CENTER FOR INTERNATIONAL EDUCATION
AND GLOBAL STRATEGY

GLOBAL ACADEMIC PROGRAMS
Annual Report 2016/17
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OVERVIEW

The 2016/17 academic year was a time of change for Education Abroad. Several significant staffing changes occurred, among them the departure of long time director, Jim Pasquill, and several long-serving staff. In mid-spring and into the end of the academic year, Education Abroad was reimagined as Global Academic Programs, consisting of education abroad, distinguished international scholarships and fellowships, and a new global distinction program. Dr. Carrie Wojenski was hired as Associate Vice Provost to oversee this vision.

GOALS

In AY 2016/17, the goals of Education Abroad were as follows: (1) to expand education abroad participation while maintaining academic integrity – including enhanced advising, further diversifying participation, and supporting students in framing the education abroad experience; (2) to make study abroad more accessible and complementary to students’ academic progress; and, (3) to equip students with the tools needed to succeed in the global economy and contribute to an ever-changing world as active global citizens.

ACTIVITIES

In AY 2016/17, the principle activities of the Education Abroad office were to promote education abroad opportunities for UAlbany students. This includes recruiting to, advising for, and facilitating students’ education abroad experiences, including study abroad, volunteer abroad, internships abroad, and research abroad, participating at both partner institutions and in faculty-led programs. In addition, the office is responsible for advising and supporting visiting international exchange and fee-paying students. Staff in Education abroad also oversee the International Studies Minor, as well as advise on the availability of distinguished international scholarships and fellowships such as the Fulbright U.S. Student Program.

ACCOMPLISHMENTS

Education Abroad

Enrollment Statistics

In AY 2016/17, 9% (n=285) of the undergraduate UAlbany population had an education abroad experience\(^1\). In total, the education abroad office sent 575 students abroad, including those from UAlbany, as well as other SUNY and non-SUNY institutions, representing a 13% increase in enrollment over the last academic year. Students from other SUNY campuses participating on UAlbany education abroad programs represented 27% of the overall body of participants. Overall, 34% of participants were non-UAlbany students, 11% were from out of state (which is equivalent to the larger UAlbany ratios), and 6% were non-U.S. citizens. Of the UAlbany participants, 12% (n=46) studied abroad at the graduate level.

\(^1\) To calculate the participation rate, take the total number of students who studied abroad for the specified period (the academic year) and divide that by the total number of degrees awarded for that same period. In AY 2016/17, there were 2,753 degrees awarded and 12,387 full-time undergraduates.
Over half of students chose to spend a semester abroad. Spring and summer continue to be the most popular terms to study abroad. Most students studied abroad during the freshman or junior year. Europe continues to be the most popular region to pursue education abroad, with 40% of students in the area, followed by Asia at 22%, which is well above the national average of 11%\(^2\). The most popular countries of study were the United Kingdom (n=70), Japan (n=48), and Spain (n=46).

Over half of UAlbany undergraduate education abroad students were majoring\(^3\) in art and humanities, 63%, and nearly half of UAlbany graduate students who studied abroad were enrolled in the College of Business (41%). At the undergraduate level, Psychology students represented 10% (n=34) of students abroad, followed by Communications students, 7% (n=23), Business or Political Sciences students, both at 6% (n=21 respectively), and Criminal Justice students, 5% (n=17). Largely in part due to a weekend MBA program abroad, master’s level Master of Business Administration students made up 41% (n=19) of graduate students abroad, followed by Master of Social Work students, 22% (n=10), and Master of Public Health students, 15% (n=7).

Regarding diversity, 36% of students identified as having a race or ethnicity other than white, 5% of students were not U.S. citizens, 1% had a form of military service, and 9% were part of student success programs such as the Educational Opportunities Program (EOP). These numbers are on par with the prior academic year.

105 students attended the fall 2016 pre-departure orientation and 100 students attended the spring 2017 pre-departure orientation.

\(^1\) Counted using PeopleSoft, first major data only.
5-year enrollment trend.

UAlbany Madrid campus. Part of the academic landscape since 1970, as an intermediate/advanced Spanish language and culture program, the UAlbany Madrid campus curriculum was revised to offer content courses in English. In the spring, academic offerings were broadened to include courses in politics and internship credit. Now, students regardless of their Spanish language abilities, or their academic discipline, can take advantage of the UAlbany campus in Madrid. In AY 2016/17, 11 students studied abroad on the Madrid campus for a semester-length program.

Faculty-led programming. In AY16/17, Education Abroad ran a total of 7 faculty led programs. In April 2017, Danielle Leonard was assigned the role of coordinating global programming and has since been engaged in outreach and development activities. AVP Carrie Wojenski and Danielle Leonard met with Interim Director of ITLAL, Billie Francini, to discuss development opportunities for faculty-leaders of education abroad options. Danielle Leonard also met with Dean Hui-Ching Chang and Dr. Walter Little about faculty-led programming within the Honor’s College for summer 2018 and 2019. Carrie Wojenski and Danielle Leonard also approached AVP and Program in Writing and Critical Inquiry Director, Robert Yagelski, to discuss opportunities for Writing and Critical Inquiry faculty to have opportunities to build on their curricula abroad. Danielle has also been revamping the existing faculty-led programs and faculty development for AY 2017/18 and beyond.

Visiting international students. In addition, Education Abroad welcomes a number of exchange and visiting international students, mostly at the undergraduate level. In AY 2016/17, the office welcomed 174 international students for a semester or year of studying abroad. Students from Asia and Europe had the largest representation, at 66% and 32% respectively. The top four sending countries were Japan, China, Korea, and Scotland. This year, 5% of the exchange and visiting international population were full-fee paying students, representing a contribution of $140,075 in tuition dollars.

Campus Outreach

Several hundred UAlbany students attended the fall 2016 study abroad fair and similar numbers attended the spring fair. Multiple Albany International Representatives (AIRs) and other study abroad alumni assisted in the recruitment events. In attendance at the fall fair were 16 representatives from other SUNY Education Abroad Offices and their overseas partners, as well as 15 representatives from UAlbany’s partnerships abroad. Also in the fall, Education Abroad staff attended 14
SUNY study abroad fairs across the state, including SUNY Binghamton, University at Buffalo, SUNY Geneseo, and SUNY New Paltz.

In addition to the study abroad fairs, recruiting events include information sessions, as well as tabling and presentations at campus events, fairs, classrooms, and special interest groups such as the Living and Learning Communities and the Honors Program. In AY 2016/17, Education Abroad staff organized or attended 4 info sessions, 11 UAlbany events and open houses, 5 table sessions, 2 Living and Learning Community presentations, 2 Honors presentations, and 14 classroom visits (see Appendix A).

Beyond recruiting for undergraduate education abroad opportunities, several events were arranged to recruit students to the U.S. Student Fulbright program and international applied learning, among them a session on the downtown campus for Rockefeller students, and three informational workshops on the uptown campus, which also incorporated additional research, internship, and service learning possibilities for STEM students. Events included the fall and spring Career and Professional Services Fair, the Community and Public Service Program Fair, and the combined job and internship fair of the School of Criminal Justice and College of Emergency Preparedness, Homeland Security and Cybersecurity.

Digital Presence

Social media. A continually developing social media presence is an integral method of attracting and recruiting students to study abroad programming and the broader cultural world. The number of Education Abroad Facebook followers remained static in AY 2016/17, with 714 followers and 735 page likes. Unsurprisingly, photos received the most views, likes, and shares. Since Education Abroad did not purchase any Facebook advertising, users were reached organically. There were only 5 occasions when the page reached near or over 300 users. The Twitter account, with 401 followers, retweets what is posted on the Facebook page. Over the last 90 days, there were a total of 2,600 “impressions” (the number of times users saw the tweet). Over the same period, there were only 10 “engagements” (the total number of times a user interacted with a tweet). Of those “engagements”, there were 7 “clicks” and 2 “likes”. Despite the lower number of Twitter followers, as compared to Facebook Likes, Twitter seems to have better results over the same 3 month period. There were about three times as many “impressions” for tweets as “post reaches” on Facebook.

Web analytics. An analysis of the Education Abroad website, using Google Analytics data (See Appendix B), indicates that the website had a total of 10,458 “page views.” Of that number, 8,363 were “unique page views” with an average “time on page” of 1:34. There were 3,957 There were 3,957 “entrances” (the number of times visitors entered the site through a specified page or set of pages) and a “bounce rate” of 57% (The percentage of single-page sessions where there was no interaction with the page. A bounced session has a session time of 0 seconds). The “exit rate” (how often users exit the page after viewing it) was 37% overall. Most student viewed (n=1260) and lingered (2:09 minutes) on the Program Search page, which is appropriate. The Service Learning and Internships page had the third highest number of unique views (n=453). The External Scholarships page received the longest time on page (3:40), yet the Scholarships and Grants page had one of the shortest “time on page” at only 0:30 seconds. Both instances may be attributed to the fact that they are “landing” pages, which do not have much content, redirecting users to links with additional information. The Cost Estimates page had the highest bounce rate at 71%.

UAlbany International Representatives (AIRs)

The AIRs program provides recent UAlbany Study Abroad alumni a platform to spread their contagious enthusiasm for study abroad. AIRs work to inform and inspire prospective study abroad students and help make their study abroad plans a reality. AIRS spread the word about study abroad through participation in major Education Abroad events, such as the annual study abroad fair, pre-departure orientation, class presentations, tabling and special events, social media, and other forms of campus outreach. The AIRS program is an effective way to reconnect with students’ study abroad experiences while integrating themselves back into the UAlbany community. AIRs also gain valuable experience in peer advising, public speaking, event planning, student affairs, and marketing. There were 14 AIRS in AY 2016/17.

EVOLVE Education Abroad Re-Entry Conference

In the fall of 2016, with 126 students from 17 colleges in attendance, CIEGS hosted the first annual EVOLVE education abroad re-entry conference. UAlbany students made up 48% of attendees (n=61). At the conference, students were able to
network with other returned study abroad students, reflect upon and frame their experiences abroad, and explore future, globally focused, academic and career opportunities. The EVOLVE Conference is a collaborative and combined effort of the international programs offices of UAlbany, Union College, Siena College, SUNY Cobleskill, Marist College, SUNY New Paltz, and Skidmore College.

Student Recognitions and Awards

Scholarship Awards

In AY 2016/17, 73 students received scholarships to help support their education abroad experiences. Seventeen of the awardees received external scholarships totaling $120,500. The most prestigious awards went to five Benjamin A. Gilman International Scholarship recipients, a grant program that enables students of limited financial means to study or intern abroad, thereby gaining skills critical to U.S. national security and economic competitiveness. Additionally, one student was awarded a Clinton Foundation Scholarship, another prestigious award, which fully funded his education abroad experience in Dubai.

Excellence and Leadership

UAlbany education abroad students continue to demonstrate greatness both at home and abroad. Three students received the President’s Award for Leadership, 2017 Great Dane Ambassador Award for performing exceptionally well and demonstrating leadership in their study abroad experiences. The students were Darius Santana, Nicholas Ketter, and Christopher Adrian Ortega Castillo. In addition, Ermida Koduah received the Chancellor’s Award for Student Excellence, as well as the Seth W. Spellman Achievement Award and a U.S. Department of State study abroad scholarships.

Programs and Partnerships

Several new partnerships were developed to support a new strategic focus on exchange programming. Among the MOUs signed, institutions include the University of Padova in Italy, the University of Helsinki in Finland, the University of Luxembourg in Luxembourg, and Aarhus University in Denmark.

Additionally, the advising portfolios were reconfigured to encompass regions and thematic foci. Strategically designed to balance both the number of outgoing and incoming students each year, the number of countries and programs, and strategic foci, the portfolios were assigned as follows:

a. Andy Martinez: Americas, Caribbean, Europe (U.K./Ireland/Russia/Spain/Turkey)
b. Carmeisha Huckleby: Africa, Asia (China/Japan/Korea/Vietnam), Middle East
c. Jay Stokes: Antarctica, Asia (India, Malaysia), Europe (Denmark, Finland, France, Germany, Italy, Luxembourg, Netherlands, Sweden, Norway, Iceland), Oceania
d. Danielle Leonard: Faculty-led (worldwide)
e. Jacqueline Ledermann: GA-ships; visiting international study abroad
f. Annette Richie: Internships, Research, Service Learning, PIRE, Global Distinction
g. Renee DeCelle: UAlbany Special Programs, OTHER SUNY (notifications to SUNY and students)

Global Academic Programs

International Studies Minor

Annette Richie took over advising responsibility for the International Studies Minor (ISM) in March 2016. In AY 2016/17, over 30 students were active in the International Studies Minor, with 8 graduates this spring.

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4 Benjamin A. Gilman International Scholarship recipients (5 awards totaling $17,000); Clinton Foundation Scholarship (1 fully funded award); Santander Bank Scholarship Fund (7 awards of $1425, 1 award of $5000); SUNY Diversity Abroad Honors Scholarship Program Award (2 awards); JASSO Scholarship (1 award).
Campus outreach. Prior to last year, there was no recruitment for the International Studies Minor other than referrals from faculty and professional advisers. Now, all contact is conducted one-on-one and via email as well as in face-to-face meetings. Students reach out to the ISM advisor via email or are introduced by their primary academic adviser. Advisees are now being tracked and linked to their academic adviser, Annette Richie, which enables her to create an advisee list-serv, invite advisees to events, and connect advisees to one another as a community of like-minded learners. ISM advisees are strongly encouraged to study and intern abroad. Beginning in AY 2017/18, ISM advisees will be introduced to the Global Distinction program, as well as other opportunities that fit their academic pursuits and career aspirations, including the Fulbright research and English Teaching Awards. Recruiting for the International Studies Minor will coincide with Global Distinction interest meetings, all applied learning events on campus (fairs), and the most relevant Learning and Living Communities (LLCs), which are required to host programming for their members on a weekly basis. A website for the ISM will be developed in AY 2017/18.

Global Distinction

Global Academic Programs successfully proposed a new undergraduate milestone, titled the Global Distinction, to be awarded to students in recognition of a set of integrated, intentional academic experiences that are distinctly global in scope and purpose. Students who receive the Global Distinction Milestone will be distinguished for the global orientation of their academic pursuits, regardless of their Major, Minor, or GPA. Global Distinction graduates engage in (a) second language study (4 semester courses or the equivalent in proficiency), (b) globally-focused coursework: 3 courses, on the (i) International Relations, (ii) International Development and Economics, and (iii) Culture-Area Studies and Inter-Cultural Competency, as well as (iv) a capstone project or independent study with a significant global lens, and (c) a coherent international immersion experience, including one study abroad semester, and an 8 to 10 week summer internship (lab, professional, or service) or research abroad. No new courses or programs are necessary to complete the milestone. Students are guided through a structured set of globally oriented coursework and applied learning experiences. The milestone will appear as an entry on the bottom of the undergraduate student’s final transcript. The Undergraduate Academic Affairs Council, part of the University Senate, officially approved the Global Distinction Program in June 2017. Its description now appears in the 2017/18 Undergraduate Bulletin.

Campus outreach. Recruitment to the Global Distinction program will begin in the summer of 2017. A website and flyer for the Global Distinction was developed and disseminated in the summer of 2017. Education Abroad staff at the Resource Fairs and Parent Presentations, which coincide with First-Year and Transfer Student Orientations in June through August 2017, are currently distributing the flyers.

International Applied Learning programming. Three winter and four summer session programs related to International Applied Learning (i.e. service learning, research, and internships) ran in AY 2016/17. More students will take advantage of international applied learning opportunities abroad as the Global Distinction program develops.

OPERATIONS

Professional Services

In its capacity as a center for supporting the internationalization efforts of the University, the Education Abroad office and the Center for International Education and Global Strategy provides a number of professional services to the UAlbany community.

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5 http://www.albany.edu/undergraduate_bulletin/office_internation_education_study_abroad.html
6 http://www.albany.edu/international/globaldistinction.php
International Health Insurance

Services facilitated include group travel registration and the purchase of international health insurance. These services are available to UAlbany students and faculty/staff on SUNY sponsored activities abroad, including non-credit programs abroad, international service programs, research abroad, and international volunteer/service learning programs. Beyond study abroad students, 38 participants registered their travel abroad and were enrolled in the GeoBlue international health insurance coverage. Enrollees participated in travel sponsored by PIRE, the School of Social Welfare International Field Placement, the School of Public Health International Internships and Volunteer Service, and the Weekend MBA international experience.

Passport Photo Service

As of mid-Spring, CIEGS has the ability to take passport-sized photos, which is a service that is available to both students and faculty/staff at a cost of $20 for two photos. This service reduces a barrier to education abroad by providing an easy and convenient means for students to begin the process of obtaining their passport and visa documents.

Staff

Several significant staffing changes occurred in AY 2016/17. Among them were the departure of long-time Director of Education Abroad, Jim Pasquill, as well as all three program coordinators. With these departures brought the opportunity to welcome new hires and to promote existing staff. Education Abroad welcomed back Danielle Leonard, a former program coordinator, to the position of Assistant Director Education Abroad and Special Projects. In this role, Danielle will take responsibility for faculty-led programs. Renee DeCelle was promoted from Associate Director to Director of Education Abroad, and three new program coordinators were hired, Carmeisha Huckleby, Andy Martinez, and Jay Stokes. Dr. Annette Richie is in the process of being promoted from Assistant Director of International Applied Learning to Director of Global Academic Programs. Dr. Carrie Wojenski was hired into the newly created role of Associate Vice Provost for Global Academic Programs.

Staff Training and Accomplishments

Accomplishments. Former Director of Education Abroad, Jim Pasquill, was a recipient of the Diversity Abroad 2016 Excellence in Diversity & Inclusion in International Education (EDIE) Award. The EDIE Individual Award honors those who have made a personal commitment to fostering diversity and inclusive good practices in international education. Program Coordinator Jay Stokes was awarded a NAFSA Region X grant to attend the annual NAFSA conference, and also wrote a successful UAS grant proposal, in the amount of a $1000 award, to support the fall 2017 second annual EVOLVE reentry conference.

Training and development. Both Annette Riche and Carmeisha Huckleby attended the annual two-day ITLAL professional development workshop, Course Design Academy, along with Elizabeth Grey (Assistant Dean CEHC). Grey was specifically invited by the Office to design academic and experiential programs abroad for CEHC students. Annette Riche also attended another ITLAL curriculum development workshop, on teaching with cases. In addition, she joined Dr. Harvey Charles, Dr. Mike Elliott, and various academic and professional faculty, including allies in campus internationalization, in the Strategic Planning Mapping Groups. She also served on the search committee for the University at Albany’s first Applied Learning Program Coordinator. Carmeisha Huckleby and Andy Martinez attended the annual KEI advisors’ workshop. Renee DeCelle, Carmeisha Huckleby, and Andy Martinez attended the SUNY CIE spring meeting. Jay Stokes and Lindsay Wiginton participated in the NAFSA e-learning course Education Abroad Advising, spanning June and July. Jay Stokes attended a Campus France and French Consulate visa training at the French Consulate in New York City. Carmeisha Huckleby, Lindsay Wiginton, and Annette Richie completed Diversity Abroad’s Diversity & Inclusive Advising e-Learning Module. Carmeisha Huckleby and Annette Richie completed the UAlbany Safe Space Training I. Carmeisha also completed Safe Space Training II. Carmeisha Huckleby and Annette Richie participated in a University at Albany’s Diversity and Inclusion Toolbox workshop. Renee DeCelle participated in the NAFSA e-learning course Model Staffing: Evaluating Office Structure and Effectiveness. Andy Martinez attended the annual Terra Dotta conference. Finally, most Education Abroad staff participated in NAFSA interactive webinars on Effective Communication and Planning with Parents and Can I Say That?: Terminology in Diversity Conversations.
Conference attendance and presentations. Carrie Wojenski, Lindsay Wiginton, and Jay Stokes attended the annual NAFSA conference. Jay Stokes attended and presented at the NAFSA Region X Upstate conference. The title of his presentation was A First-timer’s Experience at NAFSA. Carneisha Huckleby attended the Career Integration Conference and the NAFSA Region X Conference. Additionally, she co-presented at Diversity Abroad’s annual Global Student Leadership Summit. The title of her presentation was More than Paying it Forward: Making an Impact on Your Campus and Beyond. Annette Richie represented UAlbany at SUNY Global Center’s Learning through Development: Haiti, in New York City. In attendance were presidents of Haitian universities. She accompanied a past student participant and graduate (summer 2016) from EOP’s Haiti Service Project. Several Education Abroad staff, including Jim Pasquill, Carneisha Huckleby, Jacqueline Ledermann, and Annette Richie presented or hosted roundtable discussions at the first annual EVOLVE study abroad reentry conference.

Partner Visits

After attending the DAAD Informational Tour in Germany, Annette Richie met with bilateral exchange partners at the University of Wuerzburg in Germany and the University of Luxembourg. Carrie Wojenski and Jay Stokes visited the Université Grenoble Alpes, Università Bocconi, and the Università Cattolica del Sacro Cuore. Carneisha Huckleby visited several partner universities in Japan, among them Kansai Gaidai University, Tokyo University of Foreign Studies, Kwansei Gakuin University, Waseda University, Fukushima University, and Tohoku University. Jacqueline Ledermann visited the Paris School of Business.

LOOKING FORWARD

In AY 2017/18, Global Academic Programs goals are to:

1. Increase the number of total and UAlbany students participating on education abroad, faculty-led programs, and the Madrid Campus, the Global Distinction and International Studies minor, and distinguished international fellowships and scholarships;
   a. Education Abroad, n=640 students (+65)
   b. Faculty-led programs, n=15 programs (+8)
   c. Madrid Campus, n=10 semester students (+), n=25 summer students (+), n=4 summer courses
   d. Global Distinction, n=10-20 students
   e. International Studies minor, n=40 students (+10)
   f. Distinguished International Fellowships and Scholarships, n=20 applicants

2. Develop and deploy a comprehensive marketing plan for the suite of Global Academic programs;

3. Produce an enhanced risk management plan for Global Academic Programs;

4. Create foundations for faculty-led program development and training, as well build awareness and support for Collaborative Online International Learning (COIL).

Education Abroad

With deliberate focus on increasing the number of UAlbany students studying abroad, recruitment efforts will be refocused to target UAlbany students rather than equally focusing on recruiting other SUNY students to UAlbany study abroad programs. This includes strategies to enhance the visibility of the office and programs, as well as to make programs accessible to a broad range of undergraduate students. While the portfolio of available programs is diverse and spans the globe, enhanced focus will be directed to recruiting to the Madrid campus, bilateral exchange programs, and faculty-led programs. By repositioning semester and short-term offerings at the Madrid campus, as well as directly recruiting faculty to teach short-term programs abroad, the goal of the Education Abroad office is to better align course offerings to provide better integration of study abroad programs to the UAlbany curriculum, as well as to target students’ course desires. AY 2017/18 will also be a year of technological enhancement. Social media efforts will dramatically increase, and a completely redesigned website and application/advising system will come into effect. Finally, information sessions and pre-departure orientations will be revised, the most significant change of which will be the addition of an online health and
safety orientation with assessment. This inclusion will aid the Office in making strides in its goal of having 100% of study abroad students complete pre-departure orientation.

Global Distinction

Awareness building and recruitment are the strategic foci for AY 2017/18, which will require the creation of print and digital marketing materials and curricular integration mapping. Annette Richie will meet with department Chairs to share the benefits of the Global Distinction Program. These faculty will be consulted on the global-oriented courses in their academic programs, as well as the study and internship opportunities abroad that are best suited to their students’ learning objectives and career aspirations. Numerous information sessions will be conducted across all UAlbany campuses. The short-term goal for this program is to recruit 10 to 20 students from various disciplines. In addition, to make the international immersion aspect of the Global Distinction Program more affordable, a travel scholarship will be developed.

Distinguished International Scholarships and Fellowships

Strategic foci in AY 2017/16 include promoting opportunities, growing campus awareness and support, and increasing applications and participation in internationally competitive awards programs. This includes the development and execution of regular in-person recruitment programming and outreach series to targeted student groups. In addition, a new webpage and supporting records management structure will be developed to facilitate growth and scalable support.

Technology

In the upcoming year, the social media content manager Hootsuite and hashtaging will be utilized to better manage and promote social media to the UAlbany community. College students are moving away from Facebook and more towards Twitter and other social media such as Instagram or Snapchat. The type of immediate attention and potential for interaction that Snapchat and Twitter demand will be part of the new social media strategy, to address an audience who is not simply looking for something to read, such as an article. Rather, this audience looks to interact with the Poster to begin a conversation about the topic and/or to share that tweet or image with other users in their sphere of influence who they feel could benefit or be entertained from the content.
Appendices

Appendix A: Recruitment Activities

Fall 2016 Recruiting Activities

Information Sessions

Scholarships: Fund Your Study Abroad Adventure!
September 1st, 1:00-1:30 p.m., Humanities 354
Need help funding your study abroad experience? Attend this session to learn about scholarship opportunities.

STEM, Internships, and Service Learning Abroad!
September 15, 12:30-1:00 p.m., Humanities 354
This session is designed to help students find their ideal STEM, internship, and service learning opportunities abroad.

JET Program (Teach in Japan)
October 4, 12:30-1:30 p.m., Humanities 354
Interested in teaching abroad after graduation? Learn about the JET Program, and hear from a former participant!

UAlbany Fairs and Open Houses

Albany College Fair
September 12, 6pm-8:30 p.m., SEFCU Arena
SUNY Study Abroad Consortium has a presence at college fairs across NY State that are geared towards high school students shopping for colleges. Provided a representative from the office who can represent UAlbany Education Abroad, as well as the SUNY-wide study abroad consortium.

Resource Fair for International and Transfer Students
September 26, 6:30-9:00 p.m., Alumni Quad, Waterbury Hall
Tabling and answering general questions about study abroad

Fall Open House with UAlbany Admissions
October 15, LCs
Spoke with prospective students and families about studying abroad

Freshman Experience Fall Fridays program
September 23, 2:30-4:00 p.m., LC 1
AIRs presentations on study abroad and their experiences

Tabling Events

Tabling for Sophomores
September 28, 6:30-8:00 p.m., Dutch Quad
Tabling for education abroad

Tabling for Sophomores on Colonial Quad
September 29, 6:30-8:00 p.m., Colonial Quad
Tabling for education abroad

Community Service Tabling Event
October 19, 10:00 a.m.-1:30 p.m., LC
Tabling for education abroad

Festival of Nations Booth
October 23, 12:00-5:00 p.m., The Egg in Downtown Albany
Tabling for education abroad, sign up and receive a free pass to the event
ISSS International Fair
November 16, 11:00 a.m.-3:00 p.m., LC Concourse
Tabling for education abroad

LIVING AND LEARNING COMMUNITY PROGRAMS

LLC World of History Lunch
October 11, 11:30 a.m., Indian Quad
Spoke with LLC students over lunch about studying abroad

Freshman LLC World of Community Service
When: 11/8 at 11:45AM-12:35PM
Where: Massry Business Building 002
AIRs presentations on study abroad and their experiences

CLASSROOM VISITS

UUNI 200 Sophomore Experience Class
October 26, 11:30 a.m.-12:25 p.m., LC12
AIRs presentations on study abroad and their experiences

UUNI 200 Sophomore Experience Class
October 26, 2:45-4:05 p.m., BB 137
AIRs presentations on study abroad and their experiences

UUNI 200 Sophomore Experience Class
October 27 2:45-4:05 p.m.
AIRs presentations on study abroad and their experiences

Spring 2017 Recruiting Activities

INFORMATION SESSIONS

Learn About Studying Abroad!
January 20, 1:00-1:20pm, LC 1
Spoke to new transfer students about studying abroad

UAlbany Fairs and Open Houses

Resource Fair for Transfer Students
January 20, 8:45-10:00 a.m., Lecture Center Concourse
Tabling and answering general questions about study abroad

Career and Professional Development's Job and Internship Fair
February 21, 12:00-5:00pm

Scholars’ Days (UAlbany Admissions Events)
March 3 &10, 10:00-11:00am
Tabling and lunch with prospective students and families

Community and Public Service Program Fair (CPSP)
March 8, 9:00am-2:00pm, LCs

Spring Open House with UAlbany Admissions
April 22 & 23, 11:00am-1:00pm, Lecture Centers
Spoke with prospective students and families about studying abroad and tabling
School of Criminal Justice and the CEHC Job and Internship Fair
March 28

State Quad CAMPUS Services Fair
March 28, 8:00-10:00pm
Large-scale residential life program

EOP Day Student Services Fair
April 1, 1:00-2:00pm LCs

LIVING AND LEARNING COMMUNITY PROGRAMS

Alumni Quad Study Abroad Night
February 28, 7:00-9:00pm

Indian Quad Study Abroad Night
March 2, 7:00-9:00pm

HONORS PROGRAMMING

Honor’s College
Presentation

National Honor Society of Leadership and Success
March 21, 7:00-9:00pm
Informational presentation for members

CLASSROOM VISITS

AGLO103 Perspectives on Globalization
February 7, 8:45am, HU137
Education Abroad staff promoting study abroad programs

ALCS410 Tourism, Culture, and Identities
February 15, 2:45pm, ED123

APOR100 Elementary Portuguese
February 17, 10:25am, HU108

APOR101 Elementary Portuguese II
February 17, 11:30am, HU108

ASPN200 Intermediate Spanish 1
February 20, 9:20am, HU114

ASPN200 Intermediate Spanish 1
February 20, 10:25am, HU114

APOR315 Brazilian Popular Culture
February 27, 2:45pm, BA211
### Top 10 Most Visited Pages

<table>
<thead>
<tr>
<th>Rank</th>
<th>Page Views</th>
<th>Unique Page views</th>
<th>Time on Page</th>
<th>Entrance s</th>
<th>Bounce Rate</th>
<th>Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1*</td>
<td>/studyabroad/incoming-students.php</td>
<td>1,937 (18.52%)</td>
<td>1,382 (16.53%)</td>
<td>00:02:14</td>
<td>810 (20.47%)</td>
<td>48.15%</td>
</tr>
<tr>
<td>2</td>
<td>/studyabroad/programs.php</td>
<td>1,674 (16.01%)</td>
<td>1,260 (15.07%)</td>
<td>00:02:09</td>
<td>664 (16.78%)</td>
<td>54.97%</td>
</tr>
<tr>
<td>3</td>
<td>/studyabroad/service-learning-internships.php</td>
<td>536 (5.13%)</td>
<td>453 (5.42%)</td>
<td>00:01:36</td>
<td>317 (8.01%)</td>
<td>64.35%</td>
</tr>
<tr>
<td>4</td>
<td>/studyabroad/scholarships-grants.php</td>
<td>525 (5.02%)</td>
<td>384 (4.59%)</td>
<td>00:00:49</td>
<td>146 (3.69%)</td>
<td>37.67%</td>
</tr>
<tr>
<td>5</td>
<td>/studyabroad/howtoapply.php</td>
<td>500 (4.78%)</td>
<td>345 (4.13%)</td>
<td>00:01:46</td>
<td>212 (5.36%)</td>
<td>63.21%</td>
</tr>
<tr>
<td>6</td>
<td>/studyabroad/cost-and-financial-management.php</td>
<td>441 (4.22%)</td>
<td>358 (4.28%)</td>
<td>00:00:31</td>
<td>157 (3.97%)</td>
<td>33.12%</td>
</tr>
<tr>
<td>7</td>
<td>/studyabroad/58863.php (Program Costs &amp; Cost Estimates)</td>
<td>424 (4.05%)</td>
<td>362 (4.33%)</td>
<td>00:01:56</td>
<td>172 (4.35%)</td>
<td>71.93%</td>
</tr>
<tr>
<td>8</td>
<td>/studyabroad/academics-credit-recognition.php</td>
<td>408 (3.90%)</td>
<td>320 (3.83%)</td>
<td>00:00:29</td>
<td>141 (3.56%)</td>
<td>34.75%</td>
</tr>
<tr>
<td>9</td>
<td>/studyabroad/external-scholarships.php</td>
<td>294 (2.81%)</td>
<td>256 (3.06%)</td>
<td>00:03:04</td>
<td>166 (4.20%)</td>
<td>75.30%</td>
</tr>
<tr>
<td>10</td>
<td>/studyabroad/prospective-students.php</td>
<td>268 (2.56%)</td>
<td>221 (2.64%)</td>
<td>00:00:30</td>
<td>79 (2.00%)</td>
<td>41.25%</td>
</tr>
</tbody>
</table>

*N.B.: The largest percentage of page clicks off the home page are going directly to the Incoming Students page, but nearly half have no interaction with that page and simply “bounce,” while 34% spend time on the page but leave anyway without further navigation. About 15% first viewed the Programs page then went into the Incoming Students page. At first glance, it appears that users are confused by where to begin on the website. Examining the users’ country of origin (see Figure 1.), every one of the 1,934 users originated outside of the U.S. so it seems they were technically on the right page, although perhaps not all visiting exchange students but prospective degree students. While this page seems to be attracting its intended audience, the new site design should take into consideration how users to navigate the site to cause as little confusion as possible.*

![Figure 1. Country of origin for users visiting the Incoming Students page.](image-url)
Appendix C: CIEGS Technology Annual Report

**Summary provided by Carlos Ortiz, Assistant Director for Informatics and Publicity**

The past year has been very productive and quite diverse in scope.

**Initiatives.** Projects include the reconfiguration of the IELP website to allow for the new course and fee structure, as well as the ongoing development and testing of an online application that allows the collection of payments during the application process. Sunapsis implementation, a database used by ISSS, went live in fall 2016. Ongoing projects with Terra Dotta Software (TDS) include payment gateway integration, implementing AlertTraveler to give our students abroad more detailed information and alerts about the locations they are currently visiting, and coordinating the SIS/single sign-on project\(^7\) that would pull information from PeopleSoft directly into TDS. In addition, e-Forms for ISSS in development. The forms will allow international students to submit information directly into ISSS where they would be processed and approved or rejected directly through Sunapsis, allowing for greater efficiency.

**Websites.** Several websites were created or intensively modified, among them (a) International Institutes (Indigeneity and International Visiting Scholars); (b) Faculty International Opportunities; and, (c) Global Distinction. In addition, Education Abroad is working with a third party vendor to create a more vibrant, dynamic website that will allow for TDS API integration.

**Publicity.** As part of a digital clean up, the image library is undergoing a process of cataloging and reorganizing, including the procurement of stock photos and videos to be used to create marketing content. In addition, permission was received from the Science Library to replace the bulletin board outside of CIEGS with a mounted large screen monitor. The monitor will be connected to a computer and will display rotating, engaging content, updates, and events for walk-by traffic. The content can also be placed in other locations where the University has monitors (e.g. Campus Center, Quad dining halls, lounges, etc.). In the upcoming year, Hootsuite will be used to manage multiple social media accounts from a single source, which will allow different ways to schedule and post content at different times and across different accounts.

Multiple marketing materials, including posters, flyers, websites and multi-page conference programs, were created for the Institute for Global Indigeneity’s Global Solidarity Symposium and the EVOLVE Conference for Returning Study Abroad students. In addition, programs, certificates, and templates for ISSS to use in the International Student graduation celebration and for the IELP ceremonies were developed.

**IT support.** ITS has announced that all computers on campus will be upgraded to Windows 10 next year and any computers that are not compatible with the new operating system will need to be replaced (i.e. Dell OptiPlex desktops below model 790, which are about 4 years old, will need to be replaced). A CIEGS computer refresh recommendation plan is in development, so newer machines in compliance with ITS can be disseminated to professional staff, especially Education Abroad staff who will get docking stations and laptops older desktops are replaced. In addition, research has begun on card swipe implementation and online appointment tools so students can book appointments online, more efficiently and effectively.

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\(^7\) When UAlbany students login with their existing NETID, their information would already be there making it easier for them to apply to Study Abroad. Another aspect of the SIS/SSO project entails giving non-UAlbany students the ability to “quick admit” so they can get a NETID and begin the application process with a few simple steps rather than waiting for processing on the backend from Education Abroad.