regions





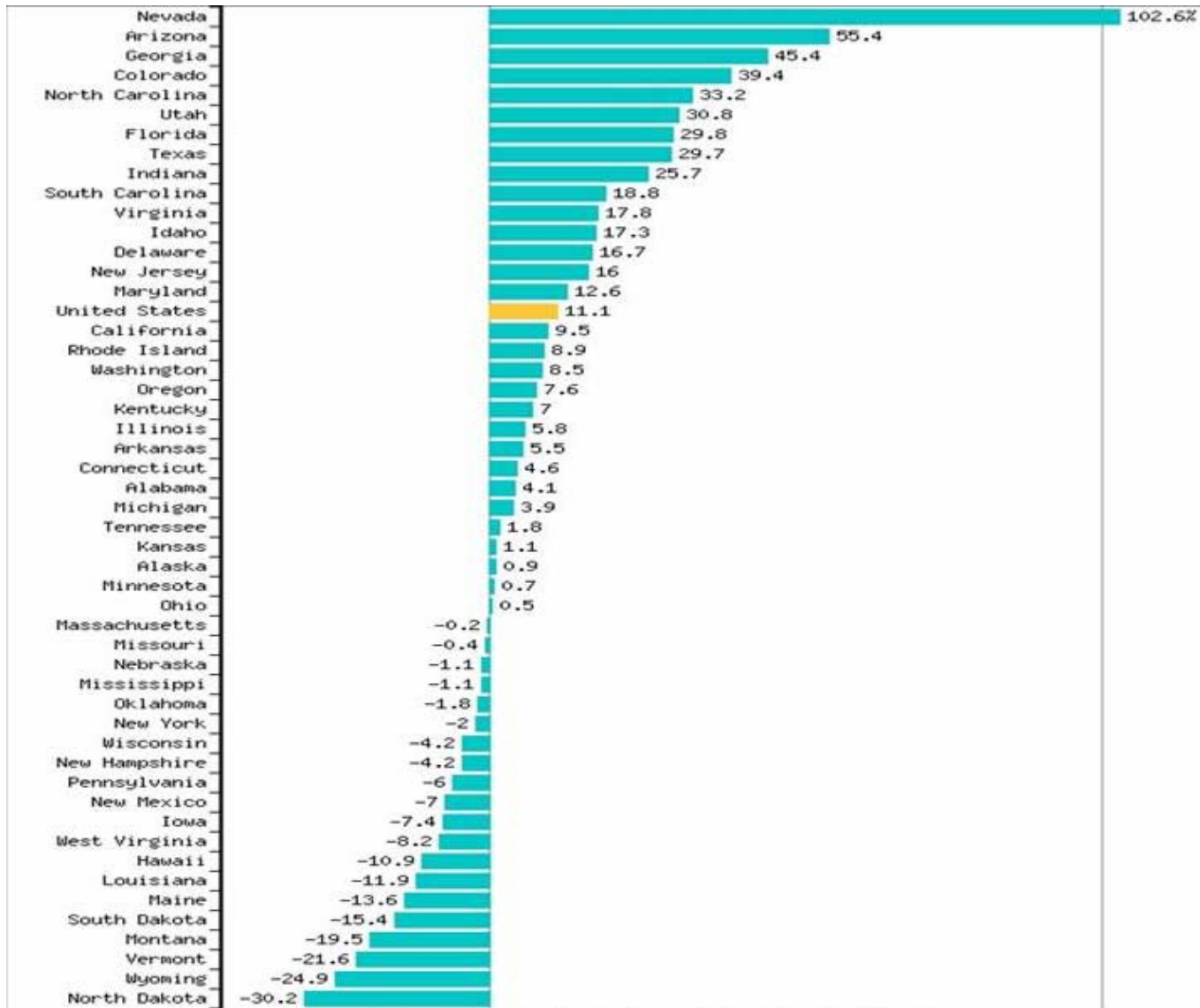
U.S. Regional K-12 School Enrollment Comparison 1972/2004 by Ethnicity



Source: NCES Condition of Education 2006



High School Graduates 2002-2018 By State Percent Change



Source: Western Interstate Commission for Higher Education (WICHE)

Environmental Factors/Conditions

Facilitators: Colleges/Universities Placing Increased Priority on Education Abroad

- Lincoln Commission focused attention on education abroad

Lincoln Commission/Paul Simon Act, 2007:

- 1 million American students abroad per year by 2017
- 88% of funds for scholarships
- Emphasis on diversity of locations, students, and academic majors



Facilitators: Colleges/Universities Placing Increased Priority on Education Abroad

- Colleges setting enrollment targets for incoming and outgoing students
- Some colleges have changed their mission statements
- Some colleges requiring education abroad for certain academic majors
- Businesses are placing more emphasis on education abroad experience



Barriers

- Not invented here syndrome abounds in certain academic disciplines
- Insularity of academe prevails
- Financial implications considered a risk to academe's self-interest
- Complexities of inter-institutional agreements are problematic
- Imbalance of trade issue exists
- Exchanges perceived as difficult to manage



Marketing Environment

- Current Baby Boomers are increasing demand
- Increased programming offered by colleges/universities
- Bologna Agreement perceived as a threat to US colleges/universities
- Much more competitive market
- Not for profit and for profit competitors have changed the landscape
- Margins are low if quality programming is valued
- Increased emphasis on outcomes assessment
- Increased emphasis on value-added program elements and student services



Marketing Strategies Examples

Target Marketing

- Create a comprehensive, targeted marketing plan.
- Create a database of potential students and their interests.
- Create a communications plan for marketing specific German universities to students on those interests.
- Utilize email and publications to rouse interest.
- Create a separate communications plan for U.S. universities' faculty and staff to showcase the German universities to their students and the benefits of studying in Germany.
- Showcase scholarships whenever possible.
- Utilize listservs like SECUSSA-L to share relevant program information.



Publications

- Create publications designed specifically for U.S. students, providing information about studying abroad for a summer or semester, or information for full degree-seeking students.
- Create a more generic publication designed for U.S. institutions' faculty and staff that describes what kinds of programs are available.
- Mass mail publications to interested students and target institutions.



Marketing Strategies Examples

Web Marketing

- Clearly designate an area within the website specifically for U.S. students interested in studying in Germany.
- Create an area within the website specifically designed for U.S. institutions' faculty and staff where you can provide specific information about German universities.
- Provide detailed descriptions of courses available to U.S. students.
- Advertise opportunities online through study abroad search engines such as studyabroad.com or goabroad.com.
- Allow students to apply and fill out their forms online through the website to make the applications process easy.



Marketing Strategies Examples

Word-of-Mouth Marketing

- Utilize existing DAAD Ambassadors on target campuses.
- Hire U.S.-based recruiters (ideally past German study abroad students) to go to study abroad fairs at U.S. institutions for wider exposure and to speak with potential applicants.
- Expand ambassador programs and provide interactive discussion through the website (blogs, discussion boards, podcasts)
- Present information about programs and scholarships at national and regional conferences in the U.S. (The Forum on Education Abroad, NAFSA)
- Join U.S. international education organizations (The Forum on Education Abroad, NAFSA) to remain current and network.

