



Canadian  
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internationale

**ANNUAL CONFERENCE | CONGRÈS ANNUEL** | OTTAWA 2016

# THE POWER OF RETURNING MOBILITY STUDENTS

## Leveraging the Student Experience

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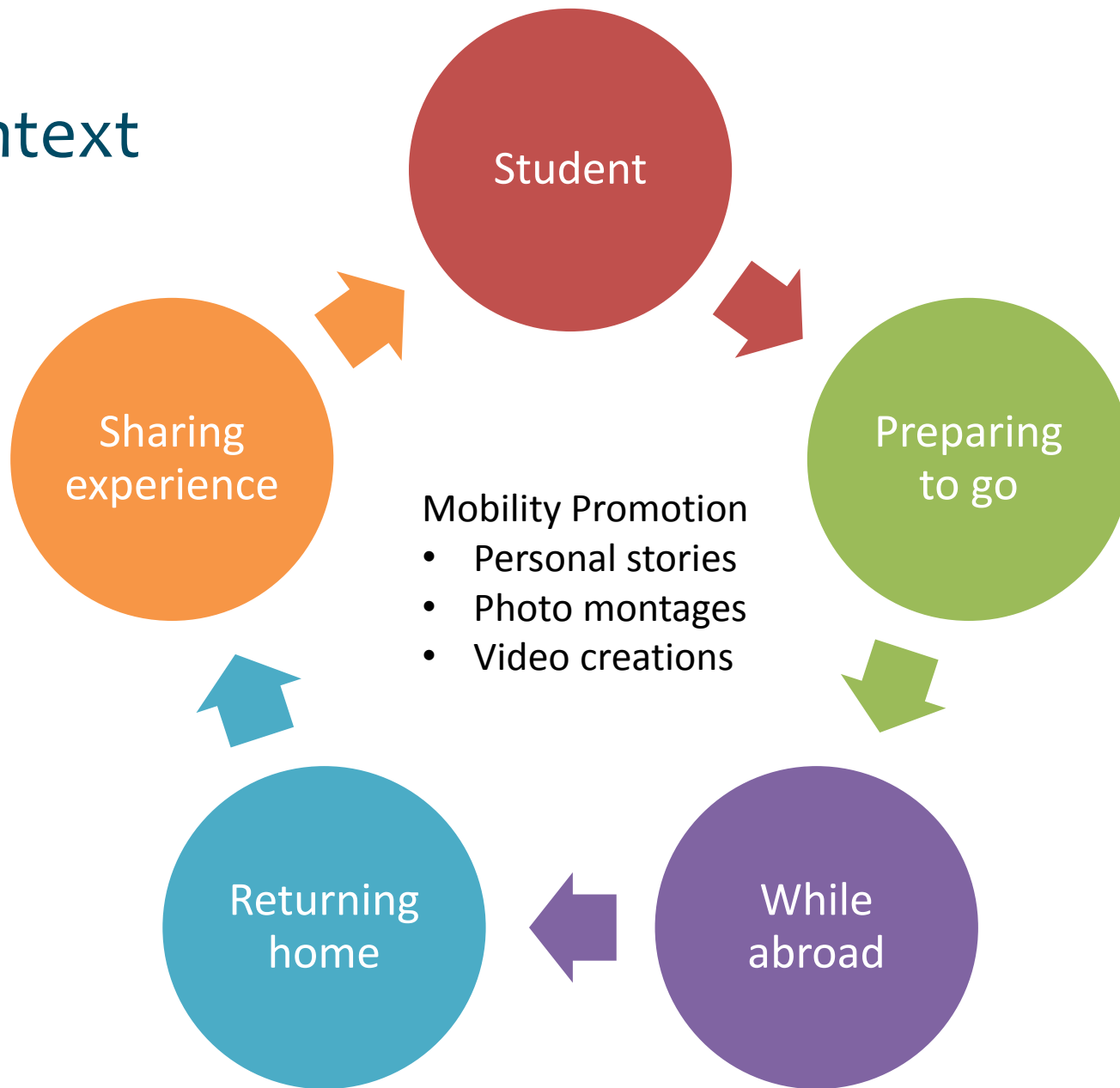
Aaren Ritchie-Bonar TRU- Study Abroad Ambassador

**INTERNATIONALIZATION FOR ALL | L'INTERNATIONALISATION POUR TOUS**

# Agenda

- Context
- Provincial Perspective
- Institutional Perspective
- Panel Members Showcasing Social Media
- Questions

# Context

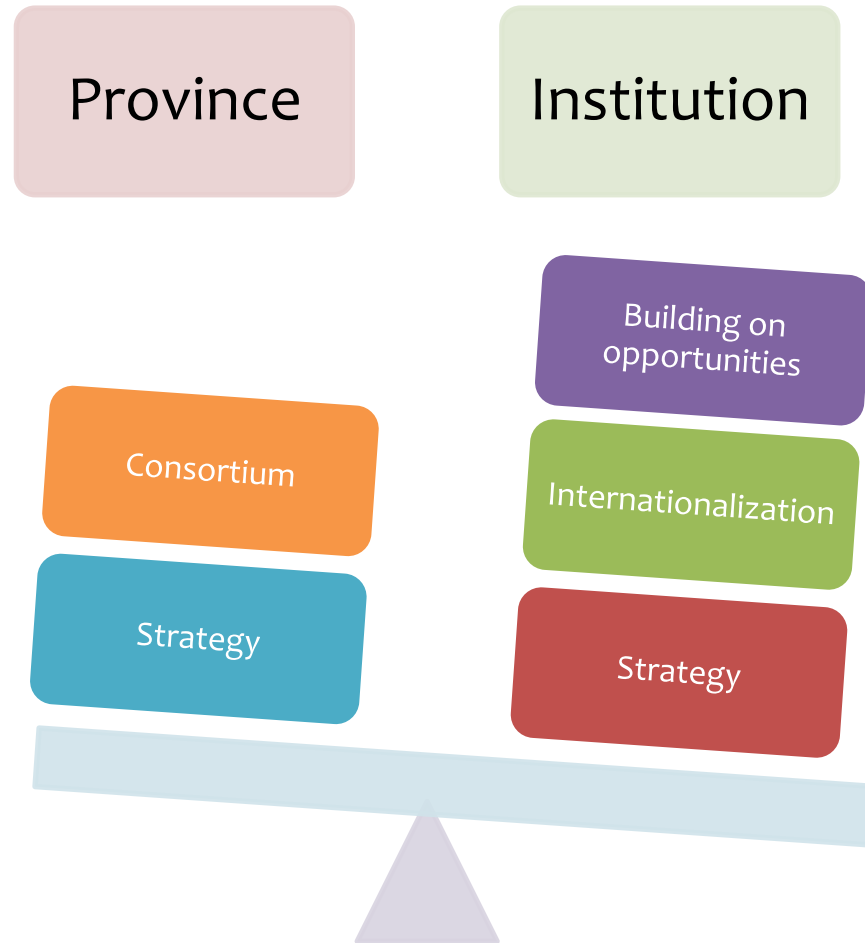


# Provincial Perspective – British Columbia

- BC International Education Strategy Refresh
- BC Study Abroad Consortium
  - Scholarships
  - Contests
  - Writers in Residence



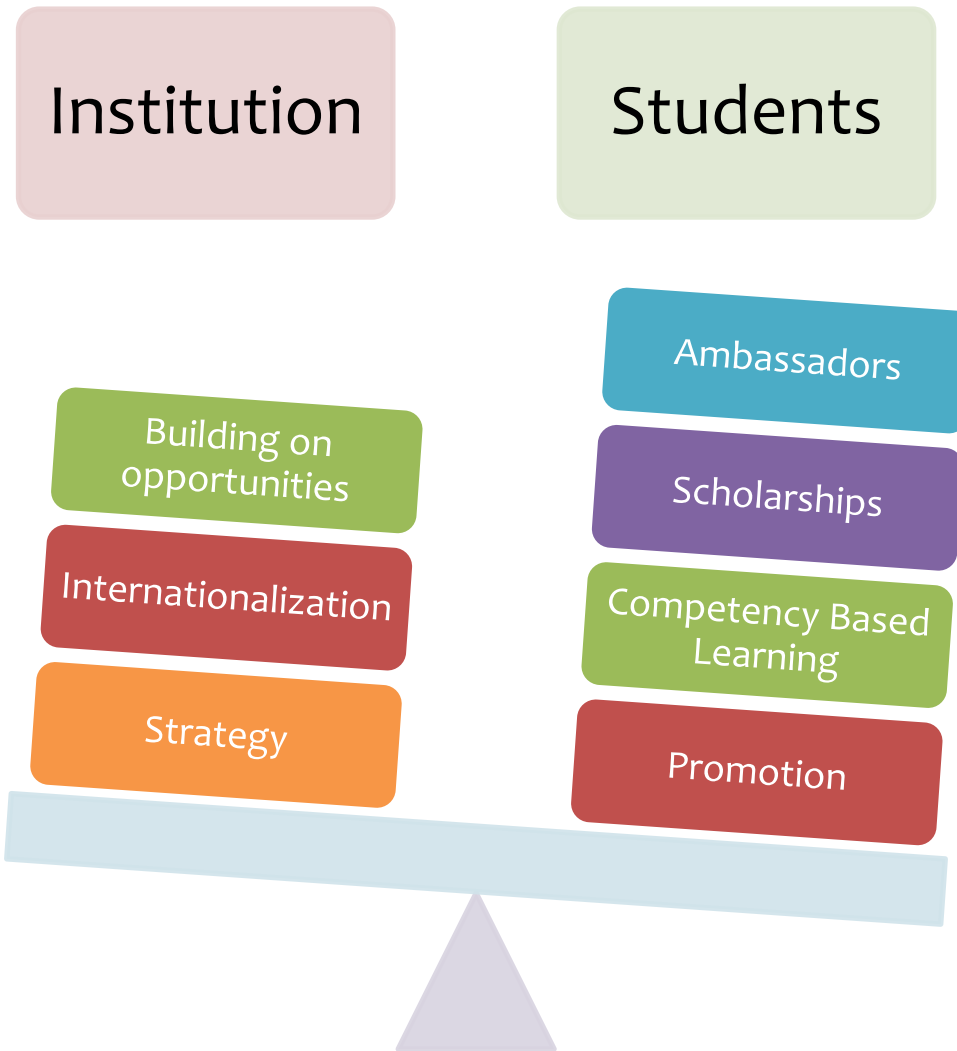
# Leveraging the Experience



# Institutional Perspective -TRU

- Institutional Strategic Priorities
- Experiential and competency based learning
- Inspiring campus champions
- How do we target students to become engaged?
  - Scholarships
  - Returning students
  - Social Media

# Leveraging the Experience



# Ambassador Program

Students promoting and mentoring peers

- Delivering information Sessions
- Study Abroad Support Sessions
- Event Planning
- Social Media Promotion
- Giveback projects

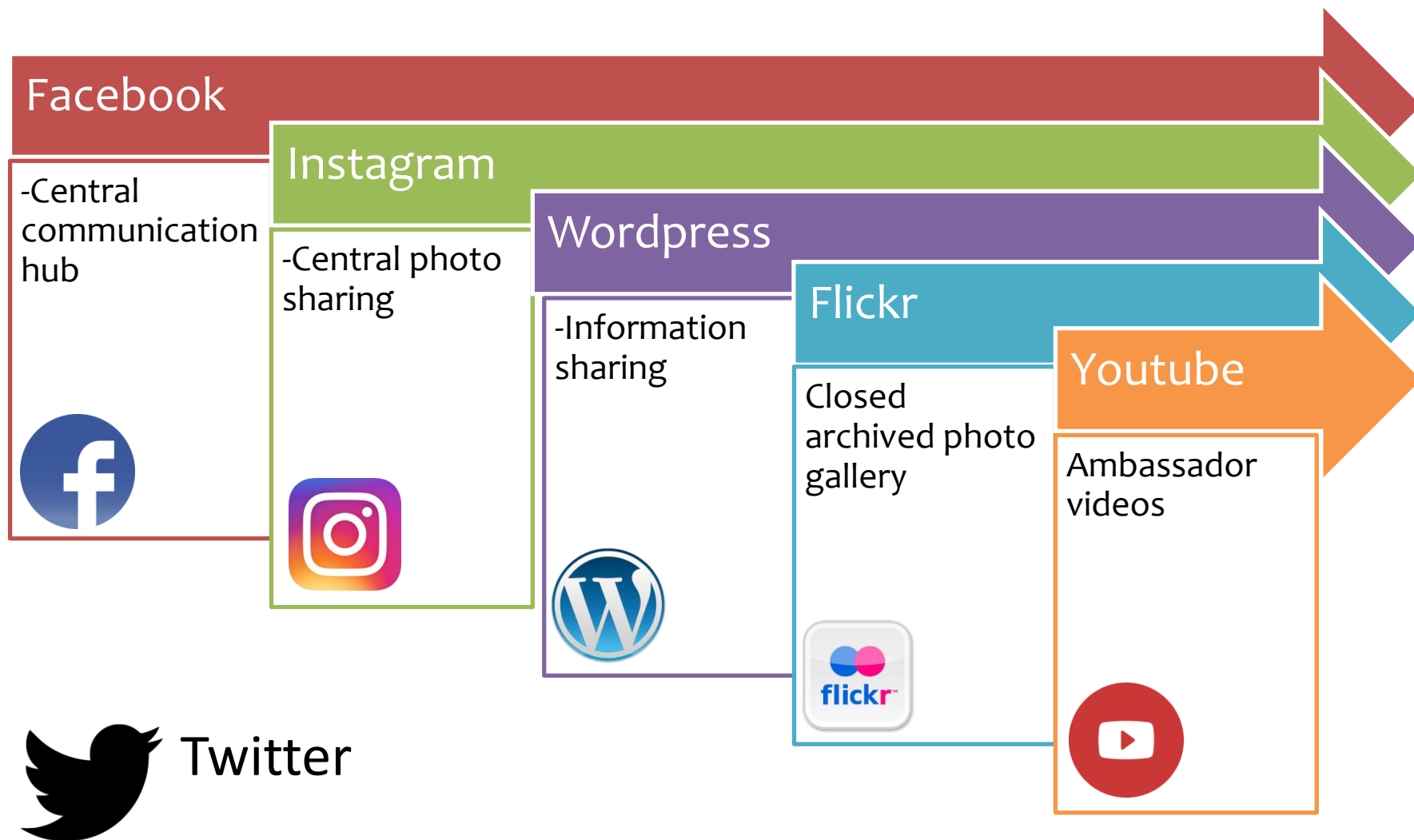




# TRU Study Abroad Ambassadors



# Social Media Channels

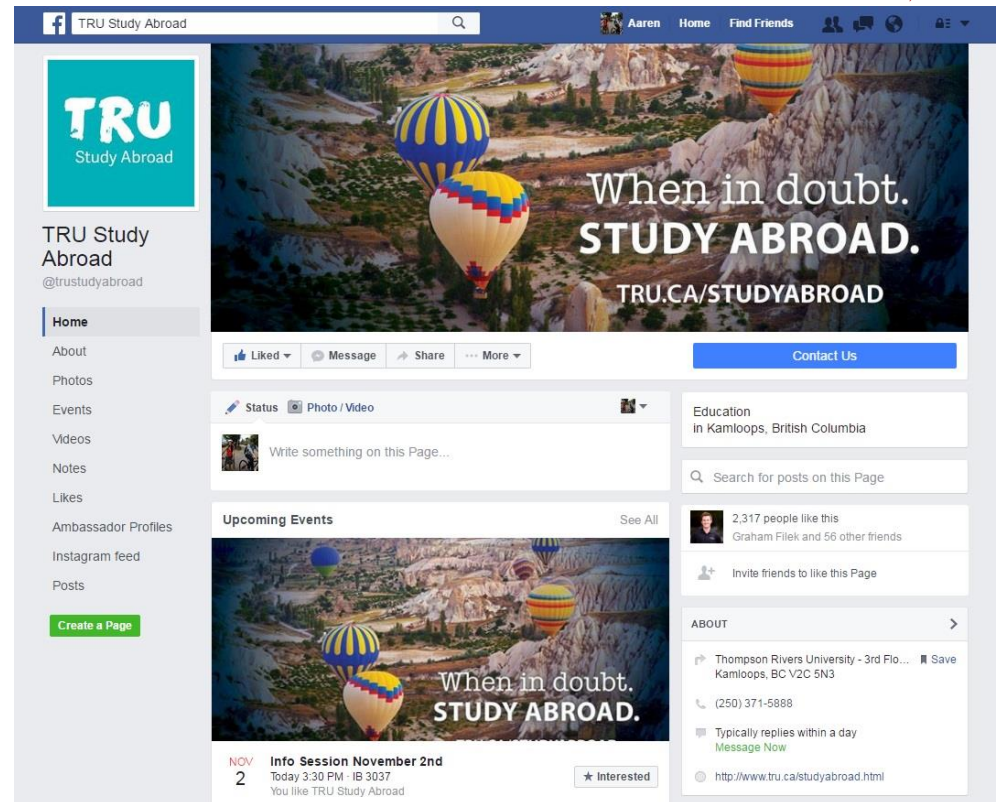


# Social Media Channels

## Facebook

### Central communication hub

- Messaging students
- Event promotion
- Contest winner announcements
- Special information and support sessions
- Video sharing
- Paid advertisements
- Ambassador of the month
- Highlight partner universities



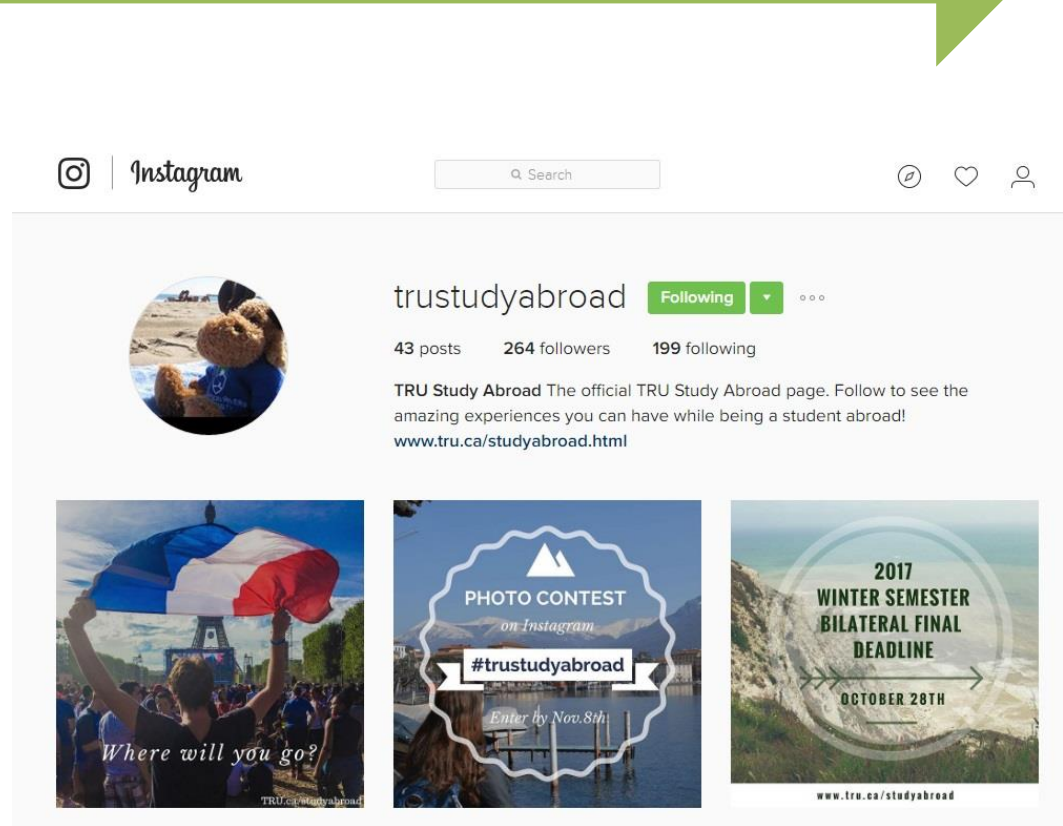


# Social Media Channels

## Instagram

### Central photo sharing

- Photo and video sharing,
- Social networking
- Compatible with other social media platforms(Facebook, tumblr, flickr)

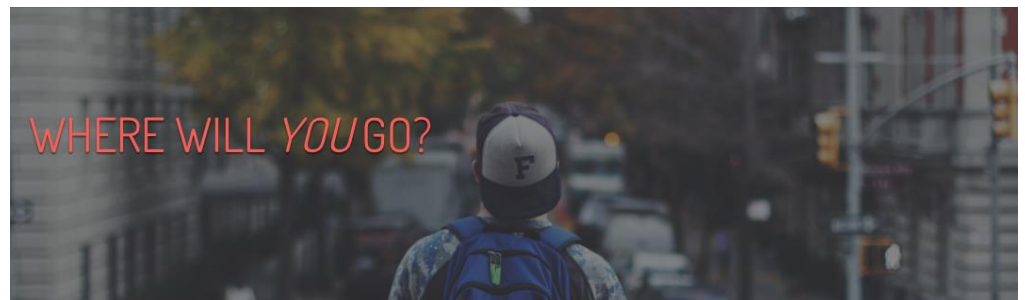
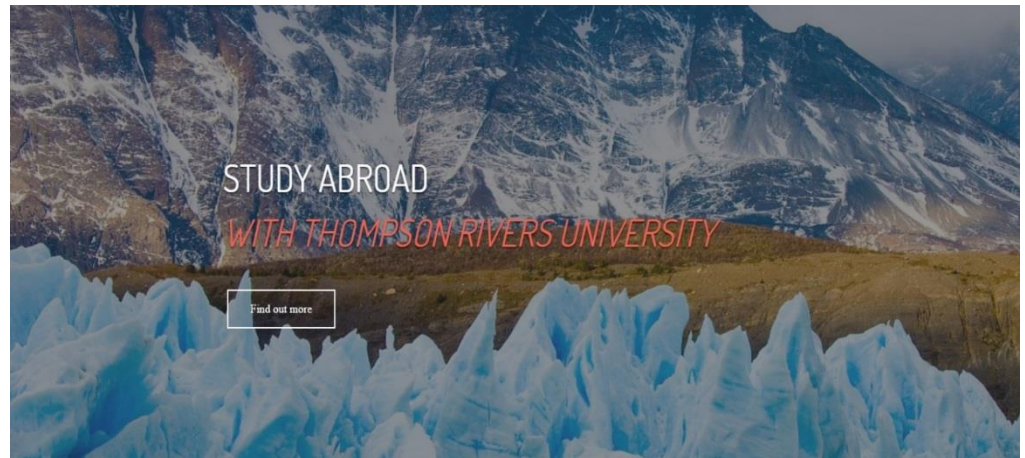


# Social Media Channels

## Blogging

### Information sharing

- tumblr
- WordPress
- FAQs
- Ambassador profiles
- Guest profiles
- Partner profiles
- Connects to Facebook

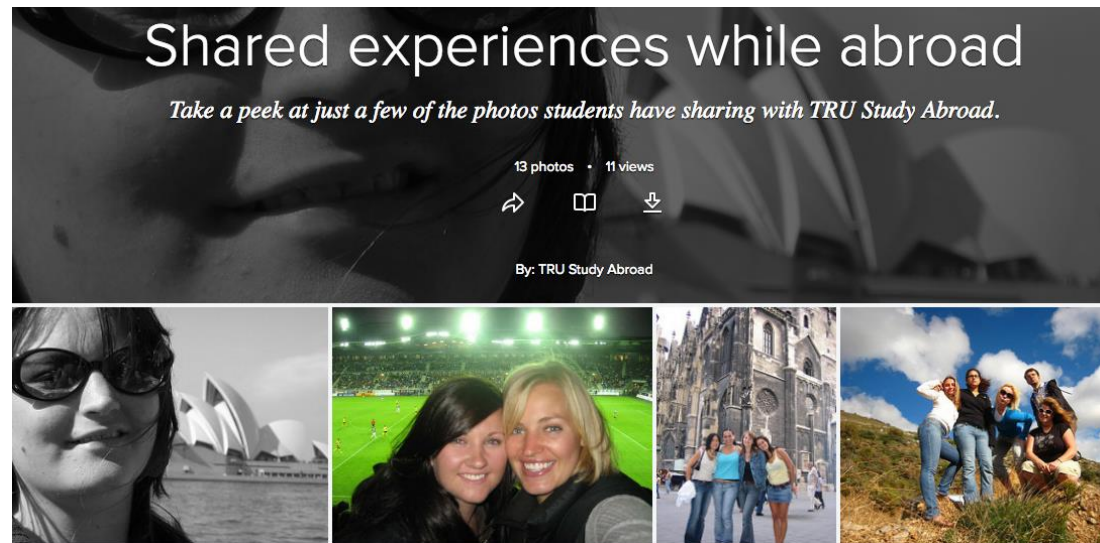


# Social Media Channels

## Flickr

### Photo archive

- Approved images
- Promotional material prints
- Media



# Social Media Channels

## Youtube

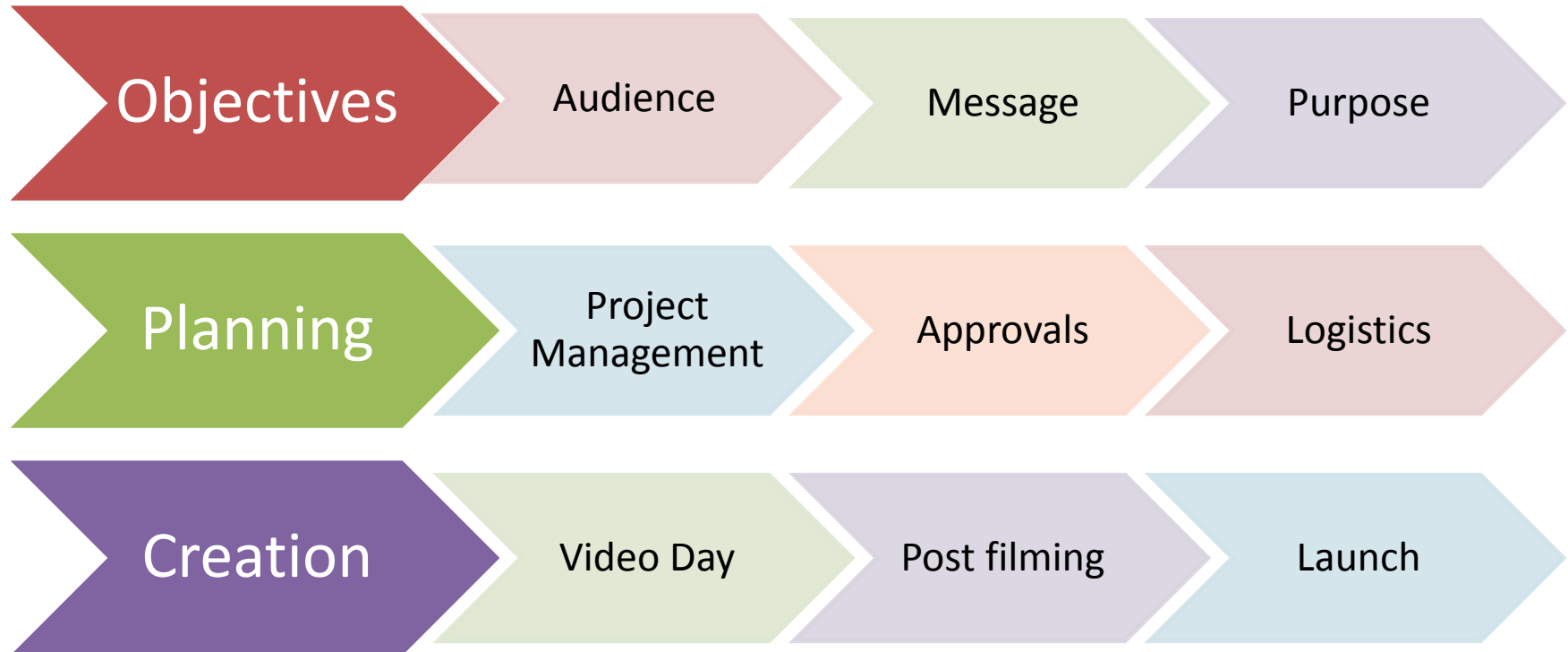
### Open video sharing and source

- Short ambassador testimonials
- “Why Study Abroad”
- Promotional videos



# So how did the video come together?

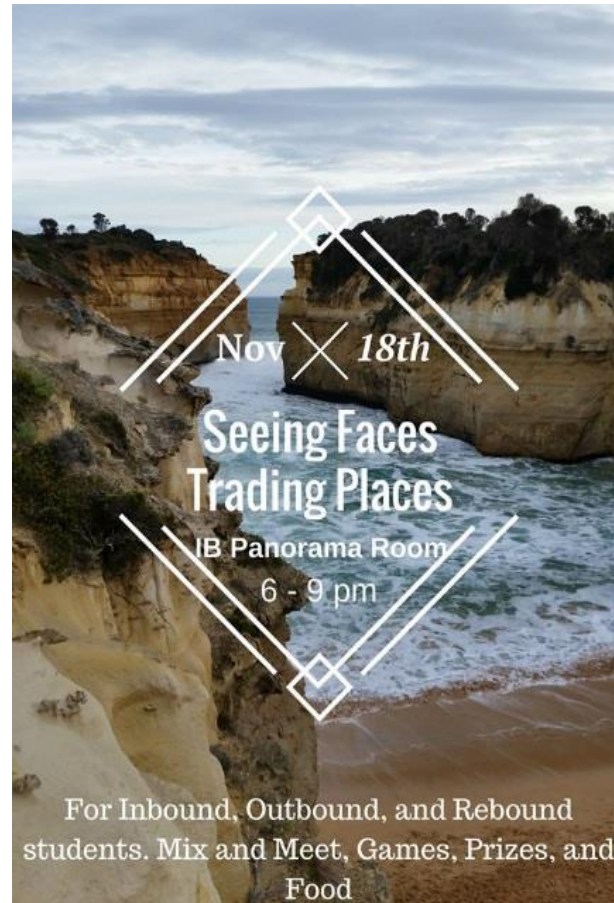
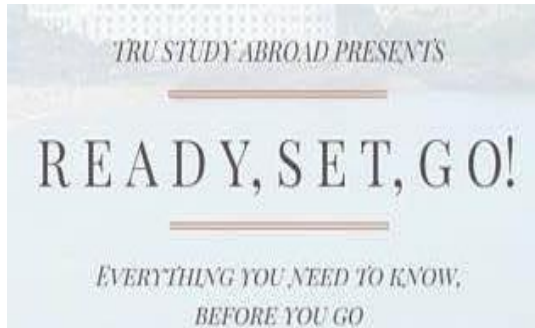
## Consultation and moving forward







# Examples of Giveback Projects



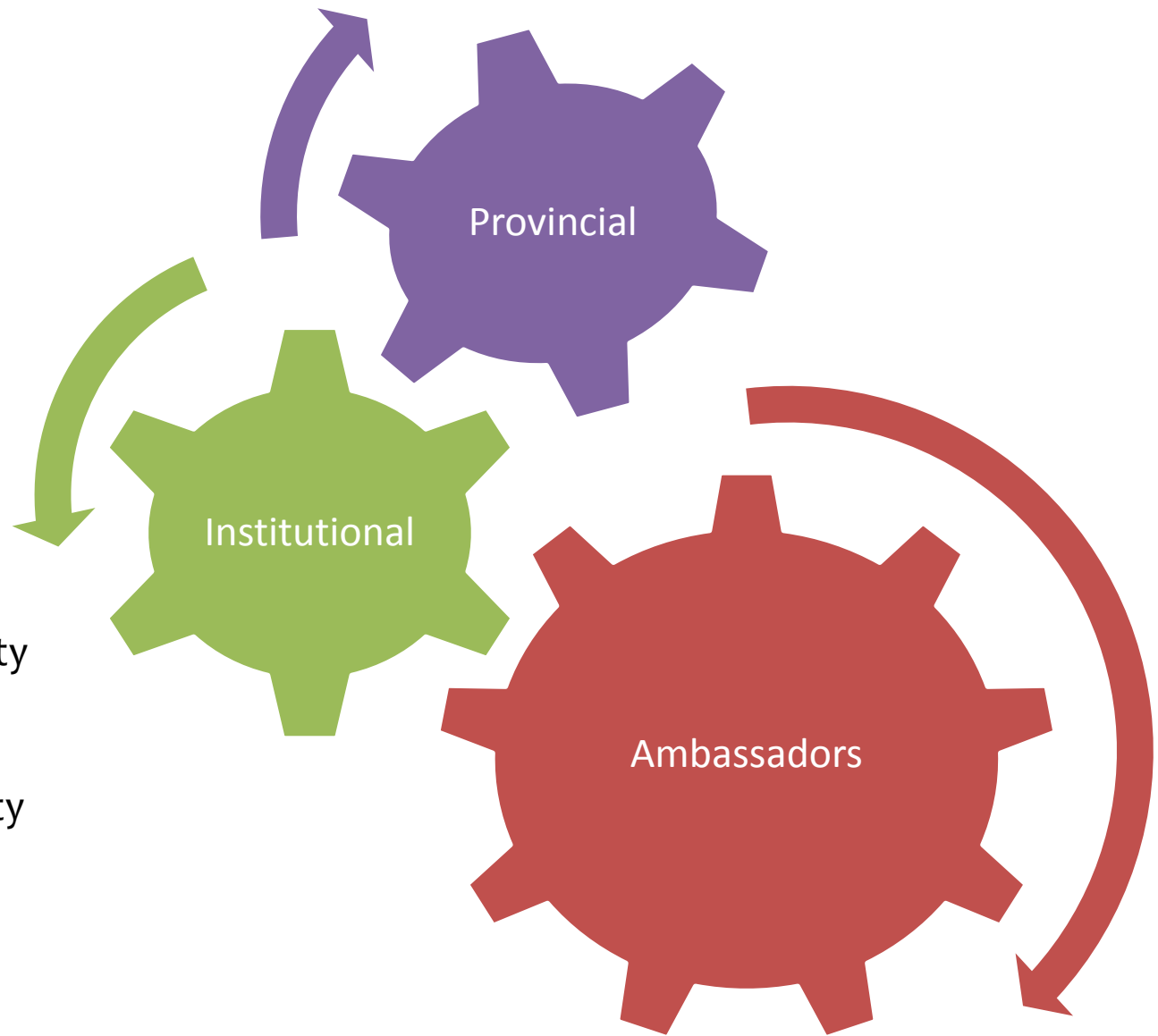


# Skills Gained



# Insights

- Student engagement
- Scholarships
- Experiential and competency based learning
- Breaking down mobility barriers and myths
- Advocating for mobility opportunities



# Thank you!

"TO TRAVEL  
IS TO *Live*"





# Questions?



When in doubt.  
**STUDY ABROAD.**

# Contact Information

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**Thank you!**