

## **Study Abroad Fair Spring 2012**

### **Brief description of event:**

The study abroad fair is an event put on every semester to give the students a chance to speak face to face with program directors and representatives from study abroad providers to compare their opportunities and learn about other elements involved in study abroad.

**Administration Type:** At this event, students needed to present their student ID to be scanned, before entering. This information was then utilized to pull demographic information from PeopleSoft.

**How many people attended the event?** Approximately 400

**How many student cards were scanned?** 136

### **Summary of Key Findings:**

Slightly more males attended the fair than females; which reflects with the general population of our university, but the many more females than males tend to study abroad.

A large number of engineering majors attended the fair, showing a potential to develop new programs for engineering students.

Fewer language majors attended than expected

A large proportion of business and pre-business students attended, showing potential for expansion.

### **Actions Taken:**

Revising marketing strategies to expand our reach across different departments and demographics

Revising layout for cardswipe machines for more effective results next year.

### **Which department and/or program goals does this survey align with?**

The ultimate goal of the study abroad office is to enable all University of Utah students who desire to participate in international education both the opportunity and means to do so. Understanding who is attending our fairs and who is absent can help us prioritize where our marketing is successful and where we need expand our efforts.

### **With which Student Affairs goals does this program align?**

Global citizenship, and student development