

## EXECUTIVE SUMMARY

The following plan provides an outline for 1) recruiting Engineering and Computer Science (ECS) students to participate in study abroad and 2) recruiting ECS faculty members to design and lead short-term study abroad programs.

In its institutional mission statement, California State University, Fullerton (CSUF) articulates a commitment to providing high-quality programs that meet the evolving needs of its students, community, and region. The need for global and intercultural competency is evolving rapidly in the 21st century. At this time, very few ECS students take advantage of study abroad opportunities and there are no short-term programs being offered. While there are efforts being made to internationalize the CSUF campus, study abroad is an outstanding opportunity for students to gain this global competency.

Therefore, this plan outlines recommendations to the Study Abroad Office to increase the number of ECS students who participate in study abroad. It does this through a dual approach, targeting both ECS students and faculty.

In order to complete this task, four goals have been identified:

1. Send at least 50 ECS students per year on study abroad programs by 2021
2. Increase the perception by ECS students that study abroad is viable and worthwhile
3. Increase the perception by ECS faculty that study abroad is viable and worthwhile
4. Recruit faculty to develop a signature short-term study abroad program for implementation in the summer of 2017.

The strategies outlined in this document follow a 16-month recruiting plan that will be implemented starting in January 2016.

A Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis was conducted to discover the strengths and weaknesses of the Study Abroad Office, as well as external opportunities and threats. A competitor analysis was conducted to identify the reasons why ECS students may not be participating in study abroad. Price sensitivities were examined for each of the student segments.

A set of promotion strategies has been created for both the student and faculty target markets. Detailed descriptions of each strategy, including guidelines for measuring outcomes and estimations of required resources, are included in the following plan.