

A light blue world map is centered in the background of the slide, showing the continents of North America, South America, Europe, Africa, and Australia.

Marketing GE3 programs

GE3 conference April 8-10, 2013

DREXEL UNIVERSITY



STUDY ABROAD

FIND YOUR DESTINATION

Multi-Dimensional approach

- Various stakeholders
 - Admissions office
 - College of Engineering
 - Other Drexel professional staff
- Phases of student outreach
 - Pre-admissions
 - Accepted students
 - Students on campus
 - Inbound
 - Outbound



Set the stage...

- Before and as students are applying to Drexel
 - Regular contact with admissions department
 - Present to parents and students applying to Drexel
 - Highlight range of opportunities
 - Focus on Yes, YOU can!

Why Study Abroad?

Fact: Employers are looking for students who:

- Stand out from the crowd
- Are independent thinkers
- Able to take risks
- Work with people from all over the world—a study abroad experience will give you all those skills and show employers that you have what it takes to get the job done!



Where Can I Go?

Australia	Ireland
Austria	Israel
Belgium	Italy
China	Japan
Costa Rica	Jordan
Czech Republic	Mexico
Denmark	Russia
Egypt	Singapore
Equatorial Guinea	South Korea
Finland	Spain
France	Sweden
Germany	Taiwan
Greece	Turkey
Hong Kong	United Kingdom
Iceland	And more...!



Accepted students

- Continue to present at admissions events
 - Presentations are more targeted
 - Use student panelists to highlight [ACTUAL](#) engineers who have gone abroad.
 - Work with specific colleges so that their faculty presentations include international information
 - Work with student affairs so that study abroad is included in Freshman orientation
 - Train orientation leaders
 - Present at orientations



Web presences

- [Online application](#) with details about individual programs
 - Course equivalencies
 - Budget sheets
 - Academic concerns including calendar and grading
- [Facebook](#)
- [Student bloggers](#)

DTU CODE	DTU COURSE NAME	CREDIT	DREXEL CODE	DREXEL COURSE NAME	DREXEL CREDIT
9 01410	Cryptology I	5	MATH 475	Cryptology	3
10 02402	Introduction to Statistics	5	ENGR 361	Statistical Analysis	3
11 02441	Applied Statistics	5	ENGR 361	Statistical Analysis	3
12 02249	Computer Hardware Problems	7.5	CS 440	Theory of Computation	3
13 10375	Lasers	5	PHYS 399	Independent Study	4
14 11201	Man and the Physical Environment	5	AE 220	Introduction to HVAC	3
15 11320	Introduction to Structural Analysis	5	CIVE 370	Introduction to Structural Analysis	3
16 12103	Review of Environmental and Chemical Processes	5	ENVE 300	Introduction to Environmental Engineering	3
17 12131	Waste Water Treatment	10	CIVE 341	Hydrology/Ground Water	3
18 12225	Air Pollution and Environmental Effects	5	ENVE460	Fundamental of Air Pollution Control	3
19 12320	Hydrology	10	CIVE 430/ CIV 431	Hydrology/Hydrology - Ground Water	6
20 26130	Hydrogen Energy	5	ECEP 490	Hydrogen Energy	3
21 26400	Organic Chemistry	5	CHEM 241	Organic Chemistry I	4
22 28150	Introduction to Process Control	5	CHE 420	Process Systems Engineering	3
23 28244	Combustion and High Temperature Process	5	MEM 405 & 406	Principles of Combustion I & II	3
24 28321	Chemical Engineering Thermodynamics	5	CHE 301	Process Thermodynamics	3
25 28314	Soft Nanotechnology - Colloid and Surface Chemistry	3	CHE 400	Soft Nanotechnology	3

Matriculated students

- Study Abroad 101
 - Basic 45 minute intro to study abroad
 - Followed up by personal one on one session
- Program specific information sessions



STUDY ABROAD 101

Interested in studying abroad during your time at Drexel and don't know how? Come attend one of our Study Abroad 101 sessions to learn about the many Drexel-sponsored programs and see how study abroad can work for you!

Thursday, Oct 4, 4pm-5pm
Location: Intercultural Center 1st Floor Gallery
Tuesday, Oct 9, 4pm-5pm
Location: Intercultural Center 1st Floor Gallery
Wednesday, Oct 17, 4pm-5pm
Location: Intercultural Center Basement
Thursday, Oct 25, 4pm-5pm
Location: Intercultural Center Basement
Thursday, Nov 1, 4pm-5pm
Location: Intercultural Center Basement
Wednesday, Nov 7, 4pm-5pm
Location: Intercultural Center Basement
Thursday, Nov 15, 4pm-5pm
Location: Intercultural Center Basement
Wednesday, Nov 28, 4pm-5pm
Location: Intercultural Center Basement
Thursday, Dec 6, 4pm-5pm
Location: Intercultural Center Basement

www.drexel.edu/studyabroad | studyabroad@drexel.edu



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Africa Study Abroad

Experience the spectacular
wildlife, and culture of
Bioko Island!

Learn more at our:

INFO SESSION

Thursday, April 11, 5:30 PM

PISB 103

Bioko.org



Students as marketers

- Welcome/welcome back and goodbye parties
 - Invite students getting ready to go abroad
- Dragon buddies
- [Photo contests](#)
- Video contests



Outreach within Drexel

- Study Abroad Newsletter
- Faculty Forums
 - What is in it for me?
- Council of International Programs
- SWAG
 - Everyone likes something free!





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