

Student Mobility Profile Macquarie University



Initially, I only planned to study there for one semester, but I enjoyed my life there so much that I extended my stay to a year.

Exchange Student 2004



The best thing about exchange is the genuine interest, hospitality and warmth shown to me by the American people since being here.

Tom
Central Washington University, USA



I have been exposed to a culture that is so different to Australia's, it has given me valuable experiences and allowed me to expand my mind.

Richard
Kansai Gaidai University, Japan

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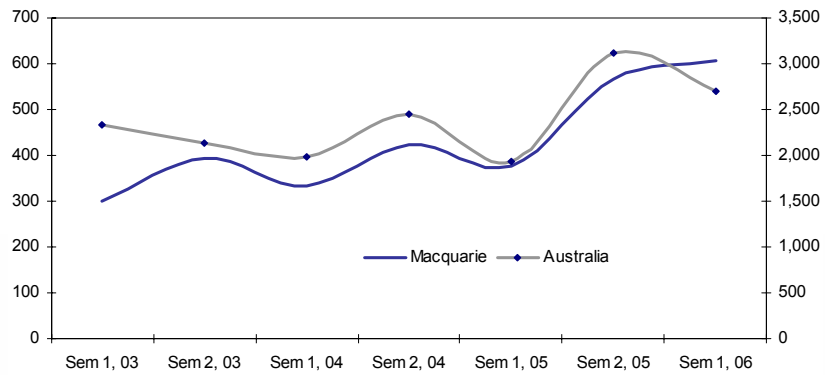
Overview



- Statistical Snapshot of MQ
- Program Offerings
- Barriers to Mobility
- Strategies for increasing Mobility
- Discussion

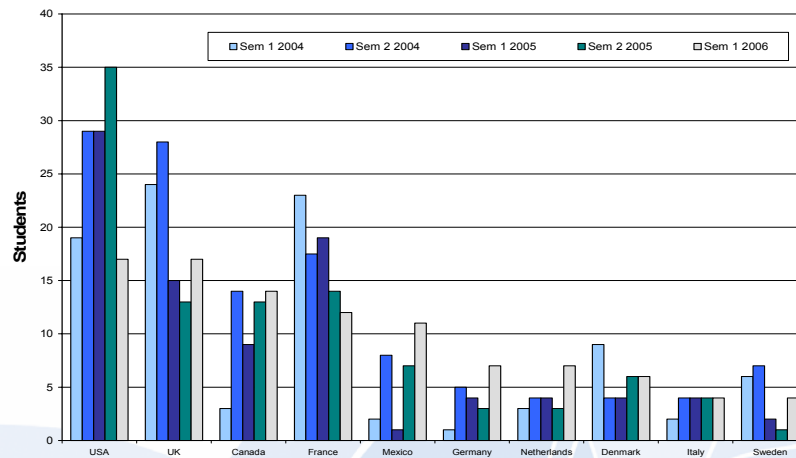
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Outbound Student Activity



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Macquarie University Top Outbound Country Destinations



Source: Macquarie International (2006)

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Program Offerings

Semester/Year Exchange

- 27% UG on international experience
- 215 sem exchange in 2005
- 224 sem exchange in 2006

Short Term

- Linking into existing programs
- Creating new programs specific to needs
- Creating program that is embedded into a degree program
- 435 short term in 2005
- Approx 450 short term in 2006

Serviced Learning/ Volunteering

- Students are wanting a more meaningful experience—want to change the world

Internships

- Leveraging/utilising existing partners to offer formal internship opps as part of exchange
- Aligning with reputable internship orgs

Global Leadership Program

- 1400 UG subscribers

Symposiums & Other

- Collaborative International experiences

Barriers to Mobility

- **Financial \$\$\$**
- **Highly structured Academic Degree**
- **Risk of not graduating on time**
- **Leaving Friends/Family**
- **Don't know that it is an option for them**
- **Part time work—cannot give it up**

Strategies to Increase Mobility

- **Financial**
 - Grant/Scholarships for financial support
 - OS-Help
 - Promote any financial support a/o grants/scholarships/free accomm available
 - If possible, utilise funds to strategically promote particular programs w/in targeted degree areas
- **Knowing the Audience & promoting accordingly**
 - Millennials' needs—understanding the value they are hoping to get, student profiles—where are they now?
 - Promoting innovatively via the right channels (vertical/virtual/viral)
 - Communicate what they will get in the end—provide them w/opp to create themselves
 - Leverage technology to work for you—utilise the forums already in place i.e. ISEP, Facebook, YouTube
- **Academic Angle**
 - Source academic champion and leverage their influences over students
 - Integrate promotion with faculty and returned students
 - International component as part of a degree (ex. RMIT—must come from the top)
 - Curriculum matching & actively promoting these
- **Global Leadership Program**
 - Obvious encouragement that allows students to 'create' their own opps
 - Myriad of flow on effects —includes academics, etc.

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10 Things to Remember about Millennials

1. Technologically savvy
2. Team oriented
3. More conservative
4. Value privacy
5. Close to their parents
6. Straight-shooters
7. They're programmed
8. Like things that can be measured
9. They are privileged
10. They want to change the world

GENY

Source: www.mindpowerinc.com

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Modes of Communication— Virtual Marketing

- **Technologically** savvy
- Immediate **gratification**
- Images, **Images**, Images!
- Test driving the **'intangibles'**
 - Junior Year Abroad
 - Blog sites
 - STA 'create your own round the world trip'
 - ISEP 'interface with students embarking on Int'l experiences via facebook'
 - My Space/Facebook/YouTube



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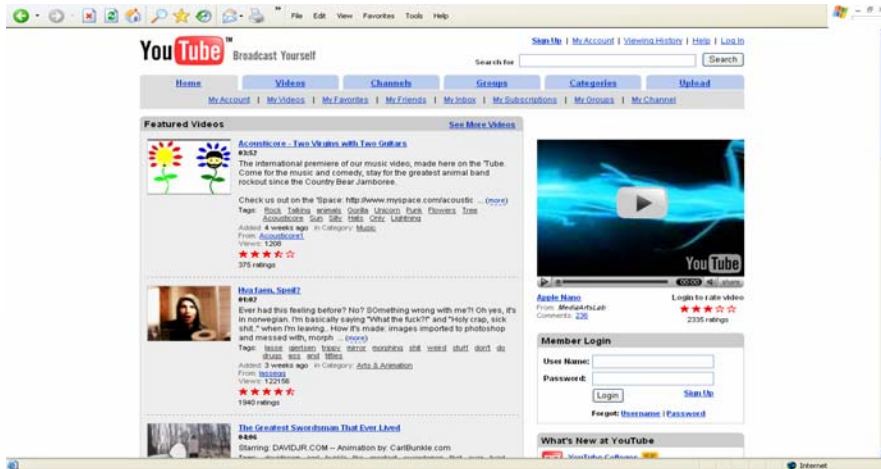
Vertical Marketing— Facebook Promotion

The screenshot shows a Facebook page for Ernst & Young. The page layout includes a left-hand navigation menu with links like 'My Profile', 'My Friends', and 'My Privacy'. The main content area is titled 'facebook' and 'Ernst & Young'. It features a 'WHY EY?' section with the text 'THE BEST PLACE TO GROW AND SUCCEED' and 'We're dedicated to inclusiveness, flexibility, and your continuous learning and development.' Below this is a group photo of employees. To the right, there is an advertisement for Ernst & Young with the slogan 'Quality In Everything We Do' and a 'ONE WAY' sign. The bottom of the page shows a 'Weekly Post' section.

- ✓ Promoting within channels where Millennials are already interacting
- ✓ Breaking through into their social web

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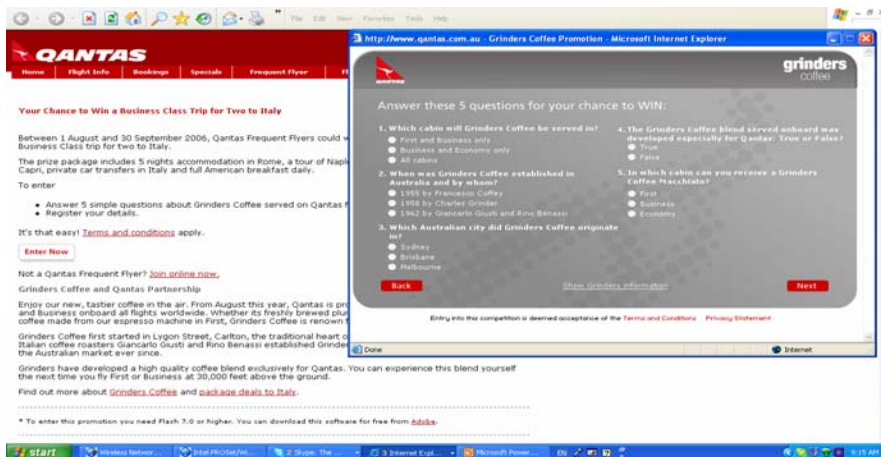
Vertical Marketing— YouTube



- ✓ Advertising with video in the main traffic areas
- ✓ Utilising humour to spread their messages

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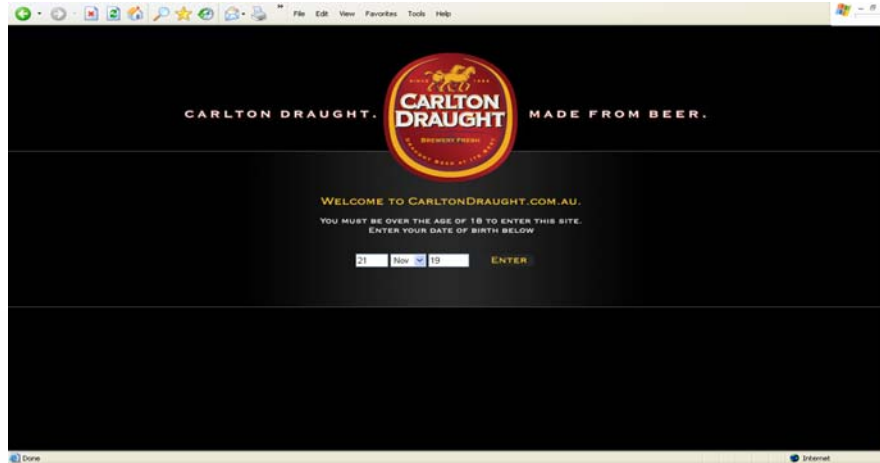
Reaching Millennials— modes of dispersion of information



- ✓ Creatively educating the audience
- ✓ Short and simple, but awareness is created

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Viral Marketing



- ✓ Socially aware and conscious
- ✓ Humour sells and will be virally spread

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ISEP



- ✓ Allows students to be in real time contact with other students
- ✓ Showcases their programs
- ✓ Most powerful tool---Student to Student WOM
- ✓ No need to build their own elaborate site, but use existing forums

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It is the core concepts of cultural understanding, experiential learning and generic skills training embodied in the GLP that will differentiate you, as a Macquarie graduate, as an individual prepared to assume a role of global leadership. The GLP is comprised of:



- » Participation in **Colloquia** (workshops) on global issues
- » Attendance and networking at a **Distinguished Speaker Series**
- » Engaging in activities at Macquarie and abroad for **Experiential Credit**

www.international.mq.edu.au/glp

Discussion