



EIGHTH WONDER AGENCY PRESENTS

ARE YOU READY?

GO BEYOND THE GROVE

✈️ Fall 2023



STUDY ABROAD



**EIGHTH
WONDER**



Maggie Cleeland



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MEET THE TEAM!



THE CHALLENGE:

TO MEET OUR GOAL OF GROWING STUDY ABROAD PARTICIPATION FROM 3% TO 10%

This can be done by

- driving awareness
- creating a better user experience
- increase social media and event engagement

For our research we conducted

- 229 survey responses
- 40 student interviews



THE SITUATION

38% OF STUDENTS ARE NOT AWARE OF STUDY ABROAD PROGRAMS AT OLE MISS

1980'S

Study Abroad originated in the 1980's as an exchange program

2020

The program has been on the rise but in recent years it has declined due to the COVID-19 Pandemic in 2020.

2023

The ease of communication between prospective study abroad students and study abroad advisors is currently not where it needs to be to raise participation

MARKET ENVIRONMENT



01

LEAD ABROAD

02

INTERNSHIPS

03

STUDYUSA

04

OTHER UNIVERSITIES

05

OLE MISS TRADITIONS

06

**SPECIFIC OLE MISS
MAJORS**

SOCIAL MEDIA PRESENCE

- Engagement is low
- No consistency within slogan and username

WEBSITE

- Sterile feeling
- Not connected to UM website
- Complicated user experience
- Photos are dated

51%

OF STUDENTS HEARD ABOUT STUDY ABROAD THROUGH SOCIAL MEDIA



WEBSITE COMPARISON

Ole Miss

THE UNIVERSITY OF ALABAMA[®]

STUDY ABROAD

- Outgoing Students
- Incoming Students
- Parents
- Study Abroad Alumni
- Faculty and Advisors
- Student Diversity and Access
- Our Staff
- Passport Acceptance Facility

Announcements

Studying Abroad During A Pandemic [View Details]

Search Programs
Search programs by location, major, term, and more!

Financial Info
Learn more about Financial Aid and Scholarships available to start your journey.

Study Abroad 101
Steps to studying abroad.

Staff
Meet our staff!

Incoming Students
Learn more about studying abroad as an international student at Ole Miss.

Log In
Log in here to access your study abroad account.

THE UNIVERSITY OF ALABAMA

Capstone International Center

Welcome to Education Abroad!
The Education Abroad office assists students in pursuing educational opportunities all over the globe. Come ask us how you can study, intern, research, teach, or volunteer abroad. It's time to discover the world!

- Explore
- Apply
- Scholarships & Financing
- Prepare
- Return
- Faculty & Staff
- About Us

Program Search

Schedule an Appointment

Login

Health & SAFETY
Health and Safety
Our student's health and safety while studying abroad is of paramount importance to UA. Click to read more about health and safety information for UA students abroad.

parent & family RESOURCES
Parents & Family Resources
Interested in how you can stay connected with your students while they are abroad? Check out our Parents and Family Resources and FAQ!

STUDY ABROAD COURSE EQUIVALENCY DATABASE
Study Abroad Course Equivalency Database
Now you can know which courses have been approved abroad — even before you start an application!

SOCIAL MEDIA
Check out our social media!

- Instagram: @bamastudyabroad
- TikTok: BamaStudyAbroad
- Facebook: /bamastudyabroad
- Blog: BamaBloggersAbroad

Scholarships open for Spring 2024!
Spring Scholarships now open!
If you are studying abroad for Spring 2024, make sure to apply to scholarships by Oct 15th!

FREE PASSPORTS!
Application closes Oct 16
Opportunity for students to obtain their first adult U.S. passport. Check to see if you are eligible to apply!

GILMAN WORKSHOP
Study abroad funding for Pell-grant students
Funding for Pell-grant students
Gilman workshops held every Friday in Sept (@1:30 pm – 142 BB Comer). Scholarships up to \$5,000 for study or intern abroad!

Study Abroad 101
Not sure where to get started?
Study Abroad 101 is a great place to get rolling! We offer in-person Study Abroad 101 Sessions daily (2:00 pm) in 144 B.B. Comer. Click the linked video to watch a recorded version of some of the content.
In Study Abroad 101 we will discuss a variety of topics, such as, searching for programs on the database, dispelling myths about study abroad, and providing an overview of the study abroad process and timeline for you to better plan your international experience.

Study Abroad 101
Watch on YouTube

AUDIENCE INSIGHTS

STUDENTS SAID THEY WOULD STUDY ABROAD BECAUSE...

91%

TO EXPERIENCE
DIFFERENT CULTURES

48%

TO BUILD
INDEPENDENCE

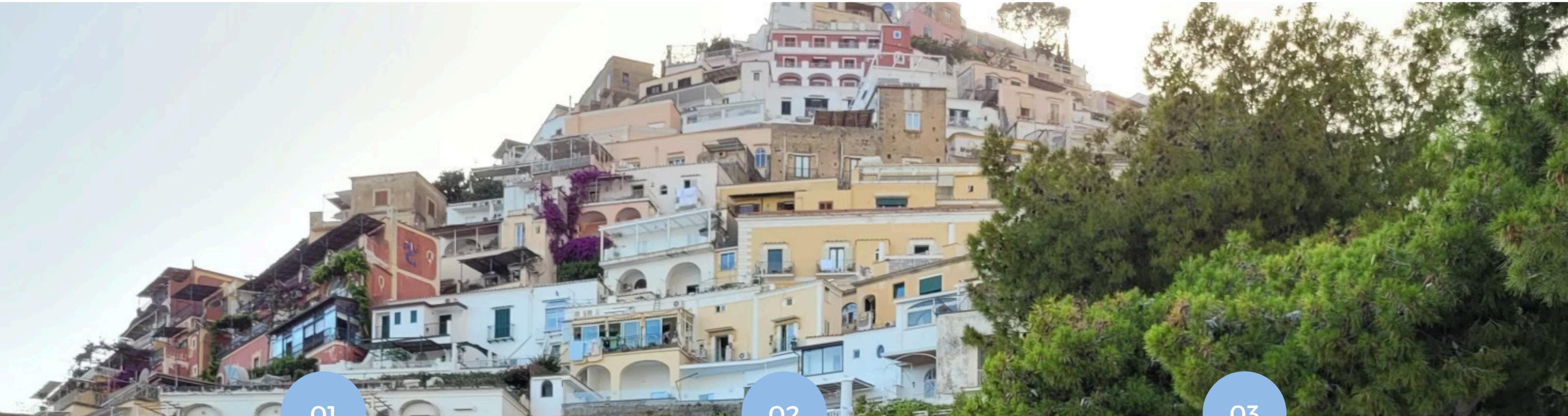
78%

FOR THE SOCIAL
OPPORTUNITIES

40%

FOR THE ACADEMIC
OPPORTUNITIES

KEY INSIGHTS



01

WORD OF MOUTH

Student experiences with the program

Giving students more outlets to speak on this

02

AWARENESS

Students said they “haven’t heard much about it”

“By the time they knew they could it was too late”

03

OLE MISS IS THE COMPETITOR

Campus traditions and sports

“We only have so many semesters at Ole Miss”

TESTIMONIALS

WHAT STUDENTS HAVE TO SAY ABOUT THEIR STUDY ABROAD EXPERIENCE

“I learned many things from Semester at Sea including maturity, global perspective, awareness of different cultures, and seeing scopes and sizes of ways to live.”
- Bella Scutti, Senior

“There is an interesting difference between studying abroad and living abroad: I was living abroad. You live there so you experience life there and that was irreplaceable”
- Abby Robeson, Senior

SWOT ANALYSIS

STRENGTHS:

STUDY ABROAD FAIR

SCHOLARSHIPS/FINANCIAL AID

VARIETY OF PROGRAMS

OPPORTUNITIES:

ORIENTATION

AMBASSADORS OR INTERN

SOCIAL MEDIA MARKETING

TEXT MESSAGES

WEAKNESSES:

USER EXPERIENCE

SOCIAL MEDIA TACTICS

COURSE APPROVAL

THREATS:

LEAD ABROAD

STUDY USA

INTERNSHIPS

OLE MISS EXPERIENCES &

TRADITIONS

TARGET AUDIENCE

VIA SURVEY



A graphic of a passport cover with several travel stamps. The stamps include: 'Ho Chi Minh 12/03/16 Vietnam' (red oval), 'Germany 25.03.15 DEPARTURE' (blue rectangle), '16 Paris OCT France INTERNATIONAL AIRPORT' (white rectangle), 'arrival 06 14 MEXICO' (blue circle), and 'MALAYSIA KLIA 2 25.03.15 DEC16' (red dashed rectangle).



STUDENTS / FRESHMAN

- Relies on social media for their information
- Seeking independence and unique experiences
- Enjoys social settings
- Cares about academics and internships



A graphic of a passport cover with several travel stamps. The stamps include: 'Ho Chi Minh 12/03/16 Vietnam' (red oval), 'Germany 25.03.15 DEPARTURE' (blue rectangle), '16 Paris OCT France INTERNATIONAL AIRPORT' (white rectangle), 'arrival 06 14 MEXICO' (blue circle), and 'MALAYSIA KLIA 2 25.03.15 DEC16' (red dashed rectangle).

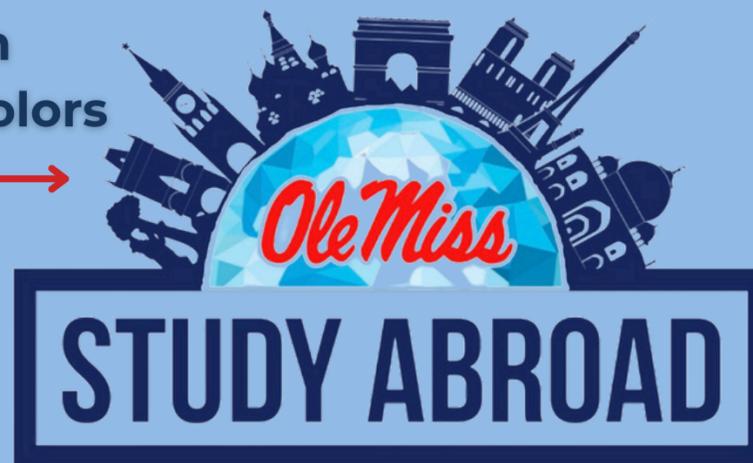


PARENTS OF UM STUDENTS

- Relies on their student for UM information
- Wants their students to have travel experience and engross in cultures
- Cares about safety and financials



Revamped logo with recognizable Ole Miss colors



A common call students respond to



ARE YOU READY?



GO BEYOND THE GROVE

Signature squirrel tied in with promotional materials as an Easter egg.



THE ARE YOU READY CAMPAIGN IS GOING TO BE CENTERED AROUND EXPERIENCING MORE THAN JUST THE GROVE. STUDENTS BELIEVE IF THEY STUDY ABROAD THEY ARE GOING TO MISS OUT ON EVERYTHING AT OLE MISS. WE WANT TO SHOW THEM WHAT THEY ARE ACTUALLY MISSING OUT ON WHEN THEY CHOOSE TO NOT STUDY ABROAD.



EXECUTION PLAN

WEBSITE REVAMP

MERCHANDISE

UNION PLAZA
PRINTING PARTY

INTERNS

TABLE REVAMP

GAME AND
GIVEAWAY

PARENTS OF
COLLEGE
STUDENTS AD

DAILY
MISSISSIPPIAN AD

FLYERS

TEXT MESSAGES

ORIENTATION

PROMOTIONAL
VIDEO

SOCIAL MEDIA
ADVERTISEMENTS

WEBSITE REVAMP



Home Programs Staff Deadlines

LOGIN

- Outgoing Students
- Incoming Students
- Parents
- Advisors, Faculty, Staff
- Apply
- Student Diversity and Access
- Prepare
- Return

Announcements

Worldwide Caution from the US Department of State
Please see the full message regarding the worldwide caution issued by the US Department of State. [\[View Details\]](#)

Upcoming Events

- November 1**
Study Abroad 101
- November 13**
International Education Week
- November 30**
Pre Departure Orientation

Program Search



Search programs by location, major, term, and more!

Study Abroad 101



Not sure where to get started? This is a great place to learn the steps to find a program, apply, find a timeline, etc.

UM Faculty Led Program Info



Learn about 2024 summer faculty-led programs and start your application here!

Health & Safety



Student health and safety while abroad is important to UM. Click to read more about health and safety information for UM students abroad.

Incoming International Students



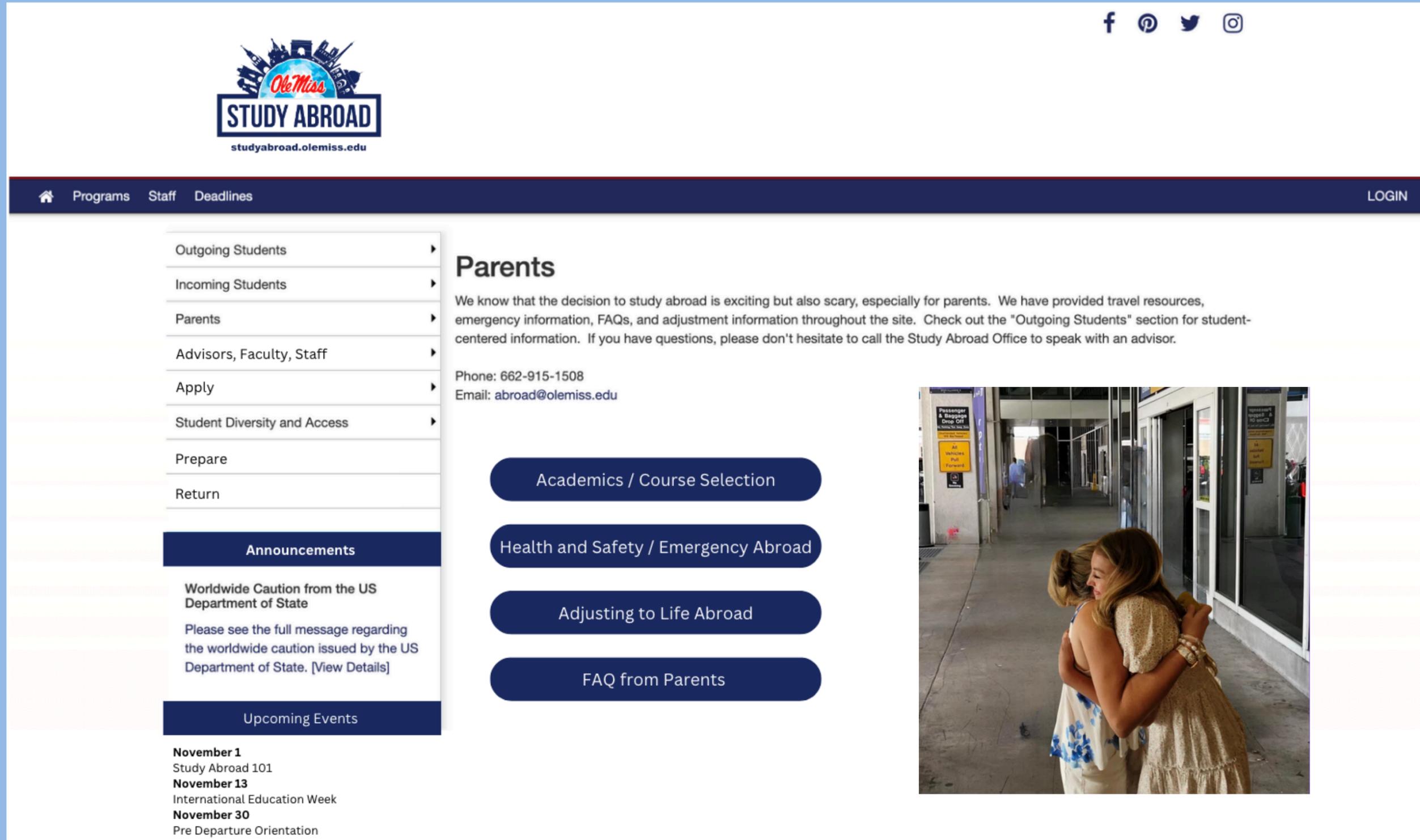
Study Abroad at Ole Miss! Learn more about life as an international student at UM.

Financial Info



Learn more about Financial Aid and Scholarships available to start your journey.

WEBSITE REVAMP



Programs Staff Deadlines

LOGIN

- Outgoing Students
- Incoming Students
- Parents
- Advisors, Faculty, Staff
- Apply
- Student Diversity and Access
- Prepare
- Return

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Study Abroad 101
November 13
International Education Week
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Pre Departure Orientation

Parents

We know that the decision to study abroad is exciting but also scary, especially for parents. We have provided travel resources, emergency information, FAQs, and adjustment information throughout the site. Check out the "Outgoing Students" section for student-centered information. If you have questions, please don't hesitate to call the Study Abroad Office to speak with an advisor.

Phone: 662-915-1508
Email: abroad@olemiss.edu

Academics / Course Selection

Health and Safety / Emergency Abroad

Adjusting to Life Abroad

FAQ from Parents



MERCHANDISE



UNION PLAZA PRINTING PARTY

FIRST **150** STUDENTS TO SIGN UP
AND CONFIRM THEIR SPOT WILL
RECEIVE A PRINTING PARTY
FROM B-UNLIMITED ON THE
UNION PLAZA

GO BEYOND THE GROVE

UMSTUDYABROAD

**VELVET DITCH
CONFECTIONS
COOKIES**



INTERNS

TWO INTERNS

INTERN RESPONSIBILITIES WILL INCLUDE BUT ARE NOT LIMITED TO:

- Social media strategy
- Content creation
- Recruit students
- Liaison between students and study abroad

Dr. Bradshaw IMC 491 class provides internships to public relations students

WE'RE HIRING

INTERN INTERN INTERN

MARKETING & COMMUNICATIONS INTERN

- Develop and execute a comprehensive social media strategy aligned with the overall marketing objectives.
- Lead and present information sessions to recruit students
- Act as a liaison between the student body and Study Abroad office

STUDY ABROAD

ABROAD@OLEMISS.EDU 662-992-1508 WWW.STUDYABROAD.OLEMISS.EDU

TABLE REVAMP

**WIN A
GIFT
CARD!**



TABLE GAME AND GIVEAWAY

WELCOME WEEK AND MIDTERM WEEK

UM STUDY ABROAD TENT/TABLE GAMES

- Geography, culture, or study abroad related trivia contest
- Pack the suitcase the fastest game
- Winners will receive Beis luggage



PARENTS OF COLLEGE STUDENTS AD

HEY PARENTS...

Do you want your student to
study abroad?

Don't let your student miss out
on this experience!

Text 'ABROAD' to 662-662
for more information!



Post 1X a month on
ALL Parents of
College Students
accounts

DAILY MISSISSIPPIAN AD



Ole Miss
STUDY ABROAD
studyabroad.olemiss.edu

Are you ready to
GO BEYOND THE GROVE?

662-662

TEXT 'ABROAD' TO FIND THE RIGHT PROGRAM FOR YOU

This advertisement features a vibrant landscape of hot air balloons in various colors (yellow, red, blue, green) floating over a desert-like terrain. A paper airplane icon is shown flying from the top right towards the balloons. The Ole Miss Study Abroad logo is in the top left corner. The text 'Are you ready to GO BEYOND THE GROVE?' is written in a mix of cursive and bold sans-serif fonts. A blue box with the number '662-662' is positioned in the lower middle, and a dark blue box with the text 'TEXT 'ABROAD' TO FIND THE RIGHT PROGRAM FOR YOU' is at the bottom.



Print and Online
October and March



**GO BEYOND THE GROVE
WITH OLE MISS STUDY ABROAD!**

TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU

This advertisement shows a group of five young women sitting together in front of a large, ornate, stone building with intricate architectural details. The women are smiling and dressed in casual summer attire. A white speech bubble at the top contains the text 'GO BEYOND THE GROVE WITH OLE MISS STUDY ABROAD!'. At the bottom, a dark blue box contains the text 'TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU'. A small illustration of a squirrel with a suitcase is visible in the bottom right corner.

FLYERS (CAMPUS AND BATHROOMS)

Ole Miss
STUDY ABROAD
studyabroad.olemiss.edu

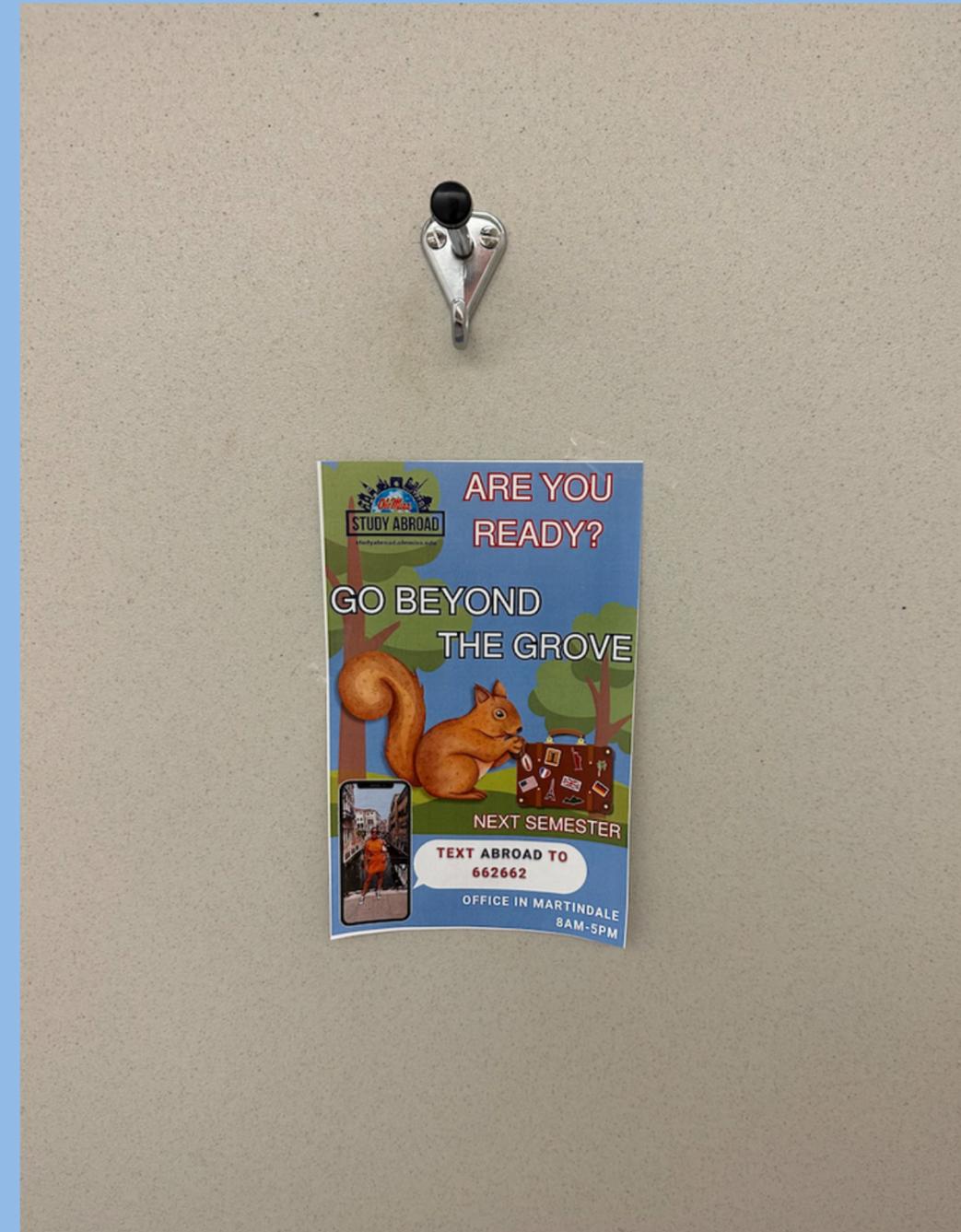
**ARE YOU
READY?**

**GO BEYOND
THE GROVE**

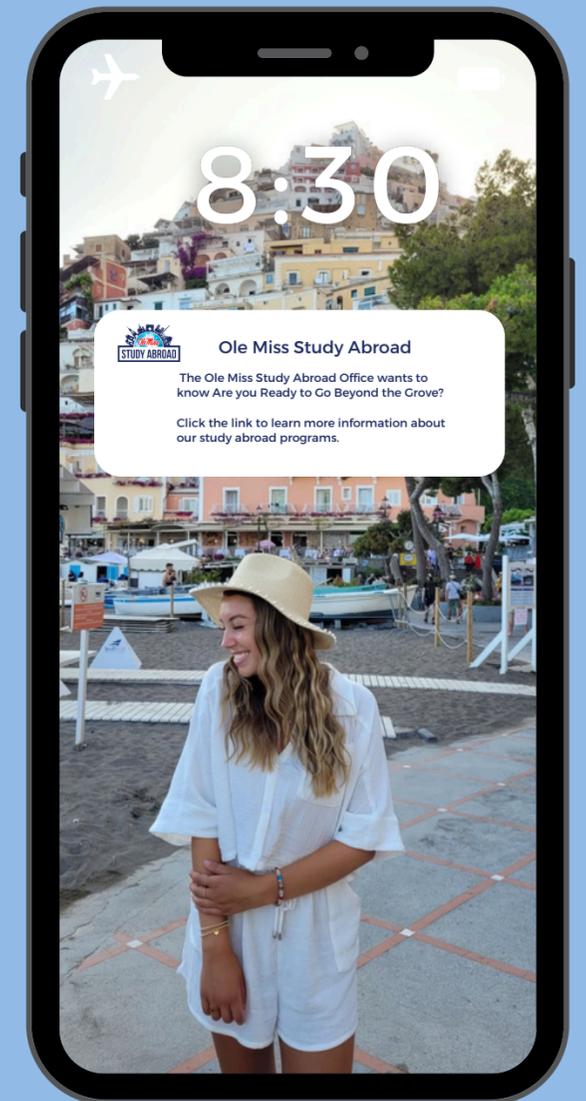
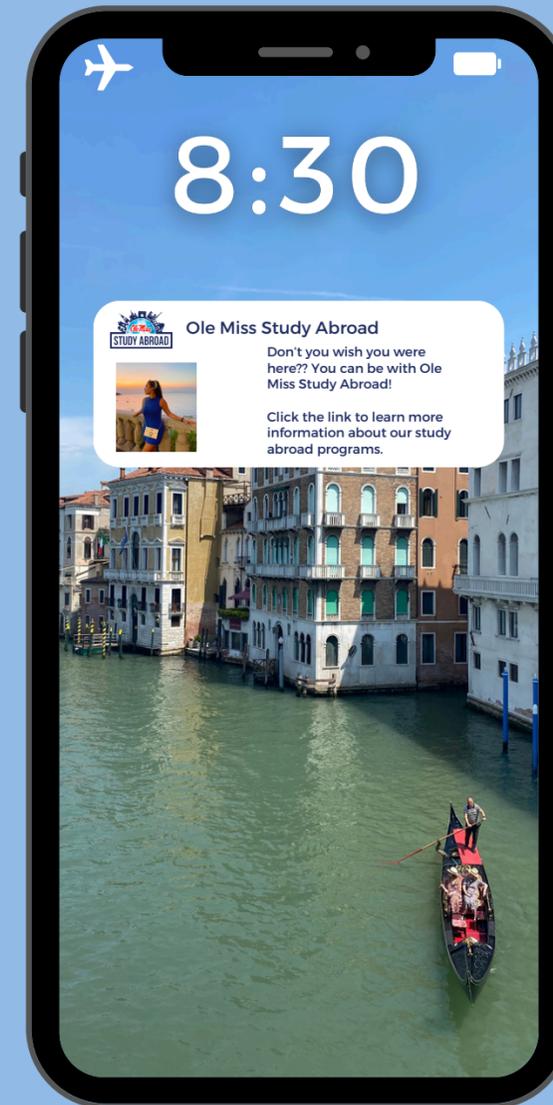
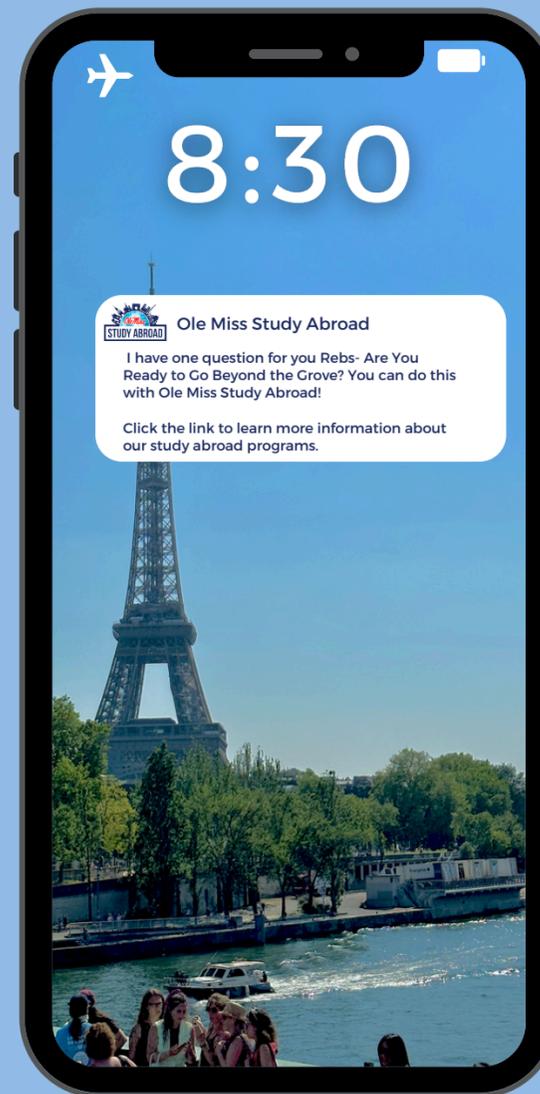
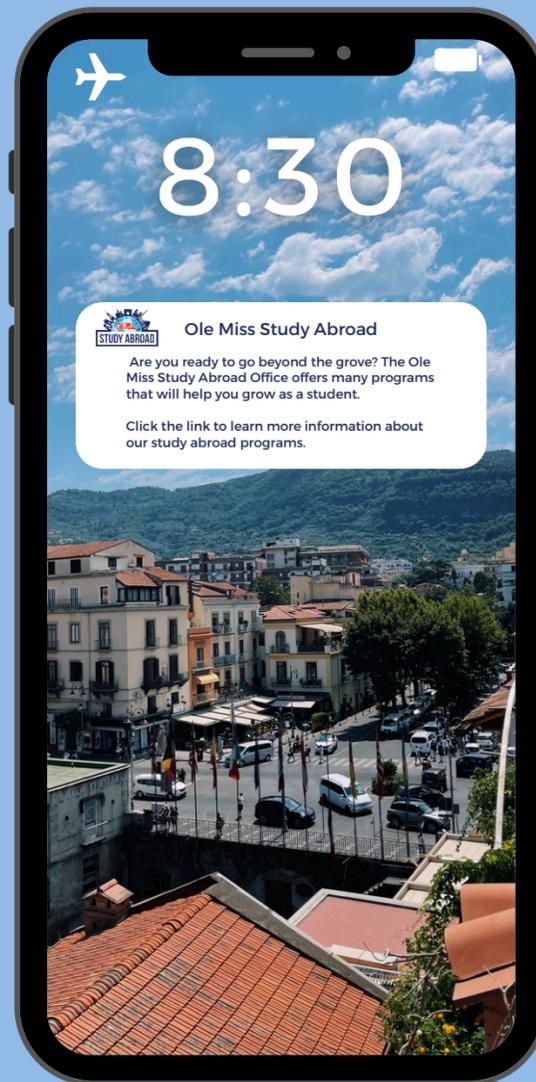
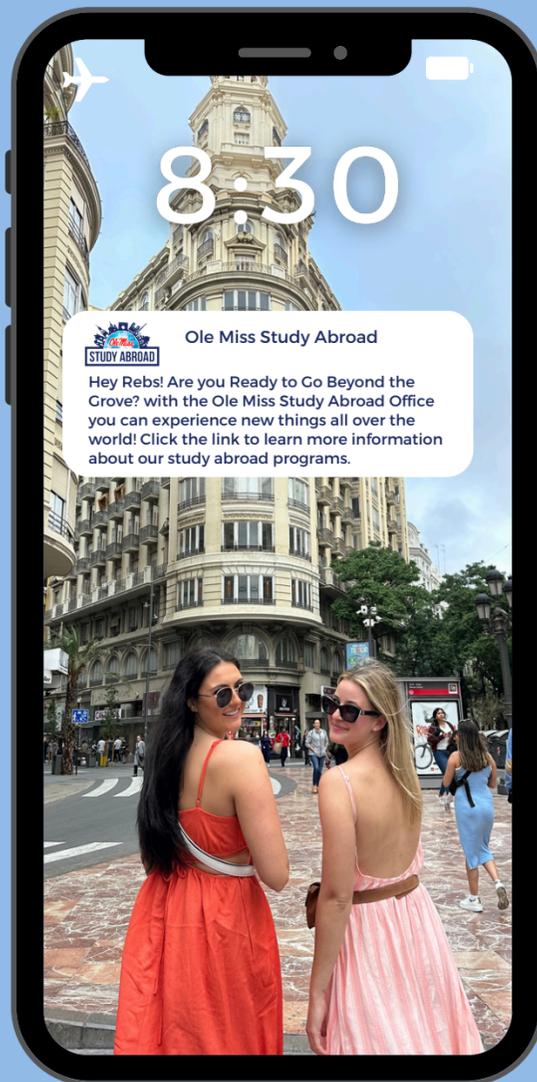
NEXT SEMESTER

**TEXT ABROAD TO
662662**

OFFICE IN MARTINDALE
8AM-5PM



OPT-IN TEXT MESSAGES



ORIENTATION

HEY PARENTS!

Stop by our table at The Inn with your baby Reb to learn more about studying abroad at Ole Miss

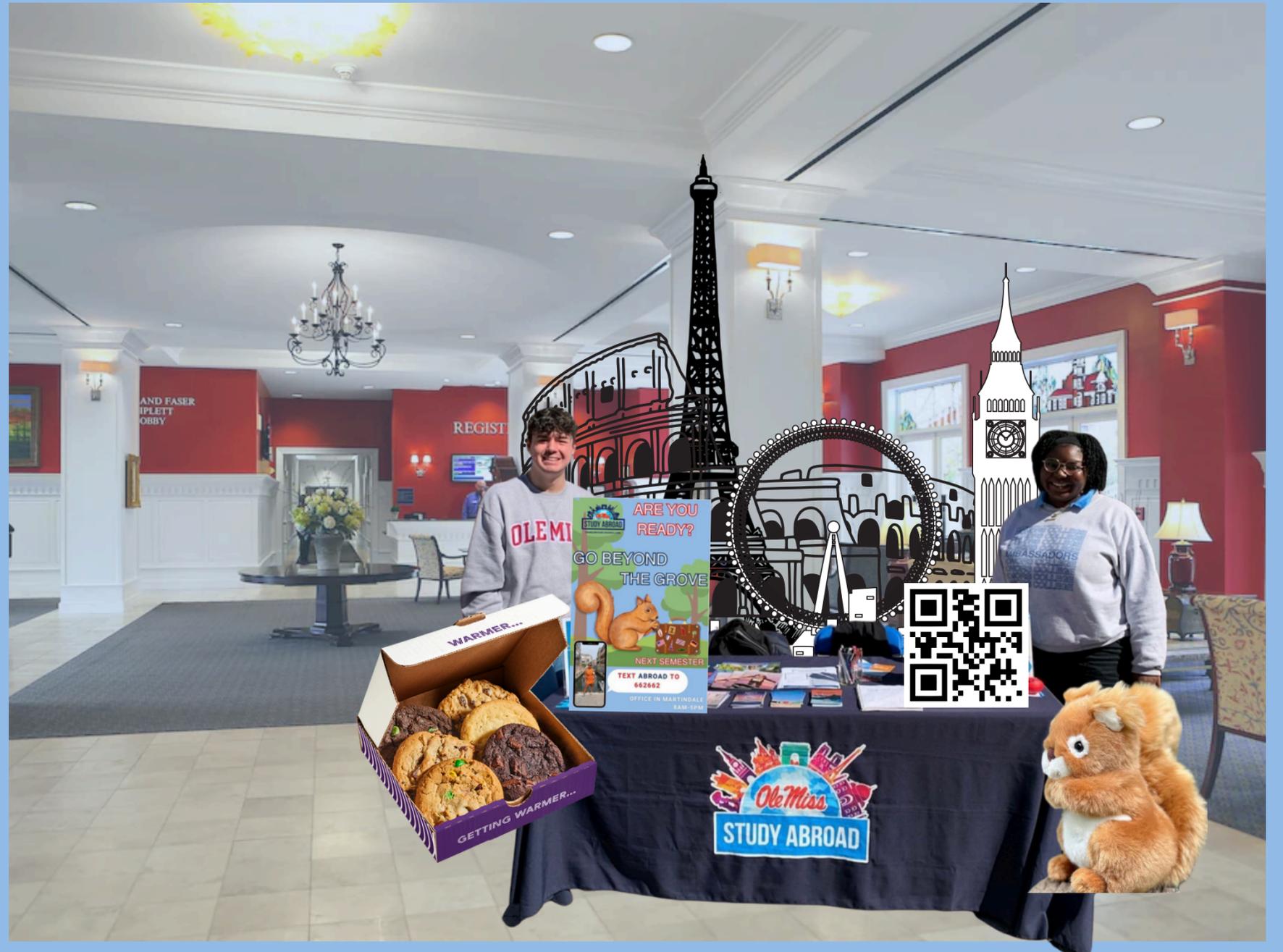
Free cookies, Study Abroad swag, and all the information you need to find the perfect program for you!

GO BEYOND THE GROVE!

The Inn
at *Ole Miss*
HOTEL & CONFERENCE CENTER

OLE MISS
Orientation
YOUR LEGACY BEGINS HERE
SUMMER
2024

Ole Miss
STUDY ABROAD
studyabroad.olemiss.edu



PROMOTIONAL VIDEO



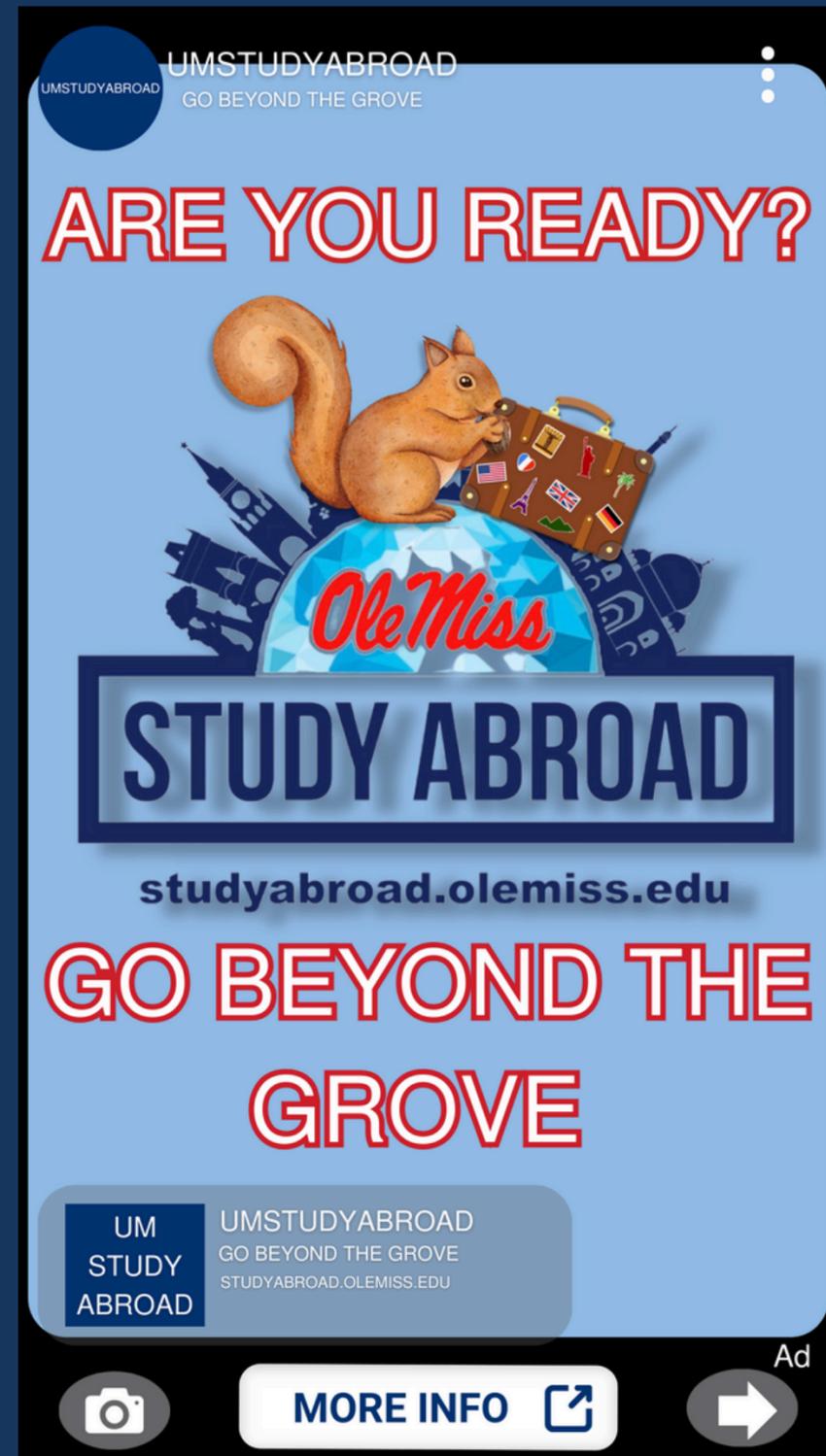
**SHOWCASE EXCITING STUDY
ABROAD EXPERIENCES BY "GOING
BEYOND THE GROVE"
SHOWN IN EDHE CLASSES**



PROMOTIONAL VIDEO



SNAPCHAT AD



BREAKDOWN:

WEEKLY RESULTS/ \$50 A DAY

- Reach: 13k - 39k
- Impressions: 13k - 39k
- Clicks: 120 -370

DAILY RESULTS/ \$50 A DAY

- Reach: 1.8k - 5.5k
- Impressions: 1.8k - 5.5 k
- Clicks: 18 - 53

INSTAGRAM & FACEBOOK AD



BREAKDOWN:

**WEEKLY RESULTS/
\$15 A DAY**

Reach: 5,300-14k

Weekly Budget Use:
\$105

RECOMMENDED SOCIAL MEDIA POSTS

Q OLE MISS STUDY ABROAD



Affiliate Programs

**Classes with Other U.S. Institutions
High Level of Student Support**

Q OLE MISS STUDY ABROAD



Faculty-Directed Programs

**2-4 Weeks Offered in Summer or Winter Sessions
Opportunity to Connect With Classmates and
Professors
Receive Resident Credit**

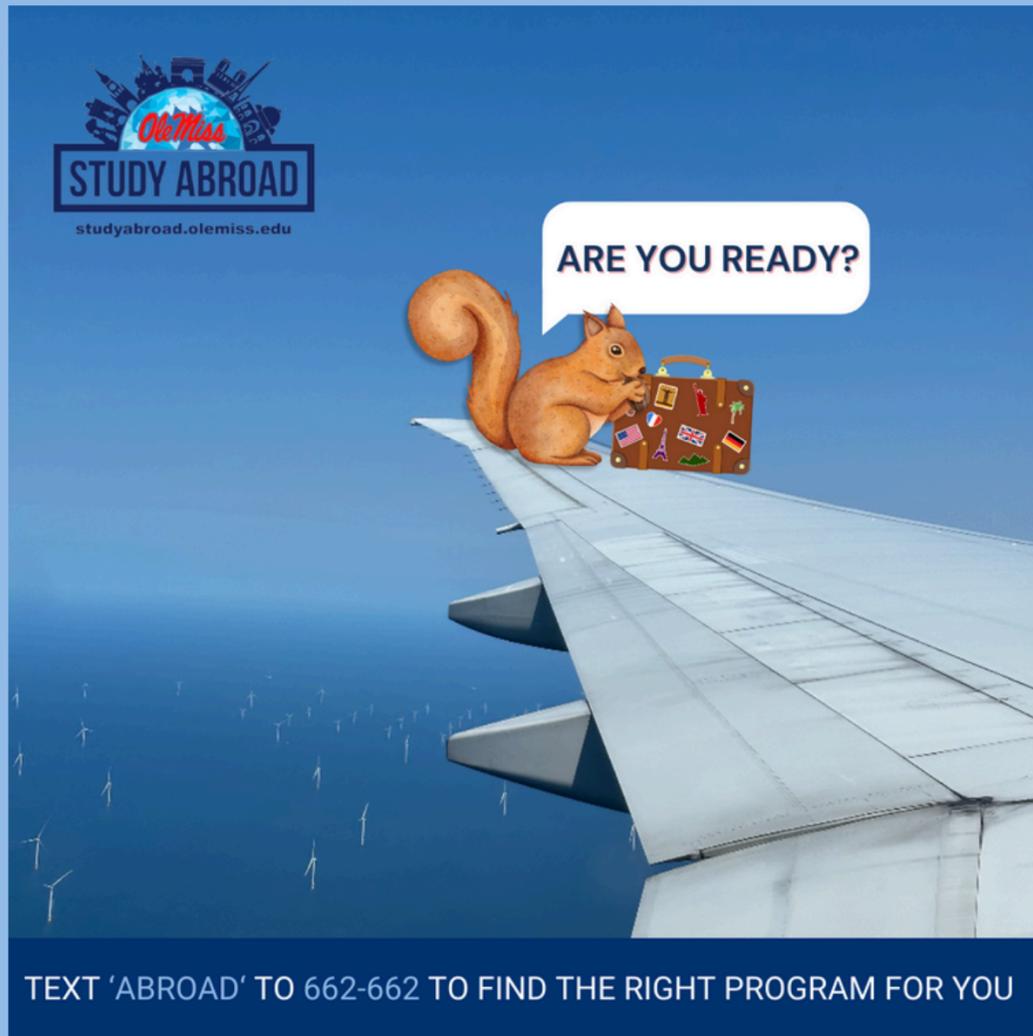
Q OLE MISS STUDY ABROAD



Exchange Programs

**Offered for Semester Long Program
Partners Often Offer Home Stays and/or Host
Institution Mentors and Roommates**

RECOMMENDED SOCIAL MEDIA POSTS



Ole Miss
STUDY ABROAD
studyabroad.olemiss.edu

ARE YOU READY?

TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU

This social media post features a squirrel sitting on the wing of an airplane, holding a suitcase decorated with various international flags. A speech bubble above the squirrel says "ARE YOU READY?". The background is a clear blue sky with a few small white birds. In the top left corner, there is a logo for Ole Miss Study Abroad with the website studyabroad.olemiss.edu. At the bottom, a dark blue banner contains the text "TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU".



Ole Miss
STUDY ABROAD
studyabroad.olemiss.edu

TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU

This social media post shows a group of five young women standing on a sidewalk next to several suitcases. One woman is taking a selfie. A squirrel is sitting on a suitcase in the foreground, holding a suitcase with flags. In the background, there is a brick building and a street with palm trees. In the top right corner, there is a logo for Ole Miss Study Abroad with the website studyabroad.olemiss.edu. At the bottom, a dark blue banner contains the text "TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU".



GO BEYOND THE GROVE
WITH OLE MISS STUDY ABROAD!

TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU

This social media post features a group of five young women sitting on a ledge in front of a building with a unique, colorful facade. A squirrel is sitting on a suitcase in the foreground, holding a suitcase with flags. In the top right corner, there is a white speech bubble with the text "GO BEYOND THE GROVE WITH OLE MISS STUDY ABROAD!". At the bottom, a dark blue banner contains the text "TEXT 'ABROAD' TO 662-662 TO FIND THE RIGHT PROGRAM FOR YOU".

RECOMMENDED SOCIAL MEDIA POSTS



Happy FDOC!

 Faculty Lead Program with
School of Journalism and New Media
 Barcelona, Spain

 studyabroad.olemiss.edu



 STUDY ABROAD
studyabroad.olemiss.edu

Are you ready to
GO BEYOND THE GROVE?

662-662

TEXT 'ABROAD' TO FIND THE RIGHT
PROGRAM FOR YOU

BUDGET

Printing Party (both semesters):	\$11,410.96
Gameday Merch (all in total):	\$2,365
Merch (all merch but gameday):	\$18,265
Social Media Ads (Snapchat + Instagram)	\$4,550
Orientation	\$3,150.10
Luggage giveaway (all year)	\$2,616
Registration Fee Waiver (all year)	\$2,000
Table Revamp	\$1,464
Daily Mississipian Ad:	\$1,680
Video:	\$2,499

TOTAL:
\$50,000

**ESTIMATED
IMPRESSIONS:**
689,000

SEEN:
30X

EVALUATION MEASURES

WEBSITE REVAMP

TRACK VISITS

- NUMBER & LENGTH

STUDENT AWARENESS

TRACK STUDENTS

- SIGN UP
- INTEREST
- APPLICATION PROCESS
- OPT-IN TEXT ALERTS

EVENT ATTENDANCE

PRINTING PARTY

TABLE REVAMP

ORIENTATION

SOCIAL MEDIA ENGAGEMENT METRICS

INSTAGRAM

- AVG 150 LIKES/ POST, AVG 300 LIKES/ POST
- 275% INCREASE, 650% INCREASE
- +250 FOLLOWERS, +500 FOLLOWERS
- 9.6% INCREASE, 19.4% INCREASE

FACEBOOK

- AVG 50 LIKES
- 4900% INCREASE

SNAPCHAT

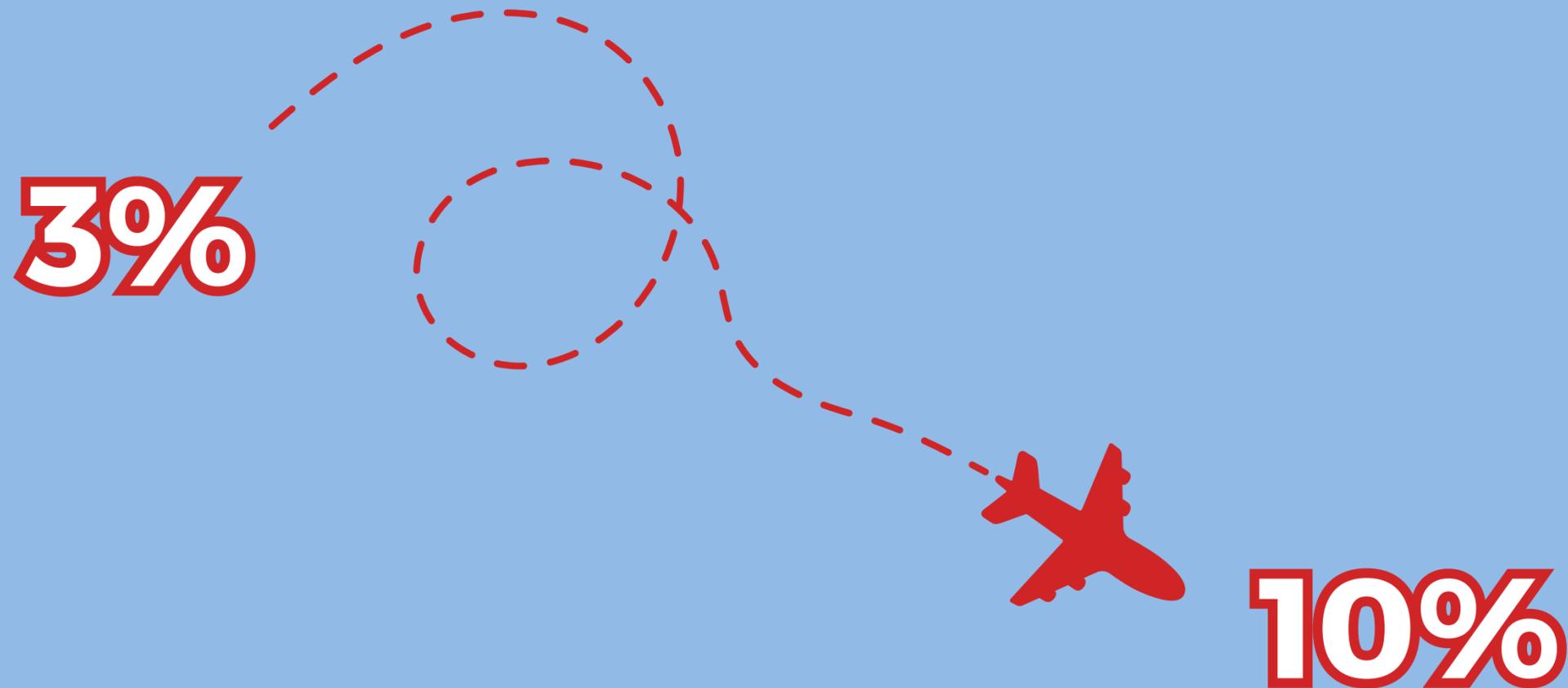
- TRACK WEBSITE CLICKS ON AD

NEW STUDY ABROAD APPLICANTS

TRACK # OF **NEW** STUDENTS

WRAPPING IT UP

ALL OF THE IDEAS PROPOSED THROUGH THIS CAMPAIGN ARE REALISTIC,
ACHIEVABLE, AND WILL DRIVE STUDY ABROAD PARTICIPATION



SO ... ARE YOU READY TO GO BEYOND THE GROVE?

REFERENCES

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