Ready-set-go abroad! How to motivate students to study abroad
Anne-Marie Jäger - IRUAS conference, HSR Rapperswil
22 March 2019
Introductions

Hello my name is....
### Workshop organisation

<table>
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<tr>
<th>1) Target audience</th>
<th>2) Communication</th>
<th>3) Mobility management</th>
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<tr>
<td>Outbound mobility trends</td>
<td>How to motivate outgoings</td>
<td>Clear and simple administrative processes</td>
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<td>What do your students want?</td>
<td>Which communication channels are effective?</td>
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<td>Are you catering for their expectations?</td>
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Swiss Mobility Trends

Quiz

? ? ?
Swiss Outgoing Mobility Statistics (Source Movetia SEMP Call 16/17)

3154
Outgoings (studies)

677
Outgoings (traineeships)

DE, FR, ES, UK, SW
Top 5 EU destinations

USA, CA, AUS, CN
Top 4 destinations outside EU*

HES-SO, ZHAW, FHNW
Top 3 sending UAS (studies)

28% studied Business, Administration & Law

*source: BFS Hochschulabsolventenbefragung 2016
Outgoing mobility at HTW Chur

54 Outgoings

47 Partner unis
Possible reasons why students don’t go abroad

- Lack of appealing destinations of partner schools
- Language skills
- Finances
- Part-time students > employer not flexible
- Fear of prolonging studies due to recognition issues?
- Lack of interest for international experience?
- Not enough information?
- Unclear application processes? Too much effort?
Survey - finding out what our students want

- 376 new students participated in survey Fall 2018

- Questions asked:
  - Overall interest in studying abroad
  - Destinations of interest
  - Language skills
  - Willingness to pay for studies abroad
  - Interest in other shorter mobility forms

![Interest in studying abroad](image)
Developing new mobility opportunities

- Study trip Shanghai August 2019
- Study abroad cooperations (Media / Digital Business)
- Summer schools (all study programmes)
Outgoing mobility trends at your institution

Your task: Discuss in groups of 3-4 (10 mins)

- Who is your target audience?
  - Outgoing mobility numbers
  - Most popular destinations
  - Forms of mobility available:
    SEMP, Bilateral, Fee-paying programmes, Freemover, double degrees, internships, Short programs, etc.)
- In which study areas are students most mobile?
  - Any reasons?
  - Do you have the capacity to cater for demand?
- In which study areas are students least mobile?
  - Any reasons?
  - How could that be improved?
  - Are there other forms of mobility that would be more suitable?
Communication channels

Social media

Moodle

Info events

video

Website

Photo competition

blogs

flyers
Communication platform > Moodle
International week

- 1 week (November)

- Approx 150 students attend

- Lunchtime presentations

- Partner exhibition
  - Posters
  - Photo competition

- «Meet and greet» lunchtime event
Photo competition
Social media

University of Zürich Global Experience

Westminster University «westminsterabroad»
Study abroad blogs

Hochschule Hannover: https://www.wanderlust-hsh.de/
University of Adelaide study abroad promotion video:
Informal video statements

Grüezi Hongkong!

Maxwell Oscar Sturch & Dominic Wieland
Tourismus-Studierende im Auslandsemester
Study abroad ambassador programmes

Thompson Rivers University, Canada:
https://www.tru.ca/awards/awards/study-abroad.html

- Returnees can apply to be «study abroad ambassadors»
- Ambassadors receive $ 2’000 award tuition fee reduction
- Assist Study Abroad staff with promotion events and info sessions
- Assist Study Abroad team develop marketing tools (social media, posters, flyers, and literature)
Your task (10 mins):
In groups of 3-4, share the best practices and ideas. Write down the best examples and share with the rest of the group.

Which communication channels does your University use to promote study abroad opportunities?

How effective are the communication channels you are currently using?

Which communication tools would you like to introduce in your workplace?
Mobility management

Application process

Office organisation

Selection criteria

administration
Organisation International Office team HTW

- Central office
  - Mobility programme coordination
  - International full-time students

- 2 Mobility Coordinators (110%)
  - Both coordinators are responsible for Incoming & Outgoing processes
  - Split according to study programmes

- Head of Int. Office (70%)
  - Erasmus reporting
  - Staff exchange
  - Programme development (cooperations, new mobility options)
  - International Relations topics (swissuniversities, IRUAS, etc.)
Application process exchange

1. Student inform themselves
2. Application (up to 5 prios, 2 application rounds)
3. IO checks application (according to selection criteria)
4. Approval > selection interview
   - Rejection
5. Nomination info. Student accepts/declines place
6. Pre-select courses - Learning Agreement
7. Apply to partner university
8. Final confirmation from Partner university
9. SEMP documents
## Our strengths / areas for improvements

<table>
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<th>Strengths</th>
<th>Improvement areas</th>
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<tr>
<td>Straightforward application</td>
<td>Course selection information</td>
</tr>
<tr>
<td>Transparent and fair selection</td>
<td>Online solutions (online application, mobility tool)</td>
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<td>Customer friendly team – support good</td>
<td>Standardization of criteria / guidelines each dept.</td>
</tr>
<tr>
<td>Accessible information on moodle</td>
<td>Partner nomination information</td>
</tr>
<tr>
<td>SEMP survey online</td>
<td>Preparation &amp; De-briefing students</td>
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Your task (10 mins):
In groups of 3-4, find best practices and ideas that you would like to bring back to your workplace. Write down the best examples and share with the rest of the group.

- How is your office organised? Who is in charge of what?

- Does your office use online mobility tools? If so, what is your experience? If not, what tools do you use?

- What are your application process and selection criteria? Are they transparent? Clear and simple?

- What works well? What are your institions strength?

- What are your challenges? What could be improved?
Thank you for your attention!
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