STUDY ABROAD HANDBOOK for Academic Advisors CENTER for GLOBAL ENGAGEN BAYLOR UNIVERSITY

TABLE OF CONTENTS

THE IMPORTANCE of ACADEMIC ADVISOR in STUDY ABROAD
RESPONSIBILITIES of THE STUDY ABROAD OFFICE
IMPORTANT DATES9
TYPES of STUDY ABROAD PROGRAMS
STEPS to STUDY ABROAD
STUDENT APPLICATIONS
Marketing and Recruitment Information Sessions/Promotional Events Alternative Promotion Means Advertising Marketing and Language
CERTIFICATE in GLOBAL ENGAGEMENT15
APPENDIX

THE IMPORTANCE of ACADEMIC ADVISOR in STUDY ABROAD

Studying abroad correlates with many indicators of student success, including higher graduation rates, more job opportunities, and diverse skill sets. One study reported 90% of graduates who studied abroad landed a job within six months of graduation, almost double the average of college graduates (IES Abroad, 2016). Another study found 84% of study abroad alumni reported their experience abroad taught them valuable workplace skills (AIFS, 2013).

There is also widespread interest in studying abroad among students. The American Council on Education found that 75% of surveyed students believed that college students should study abroad. Another study found that 48% of high school seniors reported they wanted to study abroad (cited by Malmgren & Galvin, 2008). However, the actual number of students who study abroad is much smaller. NASFA (2019) reported that in the 2016–17 school year, 332,727 American college students studied abroad (about 1.6% of all U.S. college students).

While many organizations like the National Association of Foreign Student Advisers (NAFSA) and universities push for increases in studying abroad, the factors why students do and do not study abroad have not been widely studied, especially regarding the impact of academic advisors. Malmgren and Galvin (2006) described five obstacles that students must overcome to study abroad, which they call the Five Fs of Study Abroad (finances, academic fit, faculty/advisor support, friends/family, and fear). They argue that universities need to acknowledge each of these obstacles and work with students to overcome them if they want to increase study abroad participation. Raby and Valeau (2005) cited a study where students revealed the main barriers to studying abroad to be inadequate program offerings, inadequate information provided, and lack of advising. Brux and Fry (2010) noted that often students do not study abroad due to institutional factors, including lack of program offerings and encouragement by advisors. Academic advisors play a unique and critical role in students' academic journeys, and therefore have the important job of promoting study abroad programs (Stockwell & Zahorik, 2006).

For Advisors

Universities and advisors cannot eliminate all barriers for all students, but they can help students overcome their individual concerns. In the survey, 78 percent of students who did not study abroad reported they would have if the factors that prevented them were removed (Ewing-Cooper & Nunes, 2021). So, how can advisors support students' study abroad decisions?

Finances. Finances played a big role in why students decided to and especially decided not to study abroad. While advisors cannot directly impact a student's financial situation, advisors can provide clear information about financial aid and scholarships during advising appointments and on departmental websites. Please visit and encourage your students to visit the <u>Study Aboard Offices Scholarships and Funding Webpage</u>.

Academic fit. Academic fit was the second most selected reason why students studied abroad, after wanting to live and travel internationally (Ewing-Cooper & Nunes, 2021). Advisors can play a significant role in showing students how study abroad classes fit into their graduation plans, by building a study abroad semester into a student's individual plan. Websites can also provide clear examples of student schedules and how abroad classes fulfill specific degree requirements. Additionally, they can work closely with department chairs to facilitate study abroad course equivalency credits.

Family/Friends. Advisors should not discount the impact of those closest to students. Thirty percent of students who studied abroad reported that another student encouraged them to go abroad (Ewing-Cooper & Nunes, 2021). Advisors can ask students to tell their stories on websites or organize study abroad alumni panels. Advisors could also work with study abroad offices to create family Q&A pages on their websites. To address concerns of work and family obligations, advisors can promote shorter programs, like summer or winter.

Faculty/Advisor Support. When asked if anyone at the university encouraged them to study abroad, 28% said a professor or instructor and 25% said an academic advisor (Ewing-Cooper & Nunes, 2021). Since students often have more regular contact with advisors than faculty members or study abroad employees, advisors can be the biggest advocates for programs. Advisors can ask about study abroad routinely in their appointments and follow up with recommended programs of study. Exposure to study abroad information and welcoming invitations to reach out for support are things academic advisors can easily provide.

Fear. As with all unfamiliar experiences, advisors can help allay student fears. Advisors can ask students about their concerns and validate their feelings while providing facts. Departmental websites can also provide student testimonials where students share their worries and how the department/school addressed their concerns. Fears can vary based on current events or the fear of not graduating on time. Likewise, it is critical to mention that all data were collected pre-COVID-19, so it is unknown how students' decisions about studying abroad may be impacted by the pandemic. It is possible that in future terms students may have increased concerns (fear) about global public health issues and international travel.

Academic advisors have the institutional knowledge, connections, and compassion to help students address all Five Fs of study abroad and can proactively work with students to inform and motivate them to meet specific program eligibility requirements. Students need advisor approval and support; without it, they are unlikely to study abroad.

References

AIFS. (2013). Study abroad outcomes. www.aifsabroad.com

Brux, J. M., & Fry, B. (2010). Multicultural students in study abroad: Their interests, their issues, and their constraints. Journal of Studies in International Education, 14(5), 508–527.

Ewing-Cooper, A., & Nunes, M.A. (2021, June). The role of academic advisors in helping students overcome the five Fs of study abroad. Academic Advising Today, 44(2).

Malmgren, J., & Galvin, J. (2006, September). Effective advising for study abroad. Academic Advising Today, 29(3). https://nacada.ksu.edu/Resources/Academic-Advising-Today/View-Articles/Effective-Advising-for-Study-Abroad.aspx

IES Abroad. (2016). Career outcomes of study abroad students. https://www.iesabroad.org/study-abroad/benefits NASFA. (2019). Trends in U.S. study abroad. https://www.nafsa.org/Policy and Advocacy/Policy Resources/Policy Trends and Data/Trends in U.S. Study Abroad/

Raby, R. L., & Valeau, E. J. (2005). Community college international education: Looking back to forecast the future. New Directions for Community Colleges, 138, 5–14.

Stockwell, K., & Zahorik, D. (2006, February). Continuous improvement and advising. Academic Advising Today, 29(1). https://nacada.ksu.edu/Resources/Academic-Advising-Today/View-Articles/Continuous-Improvement-and-Advising.aspx

RESPONSIBILITIES OF THE STUDY ABROAD OFFICE

Course Approvals

All students who study abroad for a summer, semester, or academic year must get pre-approval for the courses they intend to take abroad. The Center for Global Engagements Study Abroad Office does not approve courses. It is the responsibility of the student to get their courses approved by the appropriate departmental Study Abroad Course Equivalency Approver(s) (SACEA). Students will obtain signatures on the Form C for their program. The Form C is a document that s filled out by the student, with assistance of the Study Abroad Advisor, Academic Advisor, and departmental Study Abroad Course Equivalency Approver(s). Below are the steps to complete the Form C:

Step 1: Research and Choose Potential Course Equivalence

Students are to fill the first two columns (Baylor University Course and Host Course) of each line independently and can do so by conducting their own research – i.e., looking at the course offerings at the university they are interested in attending and indicate those they believe are equivalent to a Baylor course they are needing to take (compare the Baylor course description or syllabus to that of the host institution).

• Please Note: <u>Pre-approved courses</u> must also be included on the Form C. If a course is listed in BearsAbroad as pre-approved, simply put a checkmark in the "pre-approved" column, students do not need SACEA approval on pre-approved course. Any course approval not on the list will need a SACEA's approval.

Step 2: Gaining Study Abroad Course Equivalency Approver (SACEA) Approval

After filling out this form, students will then send an email with their requests to the proper SACEA for the courses that are not pre-approved. In the email to the SACEA the student will present the filled-out Form C in addition to the course descriptions and/or syllabi from the host institution and the potentially equivalent Baylor courses. After the SACEA has processed all documentation

(Form C and course descriptions and/or syllabi), the SACEA will then determine if the host institution course indicated is equivalent to the suggested Baylor course. If the SACEA determines;

- The course is equivalent the SACEA will sign that they approve the course as equivalent.
- The course is not equivalent the SACEA will not sign, and it is up to the student to then find another course or inquire if there is a different Baylor class that could be equivalent to the host course.

Step 3: Academic Advisor Approvals

Once the student has filled in all eight (8) lines on the Form C with pre-approved or SACEA signatures they will then email or schedule a meeting with their Academic Advisor and review all the courses to confirm they have chosen courses that are within their degree audit and keep their current graduation date. If the Academic Advisor determines:

- The courses are part of their degree audit and keeps the student on the same graduation track they will then sign off with their approval on the Academic Advisor signature line.
- The courses are not part of your degree audit and will postpone graduation they will not sign off and the student will need to find other courses or a different Study Abroad Program.

Once the student has their Academic Advisors signature the form is then complete and ready to be submitted to their BearsAbroad application. A Study Abroad Advisor will then review all items and determine if:

- The form is correctly completed a Study Abroad Advisor will grant approval, sign the form, upload the form to your BearsAbroad Application, and then mark this material as completed on your BearsAbroad Application.
- The form is incorrectly completed a Study Abroad Advisor will reach out and indicate the alterations needed.

Student Tips:

- You can search for course offerings are the Study Abroad Program you are interested in by;
 - 1. Going to bearsabroad.baylor.edu/
 - 2. Searching for the Study Abroad Program
 - 3. Going to the Study Abroad Programs Brochure Page
 - 4. Click option Host Course Catalog
 - 5. Search through the institutions previous semesters course offerings if the semester you are wanting to Study Abroad is not populating yet. After looking over the courses offered from last academic year this should give the student a good idea of the potential options available to them. Additionally, students can find course descriptions of Baylor course offerings on the Office of the Registrars webpage.
- It is important to note there are some classes students may not be able to register for even though they have pre-approval from Baylor. For instance, the host university may have specifications for course like; an upper-level class only made available to seniors. Additionally, a faculty member at the host university can decline your admission into a course due to insufficient prerequisites, the course may not have any more available seat, or the course may not be offered the semester you are studying abroad, etc. Therefore, students are required you to fill out all 8 (eight) lines on the Form C to ensure they have backup courses to register for.
- Students are not limited to choosing courses only in your major field of study, but the course must apply towards their degree audit.
- Students cannot take more than 18 credit hours (6 courses) as a Study Abroad Student per semester and must take a minimum of 12 credit hours (4 courses) to maintain full-time status.

Contracts

Baylor University's first international partnership was signed back in 1971 with Seinan Gakuin University. Since then, Baylor has established international partnerships with institutions all over the world. Such programs engage students, faculty, and staff in scholarly activities that support the exploration of new ideas, cultural exchange, and understanding diverse issues facing our global society.

The international partnerships offer a range of opportunities including student and faculty exchanges; joint scholarly research; curriculum development and enhancement; collaborative symposia, workshops, and lectures; professional development; and other activities.

Baylor University and the Center for Global Engagement have a process for developing new partnerships with overseas institutions. It is the goal and intent of this process to ensure that campus, and – where appropriate – community constituents are involved in the exploration, development, and implementation of international partnership activities. The focus of these endeavors is to build collaborative efforts that support the primary mission of Baylor University and the partner institution.

The process for developing new international partnerships emphasizes.

- Flexibility: New partnerships may be university-to-university or might be at unit or college level.
- Centrality: New partnerships must involve and be vetted by the Center for Global Engagement and relevant administrative offices so that information on all partnerships can be easily gathered and distributed.
- Sustainability: Most of the required steps in the process are geared towards ensuring an active, balances, and sustainable partnership.

The priority for new international partnerships is to develop comprehensive, institutional, or college-level partnerships that complement a wide-range of academic programs at Baylor University. Priority will be given to programs that can offer students an opportunity to complete coursework abroad that will meet specific degree

requirements at Baylor. The Center for Global Engagement has identified four goals that are significant to the future development of Baylor University's international partnerships.

- 1. Increase study abroad participation.
- 2. Increase research and teaching abroad opportunities for faculty.
- 3. Encourage the development of comprehensive and sustainable international partnerships that complement Baylor's academic offerings. An emphasis will be on quality, cost-effective, sustainable programs.
- 4. Consider various grant funding sources to finance new initiatives.

Models For International Partnerships

The Center for Global Engagement facilitates the process for developing a partnership with an overseas institution. An international partnership may be developed at the institutional level with colleges and departments in mind. The Center for Global Engagement will work with colleagues to review program goals and implementation strategies. Our goal is to ensure that a framework is in place to support new partnerships and to identify constituents in the Baylor campus community who will serve as key allies for those programs. Institutional agreements involve collaborative efforts throughout the university and offer a wide range of opportunities across disciplines that involve students, faculty, staff, administrators, and where appropriate, the surrounding community. Institutional agreements are proposed by faculty, staff, the Center for Global Engagement, and/or administrators at the university and may include exchange agreements, consortia agreements, and institutional affiliations. These programs are generally administered by the Center for Global Engagement.

Criteria for Developing a Sustainable International Partnership

- Is there a high level of comment from the leadership at both institutions?
- Are both institutions able to articulate the mutual benefit of the partnership? There must be mutual benefit. Both parties must recognize what can be gained from the relationship on both sides.
- Is there significant student demand?
 - Is there a large pool of students that will be eligible candidates for a particular program on a regular, long-term basis?
 - Are there multiple units/colleges that find this program to be a good match?
 - Does the center for Global Engagement report having student interest for programs in this region or country?

It is important for the sake of both institutions that there is a realistic approach to these questions and put time into the investigation of whether there is student interest and curricular compatibility.

- Is there a strong curricular match?
 - Are the courses offered at the host institution compatible with the curriculum here at Baylor?
 Students and their families are very practical. They are not likely to sign up for a program that will not meet degree requirements back at Baylor University.
 - o Have other relevant departments reviewed the curriculum offerings to identify areas of compatibility or incompatibility?

The second most common reason students do not follow-through with study abroad plans is the concern that they will not be getting credit for courses that will count towards their degree here at Baylor University. While students are interested in gaining international experience, they are also pragmatic and want to see evidence of how an international experience will help them fulfill their remaining degree requirements.

- Is there adequate funding from both institutions to support program activities on a long-term basis? Note: Some international partnerships may require regular site visits from Baylor faculty or staff.
- Is there significant faculty interest from both institutions (i.e. more than 1 or 2 faculty members)?
 - o Is this program supported by many of the faculty members in a particular department/college?
 - o Does the department agree that this is a program worth committing time and resources to develop?
 - Are the faculty in the department/college willing to routinely talk with their advisees about this opportunity?

- Does the potential partnership fit with the mission, goals, and objectives of Baylor University and the supporting college or department?
- Does the academic calendar and/or one semester, within reason, suitably match those at Baylor?
- Is there a well-established administrative office at the potential partner to facilitate program activities?
- Are there significant safety considerations that may place limitations on developing a program at this site?
- Is there a language barrier with regards to written documents and other necessary communication?
- Will students (and their parents) understand the recruitment materials and the written instructions if the information is not available in English? If not, what are your plans for translating documents?
- Are courses offered in English? If not, are courses taught in a language that is regularly taught at Baylor?
 Has Baylor's Modern Languages Department endorsed the program?
- Is there overlap with an existing international partnership?

Baylor Faculty Programs

Term	Application Deadline	Deposit Deadline*	Last Day to Drop w/ Refund	Mandatory Orientation
*Summer & Fall	*March 1	March 15	April 15	Study Days the Semester before
Winter & Spring	October 1	October 15	November 15	Departure

^{*}Deadline Exceptions:

The following Programs have different application deadlines:

- Summer:
 - Baylor Theatre Arts Abroad October 18th (App Deadline) and November 1st (Deposit Deadline)
 - o Baylor in Australia February 15th (App Deadline) and March 1st (Deposit Deadline)

Baylor Partner Programs

Term	Application Deadline	Last Day to Drop w/ Refund	Mandatory Orientation
*Summer & Fall	*February 25	April 15	Study Days the Semester before
Winter & Spring	September 25	November 15	Departure

^{*}Spring, Fall, and Academic Year Deadline Exceptions:

The following programs have different application deadlines:

Summer and Fall:

- January 15:
 - Hosei University
 - o Seinan Gakuin University
 - o Tohoku University
 - o Tsinghua University
 - Universidade de Coimbra

Winter and Spring:

- June 30:
 - o Universidade de Coimbra
- August 15:
 - Hosei University
 - o Seinan Gakuin University
 - o Tohoku University
 - o Tsinghua University
- August 31:
 - o CEA Seville
 - o Comillas Pontifical University
 - o St. Louis University, Madrid
 - Universidad de Cantabria

TYPES of STUDY ABROAD PROGRAMS

Baylor Faculty Programs (short term)

- Summer and Winter
 - 4-6 Week Program
 - o 3 6 Baylor Credits
 - o Taught entirely by Baylor faculty
- Fall and Spring
 - \circ 8 10 Week Program
 - o 12+ Baylor Credits
 - o 1-2 class(es) taught by Baylor faulty, 3-5 classes taught by host institution
- Go Abroad with Baylor Faculty and Students

Baylor University has short-term and semester long Baylor Faculty Programs in over half a dozen countries! These programs are taught by a Baylor faculty who plans everything for the student group. Students that participate in a Baylor Faculty Program are given the opportunity to travel and learn alongside fellow Baylor students. Placements depend on space available!

There are six semester Baylor Faculty Programs:

- Global Scholars in Ireland (incoming **Freshmen** only during the **Fall** Semester)
- <u>Baylor Business: Maastricht</u> (**Business** students only during the **Fall** Semester)
- <u>Baylor in St Andrews</u> (Open to **everyone** during the **Fall and Spring** Semester)
- Baylor in Maastricht Spring (Open to everyone during the Spring Semester)
- Baylor Pre-Health in Dublin (Pre-Health students only during the Spring Semester)
- <u>Baylor Business: London</u> (**Business** students only during the **Spring** Semester)

Baylor Partner Programs

- Fall, Winter, Spring, and Summer
- 12+ Week Program for a semester or academic year
- Courses taught in English
- Attend a University Abroad

Baylor has countless opportunities lasting a summer, winter, or one to two semesters through partner university relationships! Traveling to one of Baylor's partner universities is a prestigious opportunity available to undergraduate students of any major or minor. Students have a choice of attending one of 100 universities in over 45 different countries. This type of study abroad program offers students semester-long, year-long, winter and summer opportunities abroad. On Baylor Partner Programs, students pay Baylor tuition and fees, and are then responsible for paying housing and meal costs independently. Placements may depend on space available!

Internship & Research

- Summer, Fall, and Spring
- 8+ Week Program
- 12+ Baylor Credits
- Live, Study, and Research/Intern while Abroad

Baylor offers a range of full-time and part-time internship and research opportunities abroad, spanning a diversity of fields. Internships and research abroad are customized to support your career goals and provides you experience living and working in a global city. Many of Baylor's study abroad programs offer opportunities to intern or research abroad while taking courses at a host university. Some programs even include an internship or research element as part of the courses, while others offer complementary part-time internships and research positions.

1. Attend an Information Session

Your first step is to attend a study abroad information session. Sessions are at 4:00 pm every Monday and Tuesday during the semester (except when the university is closed). Sessions are in Hankamer 160. You do not need to schedule an appointment for these sessions just walk in! You must attend a session before you will be allowed to make an appointment with an advisor. We offer open advising after the information session. This will allow you to learn about program options, requirements and eligibility, program costs and financial aid.

2. Open a Baylor Study Abroad Advising Application

During the Study Abroad Information Session you will receive a link to apply to the Study Abroad Advising Application! Opening an application does not commit you to the program, but it will allow you to begin completing some very necessary steps in the application process.

3. Narrow it Down

Narrow your options to at least three programs of interest. Trying to figure out where to go with no direction is super overwhelming, so developing an idea of what to look for will give you a great starting point. Top four things to consider when narrowing down your options;

- First, ask yourself. "What am I planning to do?" as opposed to "what location am I looking for?"
 - Courses and Academics
 - o Term you can go
 - o Location you want to be in
 - Program Types
- Follow our advice on choosing a program
- Understand your options to study, intern, or conduct research abroad.
- Use our program search pages to search by major or country
- Already know where you want to go? Search Bears Abroad for your program.

4. Make an Appointment with a Peer Advisor

- Ready to talk with a study abroad peer advisor? <u>Schedule an Advising Appointment here!</u> (Make an appointment after you have gone to the study abroad information session).
- Are you the parent of a Baylor Bear? We would love to meet with you too and answer all of your
 questions! Sign up for a <u>Parent Advising Appointment</u> and see our parent information page <u>here</u>.

5. Submit Application

- Have you completed all the elements of your application?
- It's time to submit your application!

What's Next?

Your acceptance into the program will be communicated to you via email one week after the application deadline. Your application status will be updated to "Ready for Review" in BearsAbroad. This designation means that you have been accepted by the study abroad office and nominated to study abroad at your host institution. Your study abroad advisor will also send an overview of your next steps, which may include a second application from your host institution. Final acceptance to study abroad is not guaranteed until you have been accepted by your host institution. You will have two weeks to decide whether or not you will commit to your study abroad program.

Applications and Required Materials

Study Abroad Advising Application

The Study Abroad Office has a standard on-line application for all students wanting to go on any Study Abroad Program. Upon students selecting the 'Apply Now' button they will be redirected to a <u>Study Abroad Advising Application</u>. This complete Study Abroad Advising Application includes the first four steps of any Study Abroad Program and include:

- o STEP A: Attend a Study Abroad Info Session
- o STEP B: General Information Questionnaire
- o STEP C: Meet with a Study Abroad Peer Advisor
- o STEP D: Meet with Program Faculty Director (if applicable)

Pre-Decision: Pending

The Study Abroad Office has a standard on-line application for all students wanting to go on a Study Abroad Program. The complete on-line preselection application items include:

- o STEP E: Adult General Release
- o STEP F: Program Specific Costs & Withdrawals
- o STEP G: Conduct & Eligibility
- STEP H: Medical
- o STEP I: Baylor On-Campus Responsibility
- o STEP J: Personal Responsibility for Country Compliance & Requirements
- o STEP K:
 - Exchange & Affiliate Process
 - o PROGRAM NAME Questionnaire (Baylor Faculty Program)
- o STEP L: Exchange & Affiliate Course Planning Tool (Baylor Partner Programs)
- o Pay Your Deposit: Only for Baylor Faculty Programs

*** For Only for Baylor Faculty Programs the Program Faculty Director reviews applications and, if applicable, meets with applicants before deciding to accept the student.

Post-Decision: Committed: Accepted

Post-acceptance materials to be collected through the same online application, which are subject to change or modification, include:

- o Mandatory Study Abroad Pre-Departure Orientation Details C (PDO & Breakout)
- o Acceptance Information Questionnaire A (with flight) or B (without flight)
- o Course Registration Questionnaire B (Baylor Faculty Program)
- o Course Equivalency Form (if applicable, Baylor Partner Programs and semester Faculty Programs)

If the Program Faculty Director needs to collect additional information specific to their program, they can do so at this point by asking the advisor to create an additional questionnaire for their students.

Post-Decision: Committed

- While Abroad Questionnaire
- Confirmation of Courses Questionnaire

Marketing and Recruitment

Promotion and recruitment are an essential part of any Study Abroad program. Active involvement in the recruitment process by the academic advisors and sponsoring departments can make all the difference in a program's success or failure. The Assistant Director of Marketing and Communications for Study Abroad will collaborate with anyone on promotional materials and strategies, but brochures and website updates are no substitute for one-on-one advisor-to-student contact. In addition, there will be a Study Abroad Marketing workshop offered in the Fall and Spring semesters for anyone to attend if they wish. Advertising must be truthful and emphasize both the benefits, cost of the program, relevant course information, and potential program restrictions.

Information Sessions / Promotional Events

The Study Abroad Office plans to give presentations about their programs in a variety of venues during the promotional period.

Spring and Summer Programs:

- o Applications Open: September 1
- o Fall Study Abroad Fair: September
- o Spring Study Abroad Fair: February
- o Applications Close: March 1
- o Deposit Deadline: March 15
- o Withdrawal Deadline: April 15

Fall and Winter Programs:

- o Applications Open: June 1
- o Fall Study Abroad Fair: September
- o Applications Close: October 1
- o Deposit Deadline: October 15
- o Withdrawal Deadline: November 15

Alternative Promotion Means

The Study Abroad Office and academic advisors may collaborate to recruit students for study abroad programs. It is the responsibility of the Study Abroad Office to initiate marketing efforts or planning conversations with The Assistant Director of Marketing and Communications for Study Abroad. Academic Advisors can promote programs through the following promotional outlets if they are interested:

- o Information sessions
- o Fall (Sep) Study Abroad fair, International Education Week (Nov), and/or Spring (Feb) Study Abroad fair
- o Fliers, catalogs, posters, website, and social media
- Class visits and other promotional activities in relevant courses (to be arranged with appropriate courses by the Program Faculty Director
- o College/department newsletters or listservs
- o Faculty-led Program Directors

Advertising

- Print materials (cards, flyers)
- Website
 - o CGE
 - Study Abroad
 - BearsAbroad
 - o Global Baylor
- Digital materials digital signs, newsletters, etc.
- Social Media

- o Global Baylor <u>Instagram</u> and <u>Facebook</u>
- o Bears Abroad Instagram and Facebook
- Word of mouth (classroom presentation, on the syllabus, fairs, other student events)
- We will also support yard signs but only a minimal amount for the program to advertise near their college and only if it seems like the program needs the additional support.
- No billboards study abroad will have some targeted billboards for each of the study abroad terms but not for specific programs otherwise we oversaturate the market and students stop paying attention.
- Marketing Budgets no longer an individual budget line on the Program Budget but rather part of the Center for Global Engagements overall operational budget and are subject to approval from CGE Financial Manager.

Marketing and Language

How we uniformly describe Baylor University, the Center for Global Engagement, Study Abroad, our team, and our programs is very important. Please review and familiarize yourself with terminology that accurately describes our operations.

Language				
Incorrect	Correct			
Education Abroad				
Study Away	Study Abroad			
Missions				
Trip	Program			
Vacation				
Trip Leader	Program Coordinator OR Faculty Director			
Tour				
Cruise	Planned Cultural Activity or Excursion			
Trip				

CERTIFICATE in GLOBAL ENGAGEMENT

Baylor University recognizes that students who are both academically and cross-culturally prepared should be able to adapt and succeed in a diverse and multicultural world. The Certificate in Global Engagement is designed to help students develop globally essential skills and knowledge that will better prepare them for leadership and service in the global society of the 21st century.

This certificate program brings together students who already have an interest in global affairs and those who have not been exposed to cultures, languages, and issues outside of their own. Students will also be able to network and build a community with their fellow certificate students by attending different semester gatherings.

The Certificate is open to all Baylor University undergraduate students, in any major, and will incorporate a mixture of curricular and co-curricular requirements. When completing the certificate program, students will rise through three different levels of Global Engagement, from Entry through Exploration and finally to Engagement.



INTERCULTURAL EVENTS

Attend 10 intercultural ON-Campus events. Check the Global Calendar of events for options.

GLOBAL COURSES & PRATICAL INVOLVEMENT

Take GE courses totaling 6 credit hours and complete 4 Experiential experiences such as Book Club, Service Learning, joining International Clubs and Orgs

INTERNATIONAL EXPERIENCE

Complete 1 engagement activity such as a mission trip, study abroad program, international internship and more!



APPENDIX

Webpages:

- Bears Abroad <u>Instagram</u> and <u>Facebook</u>
- BearsAbroad Website
- Center for Global Engagement Website
- Global Baylor Instagram and Facebook
- Global Baylor Website
- Office of Study Abroad Website
- Study Abroad Advising Application

Forms:

- Study Abroad Course Planning Tool
- Course Equivalency Form: Form C (all programs)