

# MISSION POSSIBLE:

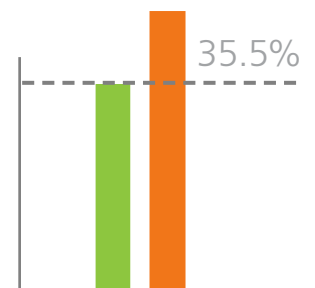
## DOUBLING STUDY ABROAD PARTICIPATION

IIE AND ITS PARTNERS  
IN GENERATION STUDY  
ABROAD™ ARE IN  
THE MIDST OF AN  
AMBITIOUS CAMPAIGN.

**D**uring the 2011-2012 academic year, nearly 730 students at the University of Nebraska—Lincoln (UNL) studied abroad. Four years later, that number has increased 35.5 percent to more than 1,000 students. Part of the reason for that growth is the university's commitment to the Institute of International Education's (IIE) Generation Study Abroad™ program.

"Generation Study Abroad was launched in 2014 with ambitious goals to double the number of American students who study abroad by the end of the decade," says Wagaye Johannes, Project Director of Generation Study Abroad at IIE. The program brings together universities, employers, governments, associations and others to mobilize resources, build on best practices and find new ways to extend study abroad opportunities to college students for whom traditional options aren't working. UNL, which joined the Generation Study Abroad movement in its first year, is one of more than 400 university partners in the United States.

"We believe very strongly in the value of study abroad and making it more inclusive," says Rebecca Luhrs Baskerville, Director of Education Abroad at UNL.



In four years UNL increased the number of students studying abroad by 35.5% to 1,000 students.



TERRADOTTA

THE POWER OF COLLECTIVE ACTION

When IIE began the Generation Study Abroad initiative, baseline numbers from its Open Doors® Report on International Educational Exchange indicated that approximately 283,000 American students studied abroad in 2011-2012. That's a mere 10 percent of the 2.6 million students earning an associate's or bachelor's degree annually. "That's very few in the grand scheme of things," says Johannes. Yet the benefits of study abroad are undeniable.

"With the world becoming more global, having an international experience gives you a competitive edge in the job market," says Johannes. "It also helps with academic success and graduation rates." So IIE is investing \$2 million in the Generation Study Abroad program and encouraged partner organizations to offer scholarships to students and grants to educational institutions. As of May 2016, more than 700 organizations joined the network. In addition to universities, those partners include education associations, foreign governments, the U.S. Department of State, the Bureau of Educational and Cultural Affairs, and companies in the study abroad arena like Terra Dotta.

The program's success depends upon collaboration among its partners. "To reach our goal, it will take more than the existing study abroad community to significantly change the picture of who studies abroad, where they go and why they go," says Johannes. "Collective action is much more powerful than individual action."

Two years into the initiative, IIE understands that meeting its goal requires tackling a few key obstacles that prevent more students from studying abroad—cost, curriculum and culture.

- **Cost**—Network partners have pledged approximately \$185 million total for scholarships and program support, says Johannes.
- **Curriculum**—University campuses and academic departments are mapping study abroad to curriculum and increasing faculty engagement.
- **Culture**—IIE has published student and parent guides to study abroad to increase awareness and begin to create a culture where study abroad is viewed as an essential part of the college experience. In addition, about 1,000 elementary through high school teachers have pledged to become Generation Study Abroad advocates, setting early expectations for international experiences among their students.

# HOW CAN YOU **INCREASE** STUDY ABROAD PARTICIPATION



Wagaye Johannes, Program Director of Generation Study Abroad at the Institute of International Education, offers three tips for colleges and universities that want to boost participation in study abroad:

- Join the Generation Study Abroad™ campaign.** “Work with your school to make an institutional commitment,” says Johannes.

- **Collaborate with other campus departments.** “Team up with the financial aid office, faculty, the admissions office and others to make study abroad well-known and accessible on your campus and in your community,” she says.

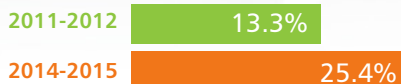
- **Attend the IIE Summit on Generation Study Abroad.** “Learn about what our partners are doing and what collaborations are taking place,” says Johannes. “Contribute to the conversation!” The summit will be held October 23-25, 2016, at the Omni Shoreham Hotel in Washington, D.C.



## PROGRAMS WITH IMPACT

Perhaps the best way to gauge the intermediate success of Generation Study Abroad is to look at some of the programs it has spawned. In 2015, IIE began offering Generation Study Abroad scholarships. The institute provides money to partner universities and organizations, which in turn have awarded grants to nearly 300 underrepresented students for study abroad.

Colleges are contributing to the movement, too. SUNY Oswego began a student-to-student marketing campaign called “I, Too, Am Study Abroad” to increase the number of racial minorities studying abroad. The International Education Office hosts a series of panels where returning students discuss their international experiences through the lens of topics such as race and gender identity. The campaign has had an impact: In 2011-2012, students from underrepresented racial minority groups made up 13.3 percent of Oswego students going abroad. In 2014-2015, they constituted 25.4 percent.



Last year, UNL began offering Early Abroad Scholarships, encouraging students to study abroad as freshmen or sophomores. When UNL examined its data on study abroad, it noticed a gap in students traveling early in their college careers. The scholarship awards \$2,000 apiece to 100 students annually. The benefits are tri-fold. International experience can help define a student’s major. In addition, it’s sometimes easier to go abroad earlier before rigid curriculum demands of a major set in. Finally, returning students are on campus longer, talking to peers about their fabulous experiences and promoting study abroad.



## MORE WORK TO BE DONE

Early Abroad Scholarships are just one component of UNL’s multifaceted approach to increase study abroad participants. It’s also increased what Baskerville calls the “short, close-to-home, get-your-feet-wet” programs. For example, two years ago the university led a 10-day trip to Canada. The results are promising, with the number of study abroad participants on the rise. But UNL isn’t resting on its laurels. As part of its commitment to Generation Study Abroad, the university has pledged to increase the total number of study abroad participants to 1,275 in 2017-2018.

UNL’s commitment is indicative of many IIE partners. While the numbers are still out—Open Doors’ reports are a year behind—the future looks bright, says Johannes. “We’ve established a movement and ignited a lot of momentum and energy,” she says. Still, there is a lot of work to be done. Projection studies indicate the study abroad industry needs a 14.5 annual rate of growth to reach IIE’s goal of doubling the number of participants by the end of the decade, according to Johannes. IIE is willing to put in the work. Are you?



T E R R A D O T T A

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Our mission at Terra Dotta is to offer the very best products and services in higher education software. We are committed to delivering a user-experience that transforms the way our clients operate and engage with their constituents. We accomplish this through the continual deployment of best-in-class technology, and the focus we place on mutual trust in each and every one of our business relationships. These values form the Terra Dotta difference. For additional information please visit [www.terradotta.com](http://www.terradotta.com)