

What You're Doing **WRONG**



1. You're unaware or, worse, you're in denial. Whoops!

CHECK YOURSELF: No diversity focus or clear lack of awareness

CORRECT YOURSELF: Conduct a Diversity Audit

1. Create a list of all of your external-facing marketing materials: catalog, trifold, postcards, website, email marketing, and social media.

2. Go through each marketing piece and evaluate with these questions as a starting point. Write down what you notice and how marketing materials may lack diversity.

- Are photos authentic or stock?
- Are there many types of gender expression, ethnicity, and physical ability shown?
- Is information on diversity scholarships and resources available and easily accessible?

3. Synthesize your assessment information and document needed improvements.

4. Collect new content and revamp your materials.

5. Create a marketing strategy that includes all demographics of students being represented.

Want our Diversity Audit Template?
Info on the back!



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Marketing Diversity to Gen Z

2. You don't understand your audience.

CHECK YOURSELF: Still marketing to Millennials or using one set of messaging for all audiences. Keep in mind the larger movement's examination of "diversity and inclusion" + "justice and equity."

CORRECT YOURSELF: Get to know Gen Z. They're pretty great! It's important we adjust our marketing to who the new target audience is becoming - what's important to them, how they make decisions, etc.



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3. You're not being authentic or transparent.

CHECK YOURSELF: Using stock art as a shortcut to “showing diversity”

People don't need a marketing or graphic design degree to know stock art when they see it. We're lucky enough to work in a field comprised of stunning visuals and beautiful opportunities for capturing video of new experiences, and that's known for inspiring all kind of compelling writing and content creation!

- BACK AWAY from the stock art. You can do it, and it will make a huge positive impact for your brand.

CORRECT YOURSELF: Use real imagery from YOUR real customers

It's easier than you think - establish both active and passive systems for collection and offer the opportunities for students to share. Students are overwhelmingly excited to have their content featured in any way and feel rewarded they can help us by sharing their stories.

- Not sure how your materials are coming across? In addition to the Diversity Audit, host student focus groups to learn more about what's appealing.
- You can never go wrong featuring student content - perfect can never compare to real.

5. You don't walk the walk.

CHECK YOURSELF: Marketing is one thing, but are you making sure you're practicing inclusion throughout the customer journey, especially in on-site delivery of services? Gen Z are savvy veterans of receiving marketing and can detect the slightest hint of inauthenticity.

CORRECT YOURSELF: Ensure you're embedding best practices in your marketing-related materials, customer-facing forms, and customer experiences.

Some easy ways to get started:

- On your application form: Ask for “legal name” AND “preferred name,” and “gender marker on passport”
- Use “they” pronouns vs. “he or she” and “student” vs. “your son or daughter” in your copy (inclusive of gender identity + guardianship and diverse families)
- During the pre-departure advising process, ask students open-ended questions about their identities (we all have them!) and ways they may be challenged and affirmed while abroad.
- Ensure programs with supports and accessible accommodations are available.
- Participate in Diversity Abroad's Access, Inclusion, Diversity, & Equity (AIDE) Roadmap

4. You don't try hard enough.

CHECK YOURSELF: Using only what content comes your way or you think to buy
CORRECT YOURSELF: Create a content machine to highlight all kinds of students. Once you “embed and spread” the culture of sourcing content, you'll likely be surprised at how diverse your students already are.

If you sit back and wait for what comes in, who knows what kind of representation you'll get?

Create inbound content funnels to collect content from ALL kinds of students.

- Scholarship students: Do you have diversity-related scholarships?
Why not?
- On-site students who are really engaged. **Bonus:** you can target by program location, program type, or other specific needs.
- Alumni + Alumni Ambassadors

Don't be afraid to ask! Pay attention to students from underrepresented groups and a variety of backgrounds to invite them to submit content and share their stories.

Consider making videos of diverse student testimonials and stories. Help students with various physical abilities share their experiences of accommodation and independence.

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our staff-developed
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