Hybrid Student Engagement: Outreach, Orientation and On-Site Approaches

SAI Programs & Florida Atlantic University
Who We Are

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What is FAU Education Abroad

- FAU is a public university in South Florida with over 30,000 undergraduate & graduate students
- #1 most diverse public university in Florida
- Education Abroad supports FAU’s global initiatives by creating accessible international programming and opportunities for students, faculty, and staff.
  - Faculty-led
  - Exchange (inbound & outbound)
  - Direct-enroll
  - Third-party provider
What is SAI?

- International education organization
- 25 years of experience
- Programs centered in Western Europe
  - **Italy:** Florence, Rome, Milan, Sorrento, Siena, Sicily
  - **Spain:** Barcelona
  - **France:** Paris
  - Faculty-led programs
- US headquarters in San Francisco Bay Area and remote staff across the country
What is Hybrid Student Engagement?

A combination of virtual and in person activities.

- Outreach and Recruitment
- Advising
- Pre-departure and On-site Orientations
- Cultural Activities
- Town Halls and Reflections
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Think • Pair • Share

What are the benefits you are seeing with hybrid student engagement?

1. Think about what benefits you have seen with hybrid student engagement.
2. Pair with 2 - 3 people and discuss.
3. Share with the group.
How has Hybrid Student Engagement Impacted Us

POSITIVES

Engagement that was informative in nature did well in a virtual settings.

- Increased participation
- Increased accessibility

NEGATIVES

Engagement that was meant to be more social and interactive in nature did not do well in virtual settings.

- Decrease in participation
- Virtual fatigue

Where do we go from here…
Sample Case Study

If given the task to switch the student orientation from in-person to a virtual setting, how would you format the session and engage students.

Think about…

- Who is your target Audience?
- What is your virtual platform? Why?
- How many touch points do you have with this student?
- How would you get students to engage in this setting?
- What are your outcome goals?
Student Orientations

SAI approach to pre-departure:

- Multiple Virtual Pre-Departure Sessions
  - SAI Town Hall: Ask Us Anything!
  - Cleared for Takeoff
  - Health and Safety Seminar
  - Meet the Crew

FAU approach to inbound arrival orientation:

- Hybrid approach
  - Two virtual pre-arrival sessions
  - One in-person welcome event
    - Welcome breakfast
    - Campus walking tour
  - First Week Advising
Questions?

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