

Exchanges in the 21st Century: Balancing Support and Independence

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NAFSA Region II Conference

October 25, 2018

About Us

ISEP Study Abroad

- Network of more than 300 universities around the globe
- Facilitates exchanges between member universities
- 35 full-time staff

Colorado Mesa University

- 11,000 students
- One-Stop-Shop International Programs Office (two staff for International Student affairs and Study Abroad)
 - One Student-Worker specifically for Study Abroad

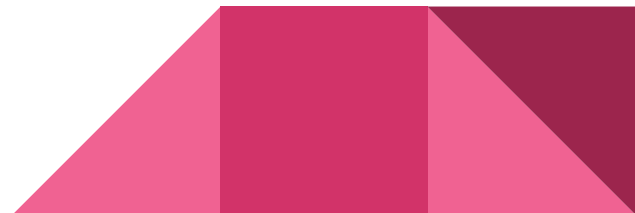
Northern Arizona University

- Over 80 bilateral exchanges + ISEP, funded by exchanges and thus prioritized
- 20,000+ students total; just under 1,000 abroad each year
- Center for International Education
Department: 71 staff (7 in Education Abroad Division)



Session Goals

- Understand increasing demand for support
- Devise strategies for setting and managing expectations on exchange programs
- Develop communication strategies that empower students to take ownership of their experience



Why we chose this topic

- We live in an “on-demand society” and this applies to the world of education abroad
- Exchange programs are a valuable part of an institution’s portfolio, yet often do not provide the same **type** of support that students demand and expect



Increasing Demand in Today's World

“Consumer behavior is changing. Immediate access to messaging, e-mail, media, and other online functionality through smartphones has generated a sense of entitlement to fast, simple, and efficient experiences...the on-demand economy's growth is a product of its alignment to consumers' growing appetite for greater convenience, speed, and simplicity.”

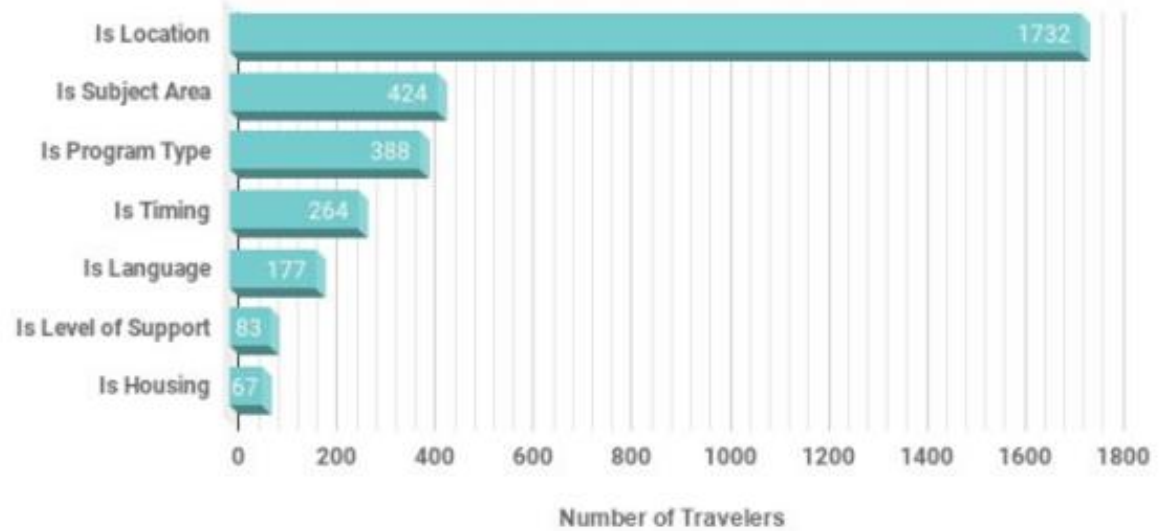
Business Insider, 2014



Increasing Demand in Study Abroad

3,135 Traveler Responses
One Answer/Traveler

First Priority
Listed



Increasing Demand in Study Abroad

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Second Priority Listed



Advising

- NAU “Exchange Expectations” sheet
- Clearly convey to students how an exchange works
 - Linking home and host university support

Education Abroad: NAU Exchange Program Expectations

You've decided to study abroad through a NAU exchange program! What is an exchange program? What does this actually mean for you? What can you expect throughout this process?

- **NAU Exchanges are formal agreements that have been established between the Center for International Education (CIE) at NAU and targeted universities around the world.** NAU Exchange partnerships are NOT NAU sister campuses in other countries!
- **Pay your same NAU tuition to NAU on Exchange programs!** If you currently pay NAU in-state tuition, plan to pay this same in-state tuition while abroad for a semester or academic year. WUE students will continue to pay WUE tuition while abroad and out of state students will pay out of state tuition while abroad. Be sure to talk to our Study Abroad Financial Aid Advisor (studyabroadaid@nau.edu) for information about how to apply your financial aid to your program!
- **Complete your NAU and application by the listed deadline!** From nau.edu/education click on "Apply Now" on your chosen program page to open your NAU application. Be sure that you meet all listed GPA and language requirements for your chosen exchange and meet with the appropriate Education Abroad (EA) Advisor to confirm these details. Submit all materials and/or online applications requested to the CIE front desk. These specifics will be outlined within your NAU application for your specific exchange.
- **You will be NOMINATED by your EA Advisor.** During advising, you will be informed of the competitiveness of your program. After the application deadline, your EA Advisor will nominate you to the host university during their nomination period. **This means that our office is RECOMMENDING you to the host university as a student chosen for an exchange spot. This does not guarantee admittance into the program – your application will still need to be reviewed and approved by the host university.**
- **You will receive an official acceptance letter from your host university.** Once your application has been reviewed and approved by the host university, they will send along an acceptance letter. Your acceptance letter will contain important information such as orientation and semester dates. Your EA Advisor will let you know once your letter arrives to CIE. **This letter confirms your acceptance to your exchange program. You should not purchase airfare until AFTER you receive this letter and your arrival date has been confirmed by your host university.**
- **You are responsible for obtaining your own visa/immigration documents to study in your chosen country.** Visa processes vary extensively by country and even by assigned Consulate. You are responsible for following the requirements listed on your assigned Consulate's website. **Our office is NOT responsible if you do not apply or receive your visa on time. Our office has NO control over a foreign country's Consulate, process or timeline for obtaining a visa!**
- **You are responsible for selecting what classes you want to take while abroad.** You will work with your academic advisor on what classes you wish to take. Your academic advisor can approve classes for major/minor credit, and your EA Advisor can approve classes for Liberal Studies or General Elective credit. For many programs, you are not guaranteed your first-choice classes – classes at your host university can fill up, get cancelled, etc. the same way that classes here at NAU do, so it's important to have some back-up classes in mind!
- **You are responsible for organizing your own housing and meals while in your host country.** On-campus housing at international universities varies extensively. Some universities may have little to no on-campus housing whereas others may have many options. Utilize the resources provided to you through your program page from nau.edu/education for housing links and tips. Your EA Advisor can connect you to a study abroad alumni who can provide specifics on housing that they organized while abroad. Just ask! **On-campus housing is NOT guaranteed at your host university even if you receive an exchange placement! Be sure to look at all on-campus and off-campus housing resources available to you!**

Advising

- Design your application so that students demonstrate flexibility *during* the application process
- Leverage program alumni



Activity: Elevator Pitch

What's your 30-second description of an exchange program?



Pre-Program

- NAU Mental Health Pilot Program
- Pre-departure Orientation
- Resources to share with students (such as ISEP country handbooks, whom to contact)



On-Program

- Navigating FERPA
- Defining an emergency
- Listing all resources, ie, consulate, health insurance contact



On Program - Parents

- Parent Newsletter (in multiple languages from parent Services) → add a section on study abroad
- Language to parents with concerns/questions: Although we welcome questions from family members, it is ultimately the students' responsibility to obtain a visa and/or residency permit as this is a part of the study abroad process. **Our office views this as an opportunity for growth in the student and to help prepare them for their upcoming experience.** At this point your son does have all of the answers to your questions. Please make sure you are communicating with him to understand the full picture and please reconsider your language that you chose to use.

What is The Backpack?

The Backpack is a free email newsletter sponsored by the Office of Student Life and Parent and Family Services. The main goal of this newsletter is to help you support your student during their time on campus. The Backpack is published weekly to keep families up to date with the university and what to be aware of for their student in the first few years.

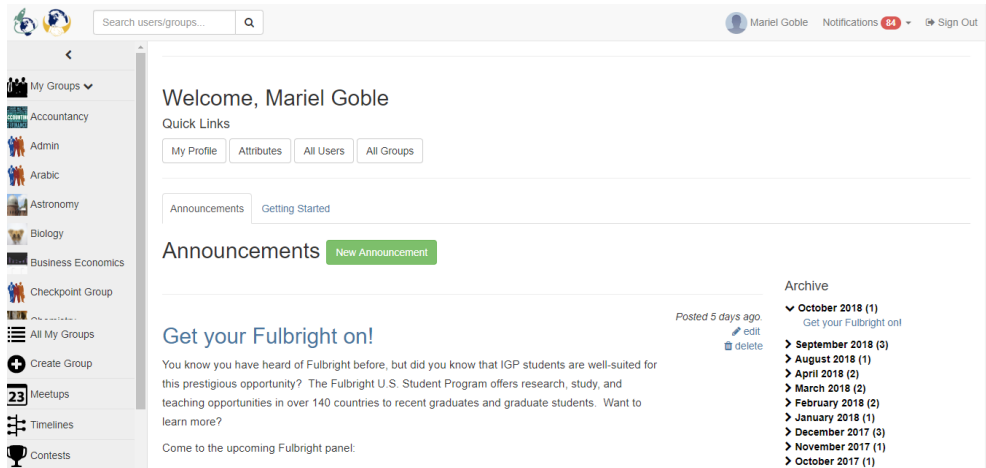
Subscribe

The Backpack is published weekly to keep families up-to-date with the university and what to be aware of for their student in the first few years.



On-Program, cont'd

- Tools - Social media and more! For students abroad
- NAU: GroupWrangler
- Social media takeovers to engage with students stateside



Search users/groups...

Mariel Goble Notifications 84 Sign Out

My Groups

- Accountancy
- Admin
- Arabic
- Astronomy
- Biology
- Business Economics
- Checkpoint Group
- All My Groups
- Create Group
- Meetups
- Timelines
- Contests

Welcome, Mariel Goble

Quick Links

My Profile Attributes All Users All Groups

Announcements Getting Started

Announcements [New Announcement](#)

Get your Fulbright on!

You know you have heard of Fulbright before, but did you know that IGP students are well-suited for this prestigious opportunity? The Fulbright U.S. Student Program offers research, study, and teaching opportunities in over 140 countries to recent graduates and graduate students. Want to learn more?

Posted 5 days ago [edit](#) [delete](#)

Archive

- October 2018 (1)
Get your Fulbright on!
- September 2018 (3)
- August 2018 (1)
- April 2018 (2)
- March 2018 (2)
- February 2018 (2)
- January 2018 (1)
- December 2017 (3)
- November 2017 (1)
- October 2017 (1)

Discussion Question

Which social media platforms are best suited towards...

Promotion?

Pre-Program?

On-Program?

Post-Program?




Post-Program

- Resume, Interview, and LinkedIn Workshops
- Required reflection
- Meet and Greet



Conclusion

- If the exchange program is to survive - which we believe it should - it will require a **shift** in the way we promote and manage exchanges in order to **meet the demands of the modern student**.
 - By connecting students with resources and managing expectations, we can guide students to **choose and thrive on exchange programs**.
- 



Questions?