EMPOWERING
GLOBAL ENGAGEMENT
ACROSS CAMPUS

TERRADOTTA

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Preface

Higher education is at a crossroads as many institutions are beginning to view the student lifecycle through a stronger global engagement lens. Traditional concepts of incoming international student programs and outgoing study abroad programs are evolving into a more inclusive and connected global education experience—fueled in part by the rise of virtual programming during the pandemic.

With these new dynamics, momentum is shifting away from siloed study abroad or international education departments and integrating for a comprehensive and strategic view of global engagement, which also requires expanded duty of care considerations. As institutions embrace the value of preparing all students—our future leaders—with enriching global experiences, they are seeking a modernized, campus-wide international education approach.

Increasing Global Access Throughout the Student Lifecycle

Since March 2020, colleges and universities have accelerated adoption of virtual international programs to meet the needs of both US-based students participating in programs abroad, as well as international students studying at US institutions. The lines across global learning experiences have blurred and a more inclusive approach is taking shape—the removal of geographic, financial, medical, and demographic barriers.

We're seeing higher ed leaders shifting their mindsets to **incorporate global exposure opportunities throughout the student experience,** beginning with pre-college programs and extending into alumni networks and everything in between—coursework, internships, clinicals, camps, volunteer opportunities and beyond.

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Priority: Engaging Students

From a globalization perspective, today's higher education "student" persona comprises incoming international students, outgoing study abroad students, students studying virtually from any location, local students participating on campus, as well as any combination of these models. Each of these student populations are looking to institutions to meet their distinct needs with enriching academic, cultural and leadership opportunities. And competition for international students coming from abroad has never been steeper. Internationalization goals must be addressed cohesively based on the collective student experience, including prioritizing individualized student engagement and end-to-end advising.
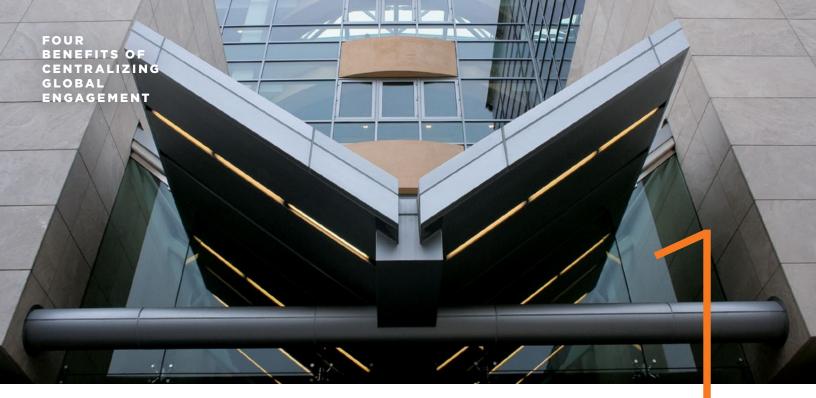
Why A Comprehensive Global Engagement Approach?

A convergence of global higher education programs has presented new opportunities for institutions to deliver an integrated global engagement experience. Enabling colleges and universities to scale their international education programs and offer more students access to culturally-enriching experiences, a comprehensive global engagement approach offers administrators an institution-level understanding of international programming. This shift toward centralized decision-making for international programs and strategies requires a transparent, data-driven reporting approach that can be shared and understood by all stakeholders.

4 Benefits of Centralizing Global Engagement

As institutions take steps to modernize international education operations across their campuses, they are implementing strategies that unify common elements across global experience programs and leverage relevant cross-campus student data. **These approaches help institutions effectively offer transformative and globally-minded educational experiences, expand equitable global opportunities to all students** and resiliently approach ongoing responses to evolving COVID dynamics. All while ensuring traveler safety through mitigated risk with country, neighborhood-level safety rating, travel data and alerts.

Expanding International Student Opportunities

When the pandemic hit, Northern California-based Peralta Community College found itself in a resilient position, having already deployed Terra Dotta's global education enabling technologies to help scale the growth of its robust international student population. Serving more than 30,000 students each year across its four campuses in Berkeley, Alameda and Oakland, the institution attracts up to 1,000 students annually for its vocational and associate degree programs and ESOL courses.

With the help of Terra Dotta, Peralta creates and updates SEVIS records in batches, ensuring accurate information and easy reporting. Their international student engagement process is streamlined, enabling staff to quickly connect with students and ensure they are aware of deadlines and moving through the process. **Access to relevant cross-campus student data is facilitated digitally, allowing for easy sharing and cross-checking.** And with applications and student documents available online, Peralta had been able to open a second international office at its popular Berkeley campus to better serve students.

In March 2020, when Peralta shifted to virtual learning, the international education office was able to quickly transition to remote work while continuing to serve its students. With Terra Dotta already in place, the

institution's international education team immediately downloaded data from SEVIS to see if its international students had departed the U.S. And using a personalized template and query in Terra Dotta, Peralta was able to communicate regular updates to students.

Even as the pandemic restricted onsite international student participation, Peralta remained steadfast in its commitment to international students and scholars, thanks to their innovative, tech-enabled approach.

Since then, the institution has delivered classes virtually to international students in their home countries as well as welcomed students back on campus as restrictions allow. With a comprehensive global education approach, Peralta effectively meets international student needs with a personalized, automated approach—no matter their location.

Elevating Diversity, Equity and Inclusion

As international mobility continues to ramp back up to pre-pandemic trends, international educators must not forget the commitment made to enable access to global engagement opportunities; the definition of which varies by student and by identity. Wake Forest University recently launched an initiative to address diversity, equity and inclusion gaps in its campus-wide study abroad programs. Previously there was no way of centrally tracking which students—including underrepresented populations like first-generation students—were missing out on study abroad and perhaps weren't even aware of opportunities.

By using Terra Dotta to analyze its study abroad student participation demographics and employing Diversity Abroad's best practices framework, **Wake Forest took a data-driven approach and has created new programs to reach underrepresented student populations**—including implementing trips and resources to improve access and remove social and institutional barriers. For example, the institution designed a one-week Spring Break trip to Ecuador for a group of students who are part of Wake Forest's "First in the Forest" program for first-generation students—including a one-credit class leading up to and preparing students for all aspects of the trip. They were able to run the first trip just as the pandemic was hitting in March 2020, and they plan to resume it post-pandemic.

As part of its data-driven approach, Wake Forest is using Terra Dotta to track all aspects of the study abroad application process, such as when an application was created, when it was last viewed by the student, and all actions and communications related to the process. Administrators can then overlay known student data and the overall campus schedule to determine why there may be gaps in forward movement for an application, such as midterms, or use it as an opportunity to connect with students directly or perhaps partner with the Office of Diversity/ Inclusion for outreach.

While the institution previously had more than 60% of its students participating in study abroad, it has since increased that number to 81%. Also, **Diversity Abroad has recognized Wake Forest with the Seal of Inclusive Excellence** for its expansive work in proactively broadening its access to underrepresented student populations.

81%

OF WAKE FOREST STUDENTS NOW PARTICIPATE IN STUDY ABROAD

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Transformative Global Experiences

It's no secret that international and experiential learning opportunities often translate into long-term career skills, thoughtful perspectives and overall value for students post-graduation. However, when global engagement is established as a guiding force coming from top leadership, institutions have the potential to deliver transformative global educational impacts at scale to more students than ever before. This is exactly how Elon University approaches internationalization and experiential education for its population of 7,000 students.

In the past, Elon's 10-year strategic plan has included global engagement as a major theme—with a strong focus on ensuring more students were able to travel abroad or come to study at Elon from other countries. However, Elon's latest strategic plan (2020–2030)—led by the university's President—has evolved to focus on further enriching the overall international experience.

"As the University transitions from the 2020 to the 2030 plan, the focus shifts from access-centered and numbers-driven objectives to better understanding the lasting impact of global education. While Elon carries forward its commitment to making global engagement accessible to all students, we are also working to deepen the transformational learning happening on global programs," said Nick Gozik, Dean of Global Education at Elon University.

A longtime client, Elon uses Terra Dotta to centrally manage study abroad enrollment and manage traveler communication and duty of care and to foster active student engagement. To help communicate its comprehensive global engagement vision, Elon created a Global Education "GBL" course prefix in order to centralize and standardize global curriculum across campus. Elon also adjusted its site-wide navigation header with a link to a "Global" directory page to showcase the global work happening throughout Elon. Likewise, Elon has created a "Global @ Elon" digest and calendar of global events to collectively tell the story of global education at Elon in the many shapes it takes, from curricular to experiential, and from top-down to bottom-up.

Overall, more than 85% of Elon's students now participate in study abroad, and the institution has been recognized by US News & World Report as well as the Institute of International Education and The Princeton Review for its award-winning, transformational global programs.

MORE THAN 85% OF ELON'S STUDENTS NOW PARTICIPATE IN STUDY ABROAD
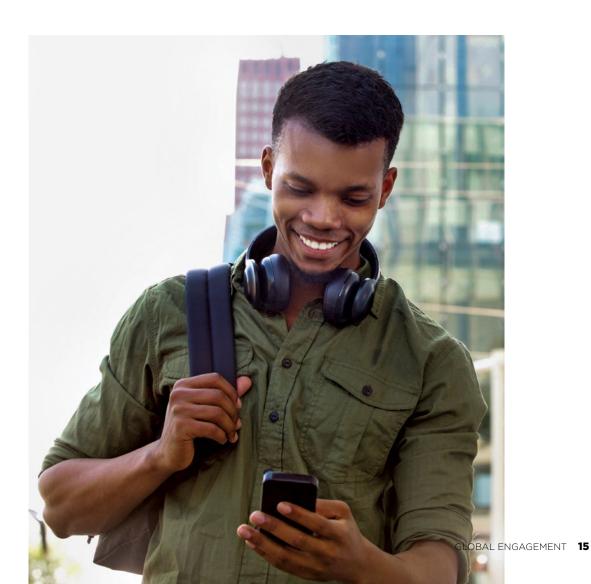
COVID Response and Resilience

Like other institutions facing the pandemic, Syracuse University was forced to cut short its study abroad programs in March 2020 as students quickly returned home. At that time, it was unknown just how severely COVID would impact international programs globally. Syracuse had just deployed AlertTraveler, Terra Dotta's traveler safety and security solution that sends students abroad real-time alerts about emergencies on the ground and lets staff quickly verify their safety and communicate with them. While they weren't able to immediately use the solution at scale for hundreds of study abroad students as intended, Syracuse's staff discovered an innovative way to use AlertTraveler to meet its in-the-moment, COVID-related needs—tracking students who travel domestically.

At the start of the spring 2021 semester, as COVID rates were in flux in different parts of the country, Syracuse administrators discouraged students from leaving central New York state except for essential family reasons. Among a student population of about 22,850, many might be traveling at any given time. It also launched required weekly COVID testing of students to help fend off transmission of the virus on campus. If students failed to comply with the weekly COVID tests, Syracuse limited their access to campus resources, including WiFi. The compliance rate shot up to nearly 100%.

But students who were traveling would sometimes find themselves facing loss of access to WiFi and other services because they were out of town and missed their scheduled COVID test appointment. Syracuse worked with Terra Dotta to set up a system for students to use AlertTraveler to select their reason for travel, travel location, and their departure and return dates. "The tool was fantastic because you can create reasons for travel on the fly," he said. "We created a reason for travel—Essential Family Travel—and we asked them to select a reason for travel and to fill in their travel data." Syracuse staff could then grant the traveling student an exemption from the weekly COVID test and ensure that their services, including the all-important WiFi, were not cut off.

Syracuse has also resumed its originally intended use of AlertTraveler for study abroad as travel opportunities are expanding—ensuring an elevated level of duty of care for all travelers.

INTRODUCING TERRA DOTTA'S
GLOBAL ENGAGEMENT PLATFORM

As institutions adapt, digitize and refine their global engagement strategies, Terra Dotta delivers an accessible, centralized platform to engage students throughout their journey and to help institutions make data-informed decisions.

Leveraging the combined strengths of Terra Dotta's cloud-based, modular solutions, the Global Engagement Platform encompasses **outgoing study abroad, incoming international student and scholar services,** and **travel risk management solutions**—including its award-winning AlertTraveler mobile app—to facilitate end-to-end domestic and international programs, virtual and experiential educational opportunities, and more.

The result is a unified global education experience that connects all aspects of international programming, supports campus services, centrally manages cross-cultural learning experiences at scale for students, faculty and staff and utilizes cross-campus student data to drive advanced global engagement analytics. This approach enables strategic, student-centric decisions and elevated engagement throughout the entire student lifecycle.

Conclusion
Terra Dotta's global engagement platform can help your institution deliver a comprehensive, elevated and inclusive international education experience across the entire student lifecycle.

INCOMING　　**OUTGOING**　　**TRAVEL RISK**　　**ENGAGEMENT**

For more information about Terra Dotta, and our modular global engagement platform, please visit our website, or contact us:

🌐 **www.terradotta.com**　✉ **sales@terradotta.com**

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