How to promote Service Programs, Internships and Study Abroad Programs as part of your portfolio

Rachel Durcan, Business Development Manager, ICEF, USA
Kathy Cheng, Development Manager, Agents & Partnerships, Rustic Pathways, USA
Jason Lubar, Founder & Executive Director, American Collegiate Adventures, USA
What we’ll talk about

1. Market Potential
2. Strategies for Growth
3. i-graduate ICEF Agent Barometer
4. ICEF’s Role in Promotion
### Market Facts

<table>
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<th>Category</th>
<th>Details</th>
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| **U.S. J-1 Exchange Visitor Programs**             | - 714 Program Sponsors and 15 Categories of Programs available  
- 300,000 foreign visitors from 200 countries and territories per year to experience U.S. society and culture and engage with Americans |
| **U.S. Study Abroad and Short-term (non-credit) Programs** | - Total of 332,727 students studied abroad for credit in 2016-17  
- Europe remains the top destination for American students, accounting for more than half (54.4 percent) of all students studying abroad |
| **Global Youth, Student, and Educational Travel Programs** | - 304 Million Travelers  
- 308 Billion $ in Tourism  
- 3,000 EUR average trip spend |

Source: U.S. Department of State, Bureau of Educational and Cultural Affairs, IIE Open Doors Data, WYSE Travel Confederation
Market Potential

U.S. J-1 Exchange Visitor Program
- Au Pair
- Camp Counselor
- College and University Student
- Government Visitor
- Intern
- International Visitor
- Physician
- Professor
- Research Scholar
- Secondary School Student
- Short-Term Scholar
- Specialist
- Summer Work and Travel
- Teacher
- Trainee

For credit / Credit mobility
- Summer Terms
- Semester 8 weeks or less
- Academic year / Calendar Year
- Quarterly
- Non-Credit Experiential Activities Abroad
  - Non-credit work, internships, and volunteering abroad

Global Youth, Student, and Educational Travel Programs
- Cultural exchange & Study Abroad
  - Au Pair
  - Backpacking
  - Bizcation
  - Culturally-immersive adventure
  - Community service
  - Gap Year
  - Language Travel
  - Purposeful Travel
  - Short duration Trip
  - Student Travel
  - Study Abroad
  - Sustainable Tourism
  - Volunteer Travel
  - Work experience / Work Abroad
  - Youth Travel

U.S. Study Abroad and Short-term (non-credit) Programs

Source: U.S. Department of State, Bureau of Educational and Cultural Affairs, IIE Open Doors Data, WYSE Travel Confederation
Changing Space and Market Shifts

Roughly 50% of millennial and gen Z travelers are undertaking experiential travel such as work abroad, language study, higher education, au pairing, and volunteering. **These experiential youth travelers generally stay longer and spend more.**

Global tourism can estimate that by 2020 almost 370 million youth travelers will account for a total spend of over USD 400 billion.

40.3% of 36,975 U.S. Students in Non-Credit Experiential Activities Abroad choose Latin America & Caribbean followed by Europe at 22.6%.

Value:
- Ability to demonstrate special skills or receive on the job training
- Importance of practical experience and serving local communities

Source: U.S. Department of State, Bureau of Educational and Cultural Affairs, IIE Open Doors Data, WYSE Travel Confederation
Strategies for Growth

Pipeline Recruitment and Partnerships

The high value of youth travel also lies in the ‘lifetime value’ that young people deliver to destinations over the course of their travel career.

Travelers often return to the places they visited earlier in life.

• Community and youth activity centers
• Universities and Colleges
• Secondary Schools
• Religious or Service Groups
• Travel Agents or Companies
• Accommodation Providers and Hostels
• Insurance and Tour Groups
• Digital Marketing Companies

Source: WYSE Travel Confederation
The i-graduate ICEF Agent Barometer

Online survey developed in partnership by i-graduate & ICEF

Established in 2007, the ICEF Agent Barometer has tracked the opinions of agents across the world for 11 years

The 2018 study ran during August - September

Overall 1,289 agents responded from 101 countries
i-graduate ICEF Agent Barometer

Best study destination for Work & Travel / Study Programs

<table>
<thead>
<tr>
<th>Country</th>
<th>Rank 2018</th>
<th>Rank 2017</th>
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</thead>
<tbody>
<tr>
<td>USA</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Australia</td>
<td>2</td>
<td>2</td>
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<tr>
<td>Canada</td>
<td>3</td>
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<tr>
<td>Ireland</td>
<td>4</td>
<td>5</td>
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<tr>
<td>United Kingdom</td>
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ICEF’s Role in Promotion and Solutions

Overview

- ICEF Monitor coverage on the segment
- Continued segment training and professional development sessions for Agents
- Focused business development and targeted marketing within segment
In 1900, human knowledge doubled every 100 years.
In 1945, human knowledge doubled every 25 YEARS.
In 2014, human knowledge doubled every 13 months.
In 2020, human knowledge will double every 12 HOURS.
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<tr>
<td>Initiative</td>
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<td>Enthusiasm</td>
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<td>Inquisitiveness</td>
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<tr>
<td>Sense of humor</td>
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<tr>
<td>Open-mindedness</td>
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<tr>
<td>Language and communication skills</td>
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<tr>
<td>Comfort with uncertainty</td>
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<tr>
<td>Flexibility</td>
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<td>Creativity</td>
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<td>Perseverance</td>
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<td>Adaptability</td>
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<tr>
<td>Independence</td>
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<tr>
<td>Resourcefulness</td>
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<td>Positive outlook toward adversity</td>
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<td>Self-control</td>
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<td>Self-confidence</td>
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Student Impact

98.1%
Percentage of students who experienced growth in at least one of our Student Learning Outcomes after participating in a Rustic Pathways program.
Percentage of Students Demonstrating Growth

- Growth in openness to new ideas and experiences: 36.0%
- Growth in self-awareness: 38.1%
- Growth in a belief that all people are connected by a shared humanity: 42.8%
- Growth in intercultural competence: 36.2%
- Growth in desire to positively impact the lives of others: 34.4%
- Growth in empathy: 29.4%
- Growth in grit: 21.6%
- Growth in humility: 18.7%
- Growth in sense of wonderment: 34.8%

* Based on responses from 486 high school students who took both the pre- and post-trip surveys.
80% thought educational travel sparked greater interest in what they were taught in school.

More than half of children who traveled achieved better grades.

57% of people who traveled as children went to college.

Adults who went on domestic education trips during their youth earn $5000 more or 12% greater income than those who took no trips.
Coming Full Circle
EVERY
STUDENT
HAS A
STORY
Contact Us!

kcheng@rusticpathways.com | 440-856-3162
American Collegiate Adventures, Inc.

Short Term Programs
• Internships
• Volunteer Programs
• Pre College Enrichment
• Language Programs
• Gap Year
• Homestay Programs
• Adult Education
Mission Behind Short Term Programs

• Academic advantages
• Hands-on field studies
• Builds confidence and social skills
• Explore new cultures, language skill building and gain perspective
• Introduction to the world of international education
• Flexibility for students to explore multiple interest areas
• World becomes the classroom
Experience Working with Agents

- Building successful and productive relationships with agents take time.
- For short-term programs, not every agreement will be the same.
- Be very clear and direct about expectations and services.
- Patience is a virtue.
- Discuss quality vs. cost.
- Negotiate respectfully and wisely.
- Discuss commission vs. net price.
- Sign a thorough and thoughtful Agreement which benefits both parties.
Keys for Success

• Communicate often and be honest.

• The basis of every solid partnership is trust.

• Keep promotional materials updated and in agents language

• Hold Web Trainings

• Partner manuals with program info and details

• Show your strengths, but manage student expectations.