

SP25.11: Research on the promotion and retention strategies for IGP

Overview

The Interdisciplinary Global Program (IGP) at NAU was introduced in 2011. Starting as a science and engineering program, the IGP grew and expanded, offering a unique blend of disciplines, allowing students to combine their degrees in a STEM field, business, hospitality, or psychology, with foreign language and culture studies. This academically enriching interdisciplinary education adds a mobility and career practice element to the existing degrees. The program includes a year of education abroad experience consisting of a semester of taking classes in a partner school and an internship placement, offering students a chance to immerse themselves in the language environment and a new culture while gaining and developing valuable skills.

Most program activities start in years 2 and 3 of the IGP program. Meanwhile, the retention of the students in year 1 and year 2 is challenging. The Intern will work on a project to help identify new strategies for retaining students in years 1 and 2 of the IGP and review new approaches in promoting the program to bring in a diverse student population.

What the student will DO and LEARN

Student Retention:

The student- Intern will do

- Compile the data on why students leave IGP by analyzing the questionnaires such students completed in the last 5 years and prepare the report and present to IGP staff
- Analyze students' feedback on programming organized by IGP staff and Student Mentors and prepare the report and present to IGP staff
- Review the literature on student retention in Study abroad. and present to IGP staff.
- Work with IGP staff, student mentors, and Language mentors to put together the ideas for student retention and present to IGP staff and IGP Faculty Advisory Council
- Research retention strategies effective for Gen Z and present to IGP staff.

The student intern will learn:

1. Research skills
2. Understand international education opportunities available to NAU students through IGP
3. Work independently and as a member of a team in order to complete projects
4. Improve communication and organizational skills
5. Enhance public speaking skills by presenting to different audiences: staff and faculty

Program Promotion

The student- Intern will:

- Review the literature on student recruitment for Study abroad, focusing on the underrepresented student population and Gen Z.
- Meet with the Senior Education Advisor responsible for the marketing strategy.
- Work with the IGP staff to collect and analyze the information on how prospective students learn about IGP and create a report
- Prepare presentation about IGP utilizing the researched strategies

The student- Intern will learn

1. Practice effective use of written, oral and digital literacies in order to communicate effectively in a variety of professional settings
2. Develop the means for lifelong practice of collaborative learning and mentoring

3. Develop a sense of professional conduct informed by the ethical codes and practices of the professional program

Additional benefits

Career Specific Benefits:

Career goals: Student-intern will understand international education opportunities available to students, learn how IGP programs operate from multiple perspectives, which can prepare them for a position in an Education Abroad office.

Transferable skills: Recruitment and program promotion research experience will be beneficial in any future job. Work independently and as a member of a team in order to complete projects will benefit in any future job.

Professional network: The internship provides a practical way to continue building a professional network.

Degree Specific Benefits:

Public speaking skills will benefit their academic experience and their coursework. Develop the means for lifelong practice of collaborative learning and mentoring. Research and presentation skills.

Time commitment

6 hrs/week for 15 weeks