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Professor Stuart

MCOM 471

21 March 2019

## Study Abroad Survey Report

### **Narrative of Survey**

This survey was created to gather information about the Department of Mass Communication's study abroad programs. The survey was constructed and distributed via Winthrop's Qualtrics. The survey was sent to students of various grade levels in the mass communication department; students might have shared it with students outside the department per their own will. There were 22 respondents. Survey answers from this group, would reveal if they had already studied abroad, if they had plans to study abroad, if existing promotions had any impact on their decision to study abroad, and if there were other countries they would like to see added to mass communication's current destinations. Respondents were notified that their answers were voluntary and implied informed consent and were told that the survey would take approximately five minutes to complete. Information gathered from respondents can be used for campaigns to improve outreach, communication, and promotion of MCOM's study abroad programs to eligible students.

## Survey Questions

1. What is your class rank? Choose one.
  - Freshman (3)
  - Sophomore (2)
  - Junior (9)
  - Senior (8)
  
2. What is your major? Choose one.
  - Mass Communication (9)
  - Integrated Marketing Communication (7)
  - Digital Information Design (1)
  - Other (5: conservation biology, elementary education, biology, healthcare management, social work)
  
3. How do you typically like to receive information? Choose all that apply.
  - Phone call and/or text (8)
  - Twitter (5)
  - Facebook (4)
  - Instagram (6)
  - E-mail (20)
  - Traditional mail (1)

4. Have you already or do you have plans to study abroad? Choose one.
- Yes (6)
  - No (16)
5. Have you ever thought about studying abroad? Choose one.
- Yes (21)
  - No (1)
6. Which countries would you be interested in for study abroad? Choose all that apply.
- Australia (14)
  - England (13)
  - Ireland (14)
  - Norway (8)
  - Spain (12)
  - Sweden (8)
7. Would you be interested in doing an internship abroad? Choose one.
- Yes (19)
  - No (3)

8. Which study abroad term would interest you? Choose all that apply.

- Fall (9)
- Spring (9)
- Short-term during the Fall or Spring, faculty led program (11)
- Summer, faculty led program (14)

9. Have you ever seen promotions about study abroad in or from the Department of Mass Communication? Choose one.

- Yes (16)
- No (6)

10. What promotion have you seen or received from the Department of Mass Communication? Choose all that apply.

- I have not seen or received any promotion (5)
- Flyers (13)
- Bulletin board (13)
- Trifold display board (5)
- Email (10)
- Face-to-face promotion (6)
- Other (2: social media)

11. How effective were the promotions you saw or received? Choose one.

- Extremely effective (2)
- Very effective (2)
- Moderately effective (10)
- Slightly effective (2)
- Not effective at all (0)
- I have never seen promotions (6)

12. Where would you like to see more promotions for study abroad? Choose all that apply.

- Around campus (18)
- Johnson Hall (9)
- Social media (12)
- Email (8)

13. What promotions would you like to see more? Choose all that apply.

- Flyers (13)
- Bulletin boards (6)
- Trifold display board (2)
- Email (8)
- Face-to-face promotion (11)
- Other (0)

14. How important are the following study abroad benefits to you? Rank each individually as very important, neutral, somewhat important, or not important.

	Very Important	Important	Neutral	Somewhat Important	Not Important
Taking all classes in English while you are abroad.	16	3	1	2	0
Being able to graduate on time and still study abroad.	21	0	1	0	0
Boosting your resume with your abroad experiences.	13	8	0	0	1
Completing an internship abroad.	4	9	7	0	2
Paying the same tuition and room/board that you would pay to Winthrop University.	14	5	2	1	0
Discovering new cultures.	17	4	1	0	0

15. Would you be willing to attend a meeting or meet with an advisor to learn more about study abroad? Choose one.

- Yes (15)
- No (7)

16. Have you taken a class that offers a short-term study abroad program? If yes, which class?

- No (8)
- Greek mythology (1)
- Holocaust literature, ENGL 321 (1)
- MCOM 302 (1)
- MCOM 471 (2)

17. What would make a study abroad program more appealing to you?

- I think it is appealing, but I just missed the opportunity with my major
- If it fit with my major. Education majors usually cannot study abroad because we have to fulfill certain amounts in the field
- No additional cost outside of flight tickets. Credits that will apply, although I've already taken most gen-eds
- Having certain things taken care of (such as tuition being the same or housing being not super difficult)
- Payment plans
- If it were affordable and better than the one I'm planning to do in France

- I have already studied abroad so for future students I think financial is the biggest thing that keeps people from studying abroad, so letting students know we have Winthrop programs that are tuition exchange, and direct them to the study abroad office because they have answers to most questions and if not, they have the resources to give the student to get it answered
- If there were more variety. They always seem to be in European countries or in Australia. It would be cool to have some maybe in the Caribbean countries or African countries. It would be nice to learn about more than European based cultures. Also, the price and how far in advance we are told about the trip.
- If my parents had let me
- Affordability
- A great internship to boost my resume and the ability to graduate on time
- More student involvement when promoting study abroad
- Cheaper
- Cost efficiency

18. How do you think the Department of Mass Communication can better promote its study abroad programs?

- Start promoting a year in advance so people can save money to afford the trip
- More flyers
- I think promoting it when we are freshmen would better help people realize their options
- Promo video
- Make more events



- Start talking about it during their freshman and sophomore year and telling them it is possible to study abroad, graduate on time, do an internship, and just overall encourage every students to at least explore the possibility. Maybe making it an assignment in students intro to IMC or intro to Mass Comm classes, ask them to explore a program fully and ask why they choose this program and what would keep them from studying abroad there
- Tell students at least a year in advance, not the semester before. We have a lot of expenses and a lot of us don't have parents/guardians who can just pay extra money for a trip, we need room to discuss and plan with our families and advisors to make sure we are on track financially and academically
- Put promotion all around campus. Some lower classmen majors are not in Johnson and that is when the information need to be fed to them
- Have students speak in classes and show interesting material on study abroad
- Just making sure that the benefits are equivalent to the price they are paying for the trip

19. Is there a country that is not part of the mass communication programs that you would like to study? If so, where? (The countries available to the department are Norway, Sweden, Australia, Spain, Ireland, and England.)

- No (2)
- Italy (1)
- Romania (1)
- Honestly if you can open more countries in the program, then anywhere! Options are always good (1)

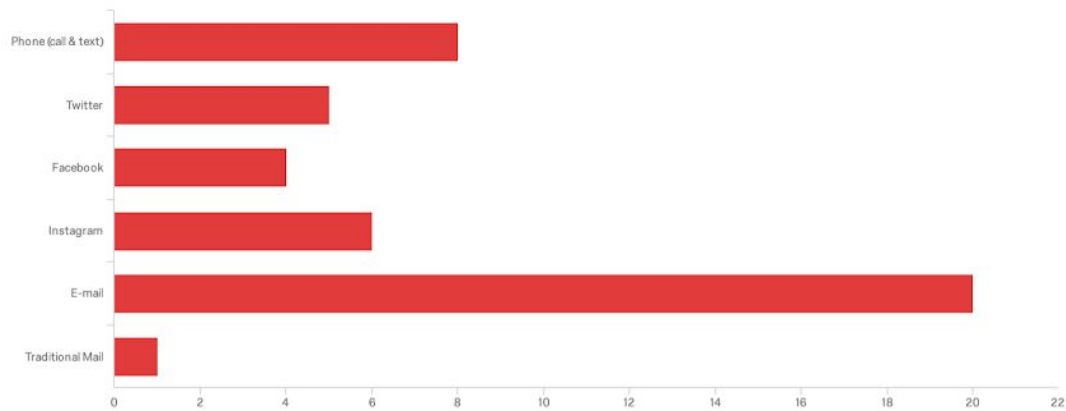
- France (2)
- Germany, Denmark, the Netherlands... all amazing countries that I think students would really enjoy (1)
- More Caribbeans or African countries. We need more variety in cultures not just European (1)
- Denmark, Finland, Germany, Austria (1)
- Chile or Brazil (1)
- Greece (1)
- Canada (1)

20. Would you like to receive more information about the study abroad programs? If so, please give your email address below.

- [esselmano2@mailbox.winthrop.edu](mailto:esselmano2@mailbox.winthrop.edu)

## Important Findings

- Question #3 *How do you typically like to receive information? Choose all that apply.*



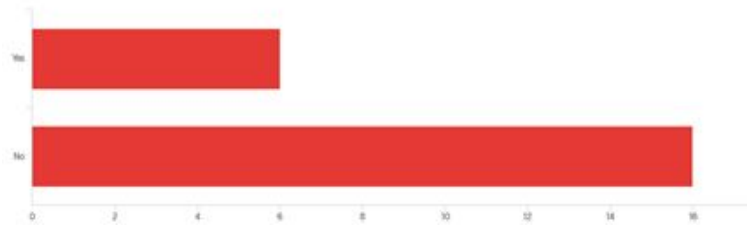
Survey answers showed that 20 of 22 students like to receive information through email.

Students also reported liking to receive information via text or call (8), Instagram (6),

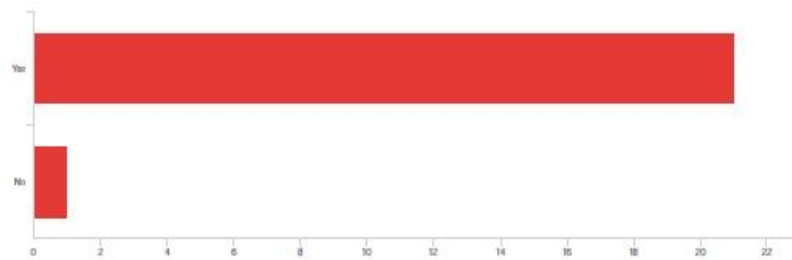
Twitter (5), Facebook (4), and traditional mail (1). The responses to this question

identifies effective ways of reaching students.

- Question #4 *Have you already or do you have plans to study abroad? Choose one.*

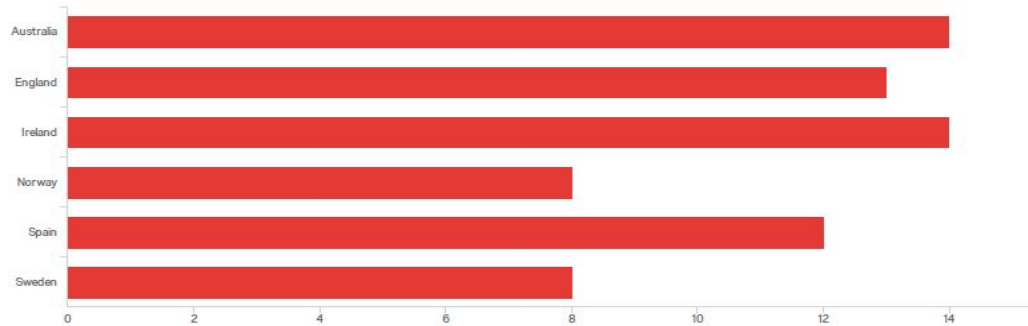


- Question #5 *Have you ever thought about studying abroad? Choose one.*



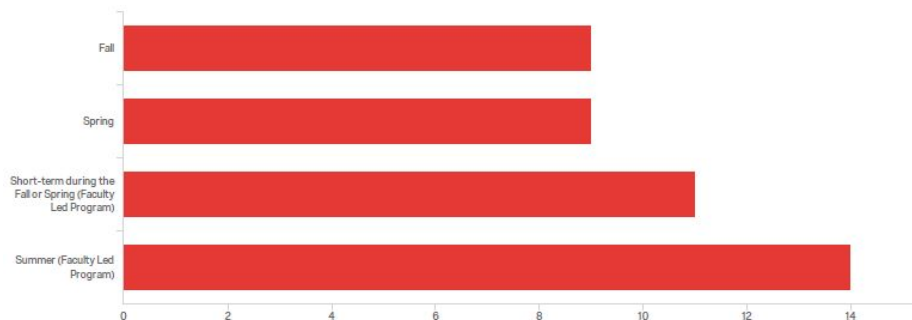
The survey showed that 21 of 22 respondents thought about studying abroad, but only 6 took action to do so. This shows that students are interested in studying abroad, but that there are deterring factors keeping them from doing so.

- Question # 6 *Which countries would you be interested in for study abroad? Choose all that apply.*



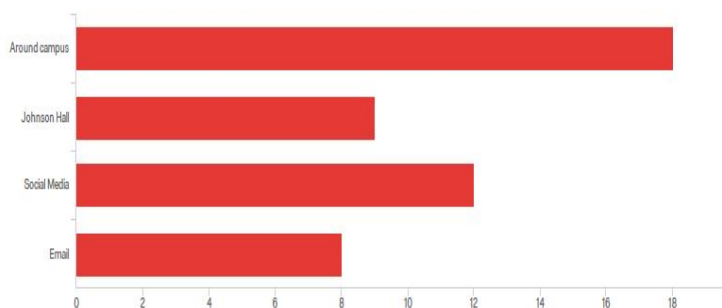
Survey answers showed that respondents are primarily interested in Australia (14) and Ireland (14).

- Question #8 *Which study abroad term would interest you? Choose all that apply.*

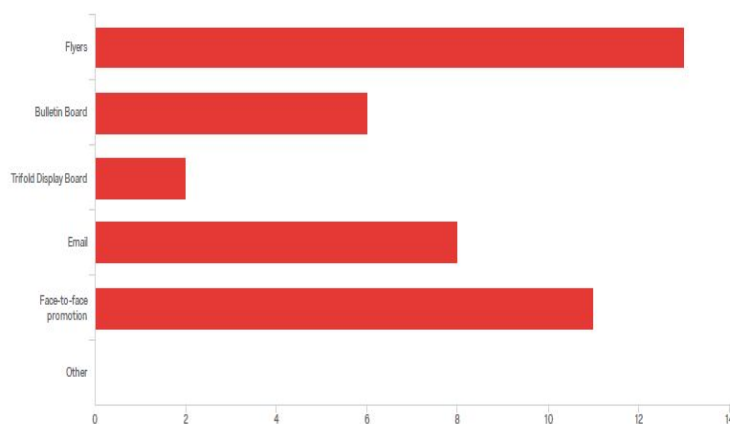


Survey answers show that 14 respondents said they would be interested in studying abroad during a summer term, 9 respondents said the fall, 9 respondents said the spring, and 11 respondents said during a short-term, faculty-led program.

- Question #12 *Where would you like to see more promotions for study abroad? Choose all that apply.*



- Question #13 *What promotions would you like to see more? Choose all that apply.*



In question #2, we asked respondents to report their major; we learned that 17 of the 22 respondents are in the MCOM department. Based on that data, most of the respondents see promotions in Johnson Hall. Other channels include social media and email. Survey answers from question #12 show that 18 of 22 students want to see more promotions around campus. Respondent answers from question #13 show that 13 students want the department should publish more flyers, while 11 students said they would like to see more face-to-face promotion.

## Recommendations

- Question #3 *How do you typically like to receive information? Choose all that apply.*

The survey showed that email is the respondents' (20) preferred method of communication. The department should increase emails to students.

- Question #6 *Which countries would you be interested in for study abroad? Choose all that apply.*

Knowing where students are interested in studying allows the department to either focus their promotion on the most popular programs or bring awareness to the least popular ones. Based on survey answers, focusing on the most popular options would lead them to focusing on Ireland (14) and Australia (14). Focusing on the least popular options would allow them to focus on England (13), Spain (12), Norway (8), or Sweden (8).

- Question #8 *Which study abroad term would interest you? Choose all that apply.*

The survey showed that respondents most respondents (14) are interested in studying abroad during a summer term. The short-term, faculty-led programs interested 11 respondents. Based on this data, the department should try to promote studying abroad during the summer term and try to offer more short-term, faculty-led trips.

- Question #12 *Where would you like to see more promotions for study abroad? Choose all that apply.*

According to survey answers, the department should increase promotion around campus. Answers from this question show that students want to see more promotions around campus (18) than they do in Johnson Hall (9). By promoting around campus, it is more likely that lower classmen (freshmen and sophomores) will see the promotion, which could lead to them planning to study abroad during their junior or senior year; this

is helpful since some lower classmen MCOM, IMC, and DIFD majors do not have many classes in Johnson.

- Question #14 *How important are the following study abroad benefits to you? Rank each individually as very important, neutral, somewhat important, or not important.*

The benefits mentioned to respondents were ranked by importance. (1 most important - 6 least important)

1. Being able to graduate on time and still study abroad
2. Discovering new cultures
3. Taking all classes in English while abroad
4. Paying the same tuition and room/board that you would pay to Winthrop University
5. Boosting your resume with your abroad experiences
6. Completing an internship abroad

Survey research shows that 21 of 22 students do not study abroad because they are worried they will not graduate on time and that 14 of 22 do not study abroad because they think it will be too expensive. Based on student answers to our qualitative questions, it is clear that these issues cloud the benefits. The department should include the following in the key messages of benefits for future campaigns:

- students can take classes in their major and still be able to graduate on time
- students pay the same tuition, room and board, and meal plan rates that they pay at Winthrop