

Guide to Marketing Faculty-led Experiences Abroad



Why don't they just sign up?



For questions or comments regarding this guide, please contact
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Revised: June 2008

Why don't they just sign up?

The short answer is that they don't see the value. The long answer is contained in the rest of this guide. It's up to you to make a case for study abroad. Here's how to do it.

Consider This...

The following excerpt was taken from the Michigan State University CIBER (Center for International Business Education and Research) report titled *Study Abroad Programs in Business Schools: Issues and Recommendations by Leading Educators-Report, 2002*. While research conducted for this report relates to business students, findings can be generalized to many other fields.

Motivation, Communication, and Promotion ...more effective communication will further increase student interest in study abroad programs. In this context, we find that faculty interaction with students is the most effective means of direct communication, followed by student-to-student interaction (word-of-mouth), especially with those returning from a study abroad experience. Other effective direct methods include information fairs and recruitment meetings. Equally important is championship or ownership of the study abroad cause by an administrator and a faculty member...

There are also indirect methods of communication that can be effective. Among these, we find brochures, mailings, publicity, and the Internet as the most effective. Postings to bulletin boards, newspaper ads, and videos also appear to be effective, but less so... Presentations by business leaders about the career value in study abroad experiences, and those by foreign students studying in the United States also appear to be useful tools in promotion.

We find that business students participate in study abroad experiences for a variety of reasons. Furthering educational and professional development through foreign knowledge and experience appears to be a significant motive. Improving language and interpersonal communication skills, adventure, greater recognition at home and enhanced employment possibilities also appear to matter, but less so. Expanding cultural horizons appears to be (the) most significant motivator.

Study abroad programs are effective to the extent that there are clear incentives for students to participate in them. Perhaps the programs that provide the greatest incentives are those that combine study abroad coursework with internships. These offer the potential for future employment, look impressive on a student's resume, and appeal to students because of the practical applications they bring to classroom learning...

Challenges This challenge is sourced primarily in three problems: 1. faculty and administrators in business schools do not seem to value study abroad programs; 2. business students themselves do not typically see much value in these programs; and, 3. business students are utilitarian, that is they are reluctant to invest time and effort into learning a language which is not likely to lead to immediate tangible benefits.

To read the full article, see <http://ciber.msu.edu/research/books/StudyAbroadRoundtableBooklet.pdf>

Why should I bother to go through this guide?

Well, because you are about to spend *a lot of time and energy* developing your program and recruiting. But, if there isn't a perceived need for the program, if no one else in your department believes in your program enough to help you recruit, if you don't incorporate program elements which meet unit goals and work for your students... your program could be a "no-go."

In addition, this guide should give an indication of the range of structural possibilities available to you!

Introduction

Consider this handbook a guide and a helpful starting point from which you can begin to create experiences abroad for your students. It is in no way complete, and should not be the only source of information you use in your planning. Its purpose is to introduce you to the variety of study abroad options and the types of things you need to be aware of before setting out to create a program. The following resources are also available to you:

Office of International Education (OIE)

Provides support to faculty in the development and coordination of international programs. Contact: Jenna Graff, Dempsey 146, 424-0775, fax: 424-0185, graff@uwosh.edu, <http://www.uwosh.edu/oie/fac>. The menu listed on our homepage provides links to UW Oshkosh and UW System study abroad opportunities, resources for trip preparation, grants & conferences, and other resources.

Program Development Meetings

If you would like to begin developing a faculty-led experience for students abroad, begin by setting up an appointment for a Program Development meeting. Meetings cover the basics of developing a program, policy guidelines which pertain to international programs, and working with the Office of International Education to successfully deliver your program to students.

UW Oshkosh & UW System Study Abroad Destinations

<http://www.uwosh.edu/oie/abroad> and <http://www.uwsa.edu/acadaff/abroad/index.htm>

Transfer Student Coordinator

Provides transfer credit information for courses from other UW System institutions (some information is also available at <http://www.uwsa.edu/tis/tis.htm>), other U.S. institutions, and international institutions. Contact: Paul Gedlinske, Dempsey 135 (Admissions Office), 424-0404, gedlinsk@uwosh.edu.

Financial Aid

Awards Financial Aid and UW System Scholarships for Study Abroad. Contact: Beatriz Contreras, Dempsey 104, 424-3377, contrera@uwosh.edu.

Policies & Guidelines for the Conduct of Study Abroad Programs

UW Oshkosh, UW System and the State of Wisconsin have policies regarding international programs. Included at the end of this guide are the relevant excerpts of policies which must be followed when developing and coordinating international programs.

Student Health Center

Provides information on the Center for Disease Control's health care and immunization recommendations for travel abroad (the OIE also provides this information during orientation). The Health Center carries the most frequently used vaccines and will administer them for a fee. In addition, some countries require certification of physical and mental health in order to receive a visa for full-time study abroad. Students may obtain documentation of well-being by scheduling an appointment for a physical examination at the Student Health Center or with their family physician. Contact: Radford Hall First Floor, 424-2425.

Major Types of Program Design

There are several models for program design, including island programs, direct enrollment, student exchanges, field study and experiential programs. Take a few moments to familiarize yourself with these models. This guide to designing faculty-led experiences abroad is useful when planning programs which fit the island program, field study and experiential program models. For student exchanges, please contact the Office of International Education for more information.

Island Programs offer U.S.-style education in a foreign setting. Faculty from the home institution or faculty hired abroad teach courses from the home institution's campus curriculum following the home institution's own academic calendar and using rented space from a foreign institution or hotel. Students live in rented space or with host families. The *advantages* of island programs are the high degree of institutional control over the program, over the academic standards for courses, and over the academic calendar. In addition, students know which major and/or graduation requirements will be fulfilled, the program can attract and advise large numbers of students at once, and the program will attract students who are not ready to study abroad (or whose parents will not allow them to study abroad) on less structured programs. The *disadvantages* include the high level of responsibility placed on the home institution for program development and coordination and the fact that the cultural impact will be low due to the unintegrated nature of the program.

On the opposite end of the scale, **direct enrollment** allows students to participate in both the culture and educational system of the host country with very little interference by the home institution. Direct enrollment usually requires that students remain in the host country for a semester or longer and that they follow the host institution's academic calendar. Admissions requirements are determined by the host institution. Courses are offered directly by the host institution and taught by overseas faculty and grades are awarded by those same faculty, who employ their own local standards. Housing is usually in a dormitory or apartment, although a homestay may be a possibility. The main *advantage* of this type of program is that it offers the students total immersion. Additionally, students can choose from any course offered at the host institution, provided all prerequisites can be met, and are able to use the institution's facilities. The main *disadvantage* is that students need to be fluent and functional in the target language if courses are not taught in English. Students need to have an academic background equivalent to the background of other students at the host institution in order to enroll and succeed. Academic advisors need to be extremely flexible with students while determining credit transfer since students generally are not able to register for courses before they arrive in the host country and syllabi and course outlines are often not provided (the number of credits and course titles will transfer from foreign institutions, grades will not). Students may need to take a course in the target language and may require tutoring throughout the semester. Integration is generally more difficult than expected and students may be disappointed if they are not quickly accepted into the new culture. This type of program attracts independent students who are comfortable traveling abroad on their own. This type of program also requires the participation of multiple offices on campus, including advisors, academic units, financial aid, the transcript office, and others. Direct enrollment programs will not attract a large number of students all at once and will require a great deal of advising both before and after the students' return. UW Oshkosh does have a procedure in place for students who want to direct enroll in a foreign institution on their own (see the *Student Guide to Study Abroad*).

In an effort to synthesize island programs with direct enrollment so as to minimize the difficulties and maximize the advantages, U.S. institutions have begun to cooperate with foreign institutions in order to create exchanges and other special programs. The word *exchange* in study abroad generally means that students from the home institution travel to a host institution and vice versa. Exchanges involve reciprocity which, when *not* taken literally to mean "equal numbers of students going in each direction," can entail a clever exchange of services. This type of cooperation can allow the home and host institutions to agree upon special admissions requirements, to offer some or all courses in English, to discuss tuition options, and much more. For example, some institutions create "program tracks" made up of courses offered at the host institution from which students can choose. This eliminates much of the credit transfer problem and allows students to see course equivalencies before signing up for a program.

Field Study and *Experiential Programs* offer yet another form for study abroad opportunities. Field Study and Experiential Programs often involve research or work outside of the classroom and therefore do not always require rented classrooms or cooperation with a host institution and can be flexible both in duration and dates. Faculty from the home institution or faculty hired abroad lead the course, which is based on the home institution's campus curriculum and follows the home institution's own academic calendar. Students live in rented space or with host families. The *advantages* and *disadvantages* are similar to those of island programs.

Program Development & Delivery

Time Line

This process should begin early enough so that the application due to the Office of International Education is completed approximately *one year* before you plan to offer the program *for the first time* (your lead time, therefore, could be as much as *fifteen~ twenty-four months!*). This will give the OIE *three months* to plan the program before giving students (and parents) approximately *nine months* to make decisions, save money and apply for financial aid/grants.

Should I complete sections of this guide in the order in which they appear below?

The order presented below is more or less the order in which most faculty complete this process. However, there is no requirement that you do things in this order.

What else should I know before I get started?

Official graduation dates *may* affect the timing of your program. UW Oshkosh students who participate in a study abroad program during their final semester at UW Oshkosh must complete all coursework and receive a grade for their course/s before UW Oshkosh is required to send the official graduation list to Madison. Graduation lists, however, are not sent to Madison immediately following official graduation deadlines. The OIE will work with the Provost's office to obtain approval for individual students who need the graduation deadline extended.

Program dates do not need to follow the official university calendar. Programs abroad can start before or end after the regular semester, interim or summer term. However, if you expect to recruit graduating students, check with the OIE before choosing a program end date to be sure students will graduate on time/as expected.

Deadlines for turning in grades should *not* affect the timing of your study abroad program. Course end dates can be extended as needed. However, if you expect to recruit graduating students, check with the OIE before choosing a course end date to be sure students will graduate on time/as expected.

COLS policy regarding overload compensation for faculty on curriculum modification plans may affect the timing of your program. Discuss this policy with the Dean and/or your Associate/Assistant Dean to determine how the policy will apply in your case.

Do others feel the Need? Will there be Demand?

What, specifically, are your **unit's** internationalization needs and goals?

Do faculty in your unit believe in the value of study abroad?

Yes No

Do faculty in your unit promote study abroad regularly?

Yes No

Who are your target students? (check all that apply)

- COBA students COEHS students CON students
 L&S students All UW Oshkosh students UW System students
 Students specifically majoring/minoring in _____

- undergraduates graduates
 traditional students nontraditional students professional adults

How many students does your target group represent? _____

Does this student group already believe in the **value** of study abroad? Yes No

What are these students' **perceived** internationalization needs and goals?

What are the tentative objectives for the program you plan to propose?

Given your **unit's** internationalization needs and goals, your target audience's internationalization needs and goals and the current "study abroad culture" in your unit and your tentative program objectives, what percentage of your target students do you predict might apply to study abroad on your program? NOTE: currently 3.5% of UW Oshkosh students study abroad.

_____ %

Program Elements: Choose Realistic Program Characteristics for your target student population

Your program element choices will affect both academics and your target students' (and parents') participation decisions.

Curriculum

There are a few things you will want to know before choosing and/or developing courses for your program:

- Official UW Oshkosh courses can be offered abroad with the approval of the Department Chair and College Dean.
- With the approval of the department chair and college Dean, more than one course number can be used as an option for the same course. For example, students studying on our Howler Monkey Research in Belize program all attend the same course sessions and program events, but some students enroll in a 200 level course and others in a 400 level course. The syllabi for each course are different, as is the amount/type of assignments for the course.
- If the course you plan to offer is not an existing course, you will need to submit the course for formal approval through normal channels.
- Courses offered by a host institution abroad or by another UW System institution will not have to go through the course approval procedure at UW Oshkosh. Instead, appropriate academic units will determine course/grade equivalencies and credit transfer policies.
- Your unit and/or College may have policies which address academic content in study abroad programs. If there are no such policies, you may be free to arrange the academic portion of the program in any way you like. You may decide to teach your course before and/or after visiting the host country or courses may be taught while in the host country. You may also elect to designate a course offered at UW Oshkosh as a prerequisite which will prepare students for their study abroad experience.
- The OIE recommends that you offer at least one mandatory pre-travel academic session in order to familiarize students with the syllabus and academic goals of the program, explain assignments related to the program, outline expectations of students while participating in the program, and introduce students to basic cultural differences. Students appreciate the opportunity to meet one another before studying abroad and often have concerns or questions which would be best answered in a group environment. **Many faculty offer at least one Saturday afternoon session following the OIE's mandatory family orientation, during which they answer questions from family members and give information to students which family members can help reinforce later on.** Dates for these orientations are available from <http://www.uwosh.edu/oie/events.php>.

The students' study abroad experience should also include: (check all that apply)

- | | | | |
|---|---|--|-----------------------------------|
| <input type="checkbox"/> In-Class Academic Studies | <input type="checkbox"/> Language Study | <input type="checkbox"/> Internship/Field Experience | <input type="checkbox"/> Research |
| <input type="checkbox"/> Volunteer Work | <input type="checkbox"/> Excursions | <input type="checkbox"/> Time to Travel | <input type="checkbox"/> Other |
| <input type="checkbox"/> Events to encourage U.S. and host country students to mingle | | | |
| <input type="checkbox"/> planned by faculty leader | | <input type="checkbox"/> planned by host institution | |

Will the program be able to support all of the elements you hope to include in the amount of time you have chosen for the study abroad experience? Yes No

Will you be able to successfully market these elements to your target students? Yes No
The curriculum will be offered/determined: (check all that apply)

by _____ (department/unit at UW Oshkosh)
 students will take a specific set of course(s)
 students will have the option to select from several courses

by another UW System institution
 students will take a specific set of course(s)
 students will have the option to select from several courses

by a host institution in the foreign country
 students will take a specific set of course(s)
 students will have the option to select from several courses
 students will be able to choose courses from most departments

jointly by UW Oshkosh and another UW System and/or host institution in the foreign country
 students will take a specific set of course(s)
 students will have the option to select from several courses
 students will be able to choose courses from most departments

Other _____

Language of Study: (check one)

English Other _____
 Combination (i.e. academic courses in English, language courses in target language)

Courses should apply toward... (check all that apply):

Major Minor General Ed Requirements Elective
 Other requirements within a specific field (DPI, COBA Int'l Dimension,

etc.) _____

Credits: (check one)

Awarded by home institution
 Awarded by another UW System institution, with equivalencies determined for UW Oshkosh
 Awarded by a host institution, with equivalencies determined for UW Oshkosh
 Some credits awarded by home and others by another UW System or host institution
 Other _____

Grades: (check one)

Awarded by home institution
 Awarded by another UW System institution, with equivalencies determined for UW Oshkosh
 Awarded by a host institution, with equivalencies determined for UW Oshkosh
 Some grades awarded by home and others by other UW System or host institution
 Grades awarded by home and host institution and then averaged
 Other _____

Immersion: (check one)

Total Immersion (Students attend classes and/or participate in activities with host country students)
 International Immersion (Students attend classes and/or participate in activities with int'l students)
 Partial Immersion (Students spend time with host country students & w/ U.S. students)
 Low Immersion (Students spend most of their time with other U.S. students)

Education Style: (check one)

- U.S. Foreign Combination

Participation Requirements

Admission

- Determined by home institution Determined by host institution
 Determined by a UW System institution Determined by agreement between home/host inst.
 Determined by agreement between home and other UW System institution

Academic Background (ideal student profile)

- Class standing _____
 Minimum G.P.A. _____
 Course prerequisites _____
 Admission to (program of study) _____
 Foreign Language Requirements _____
 Other _____

Location: (Check all that apply)

Region: _____

- Specific Country/Countries _____ Any country is fine
 Developing Nation Modernized Nation
 More than one country

- Specific City/Cities _____ Any city is fine
 Large City Small City
 Modern City Traditional Village
 More than one city

Check U.S. State Department Country-specific Information, Travel Alerts and Travel Warnings (<http://travel.state.gov>). Will students, their parents and your unit perceive the country and/or city you chose as safe to visit? Yes No

Program Length & Dates

Academic Calendar: (check one)

- Follow the UW Oshkosh academic calendar Follow host institution calendar
 Follow other UW System institution calendar

Program Length: (check one)

- Less than one semester One semester One academic year
 During Breaks (summer/interim) Other _____

Dates: (check one)

- Dates are flexible 1st Choice Dates _____
 2nd Choice Dates _____

Do you have enough time to properly plan the study abroad experience before your expected program start date (you will need *at least* 15 months for proper program development, paperwork and advertising)? Yes No

Accommodations (check all that apply)

Group A: Host Family Dormitory Apartment Hostel Other

Group B: Students should live near or with other students from the host country.

Students should live near or with other international students.

Students should live near or with other American students.

Students should live apart from other international and American students.

It does not matter.

Facilities/Classrooms (check all that apply)

Rent from host institution

Rent from hotel

None needed

Other _____

Develop a Program for your Unit; Develop Unit Support

Developing support among and soliciting advice from colleagues is crucial. Failure to market your program sufficiently to colleagues and/or failure to solicit colleagues' advice when designing your program can lead to a program which you "own" alone. While this gives you more control over how the program will run, it can also mean that, later in the process when you ask others to help spread the word, your request may lead to little enthusiasm. At best, colleagues will only be able to hand out flyers and mention that you have a program. What you really need is for everyone to believe in the program and its benefits to students. So, market your ideas to colleagues now, take the ideas of those who can help support the program into consideration, and make the program "the unit's" program rather than your own.

First, introduce your program ideas to colleagues who have already worked on developing programs abroad or who have traveled abroad. If appropriate, use their advice to refine your ideas before bringing them to colleagues who have not led programs and to unit leaders.

You may want to share your ideas informally, or you may need to develop written materials or hold meetings with specific governance groups within your unit to share your program idea with your colleagues. Consider sharing a draft program itinerary, program goals and objectives and/or the information which you put together in the steps above. Ask your colleagues what types of materials they would like to see beforehand.

Ask Your Students

At this point, if you have at least informal buy-in from colleagues, your unit leader and your Dean, give your students details about your planned program and ask them whether they would participate. Consider giving target students in your class and in colleagues' classes a simple survey to complete after introducing them to your program. Your survey could ask the following questions:

Based on the preliminary information you received about _____ (program name), which is still in the development stages, how likely would you be to participate (circle one)?

Unlikely.....Likely
0% 25% 50% 75% 100%

If you did not circle 100%, what type of information do you need and/or what program element/s would need to change to increase the likelihood that you might participate?

If you would like to be contacted with more information once this program has been developed further, please include your name and email address below.

_____ Name

_____ Email

Preliminary Meeting with the Office of International Education

The Office of International Education was created to offer support to faculty developing and delivering programs abroad. Make an appointment with Jenna Graff and Karli Stukenberg in the Office of International Education (424-0775, graff@uwosh.edu or stukenbk@uwosh.edu). We can discuss your current plans, the Application for Faculty-led Programs, timelines for proceeding, responsibilities and PART I of the faculty orientation (an agenda is at the end of this guide).

Below, you will find a list of responsibilities which the OIE can take care of for you and a list of other responsibilities which, as the faculty leader and/or instructor of record for the course, you must cover. The list included here is not comprehensive, mainly because the scope and depth of responsibilities will change depending on the type of program you plan to develop. We will certainly run into issues and obstacles that require you and us to do even more☺

The OIE is primarily responsible for activities that are not academic, such as logistics, the application process, compliance with institutional, system and state policies, collecting fees and making payments, etc. The OIE...

- Offers study abroad information sessions each semester for students interested in all programs;
- Maintains a website with general study abroad information as well as information related specifically to each individual program;
- Advises students on study abroad in general, helps direct students to programs related to a specific major/minor and offers information on financial aid and other issues related to the study abroad experience;
- Collects program applications, signed by relevant Chairs & Deans, from faculty by the designated deadline;
- Meets with faculty leaders to discuss the program and the itinerary, including logistics, in detail;
- Builds a program-specific webpage and flyer;
- Makes recommendations to the Provost for final program approval;
- Arranges for transportation, housing, facilities (including classrooms, study space, technology, library resources, office space, etc.), sightseeing activities, cultural events, etc. in the host country/s;
 - Contacts travel agents and/or airlines, hotels/hostels/universities, bus companies, etc. for bids following institutional, system and state policies.
 - Negotiates contracts with travel agents and/or airlines, hotels, bus companies, etc. and secure approval from Financial Services;
- Arranges for transportation to/from UW Oshkosh and the U.S. airport;
- Determines the program budget, with input from the faculty leader;
- Shares information and act as liaison with the Financial Aid Office;
- Registers students for classes;
- Provides all students with a mandatory pre-travel orientation (see the *Orientation* section later in this guide);
- Works with students to secure visas, if required;
- Collects and disperses money associated with the program;
- Assesses non-academic elements of the study abroad program;
- Sets up cooperative agreements with institutions abroad which have been identified by the faculty leader and approved by the Provost.

Faculty, units and Colleges are responsible for the academic content of the program, including making arrangements related to the academic content of the program. The Faculty Leader ...

- Selects an appropriate course/s for the experience abroad;
- Collects information on courses taught by institutions other than UW Oshkosh (if needed);
- Determines program dates and length;
- Determines program prerequisites and all academic content;

- Completes, obtains the necessary signatures for (Chairs & Deans), and submits the required application form to the OIE;
- Contacts professionals at other institutions who could potentially be involved in the program (if needed);
- Explores possibilities for and/or arranges internships, volunteer work, job shadow experiences, research opportunities, field work, etc. related to the experience abroad (if needed);
- Visits cooperating institutions to work out program details, etc. (if needed);
- Markets the program and recruits participants;
- Solicits the involvement of other faculty and/or staff members to share marketing (and possibly other) responsibilities;
- Develops/offers pre-travel *academic* sessions to prepare students for the experience abroad;
- Approves/Denies student applications to the program;
- Corresponds with students regarding all academic issues related to the program;
- Chooses/purchases gifts for contacts abroad (optional, but must be included in the original program budget).
- Provides an in-country orientation;
- Manages spending and accounting for any travel advance;
- Remains responsible for and available to students during the entire program abroad (unless special arrangements have been made in advance);
- Participates in all planned group activities (unless special arrangements have been made in advance);
- Responds in a timely manner to students in crisis in accordance with the mental health issues abroad emergency response plan;
- Promptly reports inappropriate student behavior in accordance with the emergency abroad response plan;
- Monitors group dynamics and activities and, if feasible, intervenes as needed;
- Grades participants (if the faculty leader is also instructor-of-record);
- Sends thank you's to hosts, speakers, tour guides, presenters, etc. involved with the program, or assigns these notes to student participants.

The Academic Unit

- Approves program curriculum and
- Determines and/or approves faculty to lead seminars abroad (The OIE forwards the names of all faculty who propose offering a course abroad to the Affirmative Action Office before proposals can be approved. No confidential information is shared with the OIE.)

Complete the Application for Faculty-led Programs

The Application for Faculty-led Programs is available from <http://www.uwosh.edu/oie/fac/facultyled.php>.

Complete the application, obtain the proper signatures, and return the form to the OIE by the application deadline listed at <http://www.uwosh.edu/oie/fac/facultyled.php>. If you are unsure about certain aspects of your program or would like to allow for some flexibility while developing the program, please include this information on the form. The program you ultimately deliver does not have to be exactly the same as the program you outline on this form, but significant changes will need to be approved by your unit leader and/or Dean.

Why does this form need to be completed so far in advance?

The process needs to begin early enough to give the OIE *a few months* to plan the program before giving students approximately *nine months* to save money and apply for financial aid/grants.

If you have any questions when completing this form, contact the OIE.

❑ **Unit Governance; Approval by Appropriate Chairs and Deans**

Once the application is complete, it is the responsibility of the Faculty Leader to secure approval from the appropriate Department Chair/s (or equivalents) and Dean/s. Because the process is different for each unit on campus, it is best to contact your unit leader/s for the appropriate steps you will need to take to gain approval. You may be asked to complete the next step (Site Visit) before your unit will make a decision.

❑ **Site Visit**

If you haven't already visited the proposed study abroad location, or if further visits are required before the study abroad program can be developed, request preliminary approval of your proposed study abroad program from your unit leader and Dean *before* completing a visit.

The OIE does not collect fees from students to fund future program development. Funding for program development associated with your unit must come either from grants or from within your College. Options may include:

UW Oshkosh Office of Sponsored Programs (<http://www.uwosh.edu/grants/>)

- Faculty Development Program
- Vander Putten International Awards (tentative)

UW System Grants (<http://www.uwsa.edu/acadaff/grants/grntprg.htm>)

- Undergraduate Teaching and Learning Grant Program

All other grant opportunities we find are listed on the Office of International Education Grants webpage at <http://www.uwosh.edu/oie/fac/grants.php>.

Before finalizing the arrangements for your site visit, make an appointment with the OIE to discuss the kinds of information which you will want to bring back from your visit to share with the OIE to aid in program development later. In addition, if you receive a grant for program funding, please share a copy of your grant application with the OIE so that we can advertise the accomplishment and share this information with faculty interested in applying for grants in the future!

❑ **Budget**

Based on your Application for Faculty-led Programs and subsequent discussions with you, the OIE will begin contacting travel agencies in the U.S. and abroad, hotels, bus companies, etc. in order to develop a program budget.

Ultimately, the OIE will secure either formal, written contracts which conform to institutional, system and state policies or invoices from travel agents, hotels, motor coach companies, cooperating institutions, or other third parties for all program details with budgetary implications.

If there are any details with budgetary implications which you plan to take care of yourself, you must send bids, invoices or price estimates to the OIE *before* making any commitments. The OIE is responsible for ensuring that all institutional, system and state policies are followed and can also provide alternative estimates. If contracts need to be signed, the OIE will forward these to Financial Services. Please keep in mind that *only* the Director of Financial Services can enter into financial contracts. **DO NOT SIGN ANY FORMAL CONTRACTS YOURSELF** as these cannot be honored!

Financial Aid Arrangements

Many of your students will depend on financial aid and/or UW System grants for study abroad, both administered through the Financial Aid Office, to finance their study abroad experience. Therefore, the OIE will ensure that the Financial Aid Office has up-to-date program fee information and any necessary financial aid agreements on file *before* students begin applying for aid/grants for your program. Having realistic budget *estimates* in place at least **nine months** prior to the program dates is essential. This will give students enough time to apply for Financial Aid and, if necessary, determine whether or not they will be able to earn what will not be covered by Financial Aid before program application deadlines.

Students apply for study abroad financial aid by completing the FAFSA and by completing the financial aid section on the study abroad application. Students will also be required to attend a mandatory financial aid meeting. Dates, times and locations for these meetings will be available on the web page for your program.

If students will not be enrolled in courses at UW Oshkosh during your program, the OIE can work with the institution offering the courses abroad to complete a consortial agreement, allowing students to use financial aid. Depending on the length of your program, the OIE may need to complete other steps to make financial aid a possibility.

❑ Marketing & Recruitment

It is ultimately the responsibility of the faculty leading a study abroad program to market and recruit enough students to make the program a “go.” While the OIE does market study abroad in general, students tend to enroll in programs because they have heard from multiple faculty members that the experience is a valuable one. Students who hear, over the course of many months, from you and from others in your department that your program in particular is an important part of their education are more likely to enroll. If you plan to offer a program which will run periodically, students should hear about it throughout the year. Talk to academic advisors in UARC who see the students to whom you plan to market and ask them to help students work your study abroad program into their academic plan.

Marketing options you may want to consider include:

- Mailing flyers and/or postcards to your target students’ parents’ address and asking faculty teaching in specific courses to hand them out in class (printing & mailing costs will need to be added to the study abroad budget if not covered by the department);
- Creating and hanging posters around campus, especially in buildings where your target students attend classes, eat, live, or hang out;
- Explaining the program to other faculty (including faculty on other campuses), who can then help spread the word. Sending program information/flyers directly to faculty via email or mail and asking for help distributing to their students;
- Advertising and holding information meetings (in addition to the meetings held by the OIE) for interested students.
- Visiting classes which your target students are taking, holding sessions in residence halls, and speaking during student club meetings;
- Advertising your program’s web address;
- Emailing program information directly to your target students;
- Reserving display cases in buildings around campus to advertise your programs;
- Advertising in the Advance Titan or on Titan TV (advertising costs will need to be added to the study abroad budget); and
- Updating course descriptions in the Undergraduate/Graduate Bulletins for courses offered both on campus and abroad to include the locations where students can take the course.

Part of marketing will also include addressing the reasons students have for NOT choosing to participate in your study abroad experience. These reasons may include:

- **Money** ~ financial aid is available to almost everyone; study abroad grants are available to students with demonstrated need.
- **Time & Credits** ~ How might your study abroad program affect their graduation date (might they be able to graduate sooner?) and which courses will they receive credit for? How do these courses apply to a particular major/minor or other graduation requirements?
- **Lack of Foreign Language Skills** ~ What level of fluency do students need to attain before studying abroad?
- **Benefit** ~ Why is your particular program necessary or beneficial? Will it impress future employers who see the experience on their resume? Will it help them find a job or progress in their career?

**Familiarizing yourself with the Study Abroad Handbook
(<http://www.uwosh.edu/oie/abroad/handbook/index.php>)
will help when it comes time to talk to students about many of these concerns.**

Marketing Materials

Make sure that target students understand that program details, fees, itineraries, etc. can change and may not be exactly as originally advertised. **If you create advertising materials of your own for your program (print or web), you will need to include the following disclaimer:** “All of the information included here is subject to change. Modifications may be required depending on the exigencies of the situation.” You will also need to send a copy to the OIE before distributing to students. The OIE is responsible for ensuring that UW Oshkosh is in compliance with UW System policy regarding student recruitment and that all advertising materials have consistent information.

□ Program Application & Course Registration

Students can access the study abroad application, application procedure, application deadlines and more from our Study Abroad Handbook on the web at <http://www.uwosh.edu/oie/abroad/handbook/index.php>.

The OIE registers students for the course/s associated with your program. Students are not be able to register for a course designated as “*study abroad*” on their own or using an ADD card.

□ Student Orientation & Pre-travel Academic Preparation

UW Oshkosh and UW System both have policies and guidelines regarding orientations. The OIE runs a family orientation which conforms to these policies and other best practices; student attendance is mandatory. **Faculty leaders are always welcome to attend, but are not required to do so.** All orientation materials will be shared with faculty leaders. Most of the information is also available from <http://www.uwosh.edu/oie/abroad/handbook/orientation.php>.

Following are examples of topics NOT covered in the OIE’s family orientation:

- Geography;
- The educational system;
- Language(s);
- The country’ laws and customs (aside from those outlined in the U.S. State Department’s consular information sheets);
- Gender/diversity issues, including male/female roles, norms for personal space, appropriate clothing, body language, independence; group or individual norms, minority students abroad,

- etc.
- Context, including political and economic systems, historical events, current national concerns, human rights, population, health & welfare, state of technology, relations with the U.S., role of the military, political unrest and terrorism, crime patterns, law enforcement and laws, patterns of daily life, etc.
 - Importance of language to business/social relationships
 - Cross-cultural issues, including cross-cultural communication
 - Culture-general issues (time, beliefs, relationship with nature/work/other people, values, etc.) and their effects on business & society
 - Culture shock: The learning curve
 - Knowledge of the U.S., including history and current events which relate to the host country

Pre-travel academic sessions are not required by UW System or UW Oshkosh policy, but your unit may have policies or guidelines which cover academic preparation for study abroad.

The OIE recommends that you offer at least one mandatory pre-travel academic session in order to familiarize students with the syllabus and academic goals of the program, explain assignments related to the program, outline expectations of students while participating in the program, and introduce students to basic cultural differences. Students appreciate the opportunity to meet one another before studying abroad and often have concerns or questions which would be best answered in a group environment. **Many faculty offer at least one Saturday afternoon session following the OIE's mandatory family orientation, during which they answer questions from family members and give information to students which family members can help reinforce later on.** Dates for these orientations are available from <http://www.uwosh.edu/oie/events.php>.

☐ Faculty Orientation

Faculty must also attend two mandatory faculty orientations. The first (Part I) is offered informally at the beginning of the process or during the first meeting with OIE staff. The second (PART II) is a group orientation which takes place near the end of each semester. The agenda is at the end of this guide.

☐ On Tour

Group activities vary widely from travel seminar to travel seminar, making advice in this section difficult. Feel free to discuss the activities you have planned with the OIE. We may be able to offer suggestions or helpful advice on an individual basis.

☐ Post-Study Abroad Reentry and Program Evaluation

Complete the international program abroad cycle by offering your students a forum through which they can readjust to U.S. culture, reflect on their experiences, and then incorporate those experiences into academic and career plans and coursework in the future. You could do this by organizing a series of formal or informal meetings, by offering a post-study abroad course which deals with these issues and others, or by working with students who put together occasional activities or events for students interested in international issues.

The OIE will send program evaluations to students after the trip, but these evaluations will not focus specifically on the academic content of the program. If you would like to complete a course evaluation, you may disseminate it on your own. There is no obligation to share this with the OIE.

Faculty-led Study Abroad Program Orientation - Part I

OIE Information Sessions, website and advising

The OIE maintains a website which includes a Study Abroad Handbook, information on applying to programs and using financial aid, information on specific programs, and more. OIE staff are also available to advise students throughout the process.

If you have a student who would like advising, please call the OIE at 424-0775 to let us know the student is on his/her way. If the student feels as though someone is waiting, it is more likely that the student will actually get to the OIE!

Student Application Process

Applications can be downloaded from the web and must be returned to the OIE, along with an unofficial copy of the university transcript and the application fee, by the application deadline. Applicants may be assigned seats on a first-come, first-served basis using criteria pre-established by the faculty leader (graduation date, G.P.A., prior experience, etc.) or after the faculty leader has reviewed all applications.

Course Registration

Course registration will be handled by the OIE through the registration office. Students won't be able to sign up for a course without first turning in an application, and faculty won't have to sign every student into the class individually.

Program Budget, Contracts & Payments, Student Payments & Financial Aid

The program budget will be developed by OIE staff based on bids, contracts, invoices and estimates secured according to institutional, system and state policies. Program fee estimates will be developed in cooperation with the faculty leader.

Student payments may be made in cash, by check or by credit card (there is a fee for this). Each student receives an invoice from the OIE, after which the study abroad fees appear on each student's student account. It is then the student's responsibility to make payments according to the payment deadlines.

All fees must be paid at the Cashier's Office on the second floor of Dempsey. The OIE will not handle any of the money associated with study abroad programs. Students paying with financial aid may turn in a "Notice of Financial Aid Award for Study Abroad" form in lieu of actual payment.

Student Orientation

All students attend a mandatory OIE orientation. Family members and faculty leaders are also welcome to attend, but are not required to do so. All orientation materials will be shared with faculty leaders. Orientation materials are available from your program's web page or from <http://www.uwosh.edu/oie/abroad/handbook/orientation.php>.

Academic Orientation

Faculty leaders choose and arrange for their own dates/times/locations for pre-travel academic sessions to be offered. The OIE lists this information on your program web page and requires students to list any conflicts with these dates on the study abroad application. **The OIE encourages faculty to hold a pre-travel session just after the Saturday family orientation in order to connect with family members and to disseminate information to students which family members may be able to reinforce later on.** Dates for this orientation can be found on the web page for your program or at <http://www.uwosh.edu/oie/events.php>.

Communicating with Students

Any communication with students on your program which is related to the academic portion of your trip must be done either directly by you or through your department PA. The OIE will communicate with students regarding things like paperwork which is due, airline arrangements, payments, and the family orientation. The OIE communicates with students using UW Oshkosh email addresses only. Students must sign a waiver when applying saying that they will check their UW Oshkosh email address regularly.

Faculty-led Study Abroad Program Orientation - Part II

Marketing UW Oshkosh

- Brian Mylrea, International Student Advisor

Insurance

- student insurance through CISI <http://www.uwosh.edu/oie/abroad/handbook/insurance.php>
- faculty travel assistance and insurance through MEDEX and workman's compensation
 - work-related/non-work-related illness or injury
 - 72-hour rule; <http://www.uwsa.edu/fadmin/medex.htm>
 - CISI option
- medical and safety concerns
- Coverage for dependents (of participants or faculty)

CISI can cover those participating on the program (i.e. students) or those who are part of the study abroad effort (i.e. faculty leading a group, etc.). Anyone else is encouraged to purchase a separate travel insurance plan. CISI's sister company, CareMed, is a provider of travel insurance plans. Insurance enrollment is accomplished via the web at the following website link with a valid credit card:

<http://www.caremed-travel.com/start.php?hid=2>

1. CareMed Student Plan (available to ages 30 and under only) for 35 euros (or \$45 dollars).
2. CareMed Classic Plan for 69 euros (or \$89 dollars)

Finances

- travel advances for staff & students
 - you will receive one advance which includes personal meals and group expenses.
 - the OIE will complete the forms for this advance based on your budget & send them to you for your signature
 - advances are given at 80% for individuals (meals); 100% for groups
- travel advances for students
 - students must sign for each individual advance or payment received
- program budgets
- **program expense summary (Travel Expense Report)**
Available from: <http://www.uwosh.edu/oie/fac/ter.xls>
- Helpful websites
 - University of Wisconsin Travel Policies (cover meal and lodging maximums, the value added tax (VAT) levied in European countries, reimbursement of travel costs paid in foreign currencies and medical insurance coverage)
<http://www.uwsa.edu/fadmin/travel.htm>
 - University of Wisconsin System Travel Regulations (F36) Travel Advances
<http://www.uwsa.edu/fadmin/fppp/fppp3615.htm>
 - University of Wisconsin System Travel Regulations (F36) Expenses not Reimbursable, especially regarding flight insurance and trip insurance
<http://www.uwsa.edu/fadmin/fppp/fppp36.htm>
 - University of Wisconsin System Travel Regulations (F36) Preparation and Approval of the Travel Expense Form, especially regarding claims for cash allowances provided by employees to students and foreign exchange rates
<http://www.uwsa.edu/fadmin/fppp/fppp3624.htm>

Communicating with Campus

- email, phone or fax when you arrive
- no need to check in during the program except in cases covered in the emergency response plan, but I'd love to hear how things are going!

US State Department Consular Information Sheets

- what's in them?
- What is the significance to UW Oshkosh programs?

Emergencies

- There are two plans
 - **Emergency Planning & Management** www.uwosh.edu/oie/fac/emergencyplan.pdf
 - **Mental Health Planning & Mgmt** www.uwosh.edu/oie/fac/mentalhealthdraft.pdf

- carry the attached plans with you when you travel
- carry your emergency contact card with you when you travel
- notify the OIE of additional resources which should be used in the plan
- read the emergency contact information listed on your program's webpage carefully; review for mistakes in phone numbers, email addresses, physical addresses, etc.
- for more health & safety information: <http://www.travel.state.gov>; <http://www.cdc.gov/travel/>; <http://www.secussa.nafsa.org/safetyabroad/default.html>.

- **Confidentiality:** please keep in mind that, as an employee of UW Oshkosh, you CANNOT guarantee a student's confidentiality. You may need to share information given to you with other campus offices.
- **Signed statements of responsibility.** Students sign statements which include the following language:

I grant the University, its employees, agents and representatives the authority to act in any attempt to safeguard and preserve my health or safety during my participation in the program including authorizing medical treatment on my behalf and at my expense and returning me to the United States at my own expense for medical treatment or in case of an emergency.

I have consulted with a medical doctor with regard to my personal medical needs and about the location(s) where the Program is to be offered. There are no health-related reasons or problems that preclude or restrict my participation in this Program. I am aware of all applicable personal medical needs. I have arranged, through insurance or otherwise, to meet any and all needs for payment of medical costs while I participate in the Program. I recognize that the University is not obligated to attend to any of my medical or medication needs, and I assume all risk and responsibility therefor. If I require medical treatment or hospital care, in a foreign country or in the United States, during the Program, the University is not responsible for the cost or quality of such treatment or care. I understand that the insurance available to me through the UW System policy offers only basic coverage for emergency medical care abroad and repatriation/evacuation during my program.

I affirm that there are no mental health-related reasons or problems that preclude my participation on this Program.

(This paragraph applies only if you have consulted with a mental health professional in the past.) I have consulted with a psychiatrist, medical provider and/or mental health professional with regard to my mental health needs. I affirm that I am stable on my current medications and that my doctor is willing to prescribe enough medication to last for the duration of my planned program abroad. I agree to take all

prescribed medications exactly as prescribed by my doctor and that I will carry both the original prescription with me and a note from my doctor explaining the situations in which I can self-regulate dosages. I have arranged, through insurance or otherwise, to meet any and all needs for payment of mental health care, if needed, while I participate in the Program. I recognize that neither the University nor my hosts abroad are obligated to attend to any of my mental health needs, and I assume all risk and responsibility therefor. If I require treatment or hospital care, in a foreign country or in the United States, during the Program, the University is not responsible for the cost or quality of such treatment or care. I understand that the insurance available to me through the UW System policy may not cover expenses for mental health care. I understand that I will be withdrawn from the program abroad and required to return home, at my own expense, if I do not take my medication as prescribed or if my mental health negatively affects my own stability, other students, my hosts, or, if on a faculty-led program, the ability of the group leader/s to teach courses and attend to the group. I understand and agree that the UW Oshkosh "Student at Risk Response Team" will become involved if I exhibit symptoms of mental health problems.

I understand that staff at UW Oshkosh may contact my emergency contact/s in the event of an emergency abroad, in the event that I require hospitalization or medical/mental health care, to inform them of itinerary/accommodation changes, or in the event that staff determine that I am making decisions or behaving in a way that may jeopardize my own safety or mental health or the safety of others. In the event that I require medical or mental health care and cannot make decisions on my own, staff will make every effort to contact my emergency contact/s. If this is not possible, I authorize representatives of the University of Wisconsin Oshkosh and/or my host institution to make decisions about my medical or mental health on my behalf. I agree to assume all financial responsibility for such care to the extent that it is not covered by health insurance.

On-site Orientation

- You must provide an on-site orientation (required per UW System policy as of summer 2007)
- Orientation must include:
 - Handing out/discussion of wallet-size emergency cards
 - help students write in emergency numbers on these cards (info avail from guide books)
 - in some countries the emergency numbers are different for land lines and mobile phones
 - You may also want to include the following in pre-travel orientation: information on culture shock, homesickness and the need to remain on anti-depressives while going through the "high" of initial entry.
 - On-site orientation will be evaluated at the end of the program.

Managing Student Behavior

All applicants sign statements which include the following:

I agree to conform to all applicable policies, rules, regulations and standards of conduct as established by the University, any sponsoring institution and/or foreign affiliates, as well as program requirements, to insure the best interest, harmony, comfort and welfare of the program.

I accept termination of my participation in the program by the University with no refund of fees and accept responsibility for transportation costs home if I fail to maintain acceptable standards of conduct as established by the University, the sponsoring institution and/or foreign affiliates.

I understand that to receive academic credit, I must participate in all pre- and post-travel orientations and academic sessions, attend all scheduled events, complete all course requirements and meet the faculty leader's expectations as a participant.

I agree to maintain a high standard of conduct throughout the program abroad, including, but not limited

to, obeying all local laws and ordinances, behaving ethically and professionally in my relationship with others and in my approach to coursework, showing up on time for all scheduled events, and complying with the UW Oshkosh student discipline code. Failure to adhere to these standards may result in immediate dismissal per the “University Of Wisconsin System Uniform Statement of Responsibility”. If participating on a faculty-led program, UW Oshkosh is responsible only for transporting me to the nearest form of public transportation. In all other cases, I am responsible for departing the program site and making all further arrangements on my own.

I authorize the University of Wisconsin Oshkosh Dean of Students’ Office (or the equivalent office on my home campus for participants who are not UW Oshkosh students) to disclose information, documents, etc. contained in my education record and pertaining to my conduct on campus, in residence halls and off campus to the Office of International Education for the purpose of determining my eligibility to participate in a UW Oshkosh-sponsored study abroad program. I understand that information contained in my record may disqualify me from participation on this program.

- In order to help make the statements above “stick”, it is highly advisable that faculty develop and disseminate, in writing, expectations for participants and consequences for not meeting them. These can be incorporated into the syllabus or distributed as a separate document. Some faculty have student “participation” as part of the grade. Some faculty have a behavior agreement which all students sign before traveling. It’s up to you how you want to handle this.
- Behavior Contracts
- Student Discipline Code (Guest: Terri Arnold, Assistant Dean of Students)

Rights, Responsibilities & Personal Liability

The University, its employees, agents and representatives have certain legal responsibilities, including the obligation to exercise **reasonable care** in the performance of all their official duties.

A faculty member's official duties will be determined partially by the purpose or location of a specific program; verbal and written representations made about the program and the responsibilities of the program leader by the OIE, through the professor, through the department, etc.; group size; age of participants; verbal/written agreements with students on student responsibilities., etc.

Avoiding Personal Risk

- Provide clear, written statements related to responsibility of participants, level of supervision provided (including general statements related to when supervision will not be provided), etc.
- Monitor the local environment and your participants for health & safety issues; follow the Emergency Planning & Management document or Mental Health Planning & Management document
- Take responsibility for responding appropriately to student concerns.

The University's Student Discipline code, the OIE’s written statements of responsibility (signed by all program participants) and any written codes of conduct provided by individual program leaders apply to students while on study abroad programs; these also provide guidance for program leaders when determining the limits of appropriate student behavior and what their obligations are in relation to the conduct of the students enrolled in their program.

Am I at Risk Personally?

I have announced in my classes that “I will accompany the group” and that there will be “time for students to enjoy the local night-life.” I do not give participants information on where my responsibility as a program leader, in terms of supervision, ends. I do not accompany the student group to the local bar. A female student leaves the bar intoxicated, makes poor decisions related to her personal safety, and is held up in an alley.

I accompany the group to the local bar to enjoy the local night-life. One student is a recovering alcoholic, bends to “peer pressure” and drinks anyway. Upon return home, parents accuse the faculty leader of being involved in “pressuring” the student to drink by organizing a university event at a bar.

Keep in mind... The University of Wisconsin System and the University of Wisconsin Oshkosh prohibit the unlawful possession, use, distribution, manufacture, or dispensing of illicit drugs and alcohol by students and employees on University property or as part of University activities. Neither the University of Wisconsin System nor the University of Wisconsin Oshkosh say whose laws you should be following. Your students may be of age in the country you are visiting, but what if they aren't of age in the U.S.?

Don't...

DRINK WITH YOUR STUDENTS. The OIE has received complaints from parents about faculty drinking with students, even in a casual setting and about faculty BUYING drinks for students (even underage students). Students have sent threats to the OIE saying that they have pictures of faculty drinking with students. Some of your students will not find this type of behavior appropriate and express shock and disappointment when they learn that faculty drink, even in a casual setting, with students. Many have reported to the OIE and other offices on campus that individual faculty members drink with students in hotel rooms or in other inappropriate places.

PURCHASE MEDICATIONS FOR STUDENTS, EXCEPT IN AN EMERGENCY. Students who purchase medications while abroad can certainly do so with your help, as long as you do not give recommendations (we can tell students what symptoms particular medications are meant to alleviate, but we can't recommend a particular medication because we don't know how that medication will react with other medications the student is on). It's best to work directly with a pharmacist in this regard, with you acting as interpreter or simply along for support, if necessary. The pharmacist will know what questions need to be asked in relations to a particular drug and will be able to give a proper recommendation.

Group Management Techniques

- Give all students a printed schedule which includes daily activities, departure times & meeting places for all activities, activity locations, etc. The more accurate the schedule is the more likely students will be to show up at the right place at the right time.
- Spend time each day on daily briefings. Tell students of any schedule changes coming up and talk about activities which you have already done. This could also be used as a feedback session so that activities are still fresh in everyone's minds.
- Ask students for feedback at the end of each activity or day. This may help students remain focused on the program goals throughout the trip and gives a good reason for everyone to come together at the end of the day.
- If your group is large, organize teams within the group so that it is easier to determine whether or not everyone is present when the group moves from one location to another. If you know in advance which students are on which team, you will know who is together if one team does not show up on time or gets lost.

Gifts

Donation requests can be made through the University Bookstore (there is a donation request form available there). Purchases can also be made for study abroad program gifts (for the purposes of marketing UW Oshkosh) at a discount.

Post-travel Evaluation

The OIE will send out evaluations related to the OIE's role in your program. We will NOT evaluate the academic portion of the trip. This can be done separately by individual faculty if desired.