GO ABROAD

Cultural Education

For the better understanding
of different cultures

Statements

❏ Landscape of problem:

    ❏ Too few American students are empowered to go on educational experiences abroad

❏ Existing Solutions:

    ❏ USA Study Abroad programs, Gap Year Association, ISA etc.

❏ Opportunity:

    ❏ Creating more awareness and transparency through multi-platform tools

Insights

- ❏ How might we create an organization that enables students to make valuable work/travel experiences abroad?
- ❏ How might we persuade young people to feel it is socially acceptable to take a gap year?
- ❏ How might we reach a large audience of young people and provide education or information regarding cultural exchange through going abroad?

Current Problem

- ❏ Currently, there is a lack opportunity for American students to experience a culture outside their own.
- ❏ Currently only 45% of high school students feel positive about college and career readiness.

Existing Solution

❏ Although there are/have been attempts made to address this situation, including the Gap Year Association, university study abroad programmes, and pen pal/exchange programmes, they do not provide the comprehensive experiences necessary for students to thrive in a global society.Although there are/have been attempts made to address this situation, including the Gap Year Association, university study abroad programmes, and pen pal/exchange programmes, they do not provide the comprehensive experiences necessary for students to thrive in a global society.

Who is being left out/ piece of it that is missing(cultural t

Opportunity

Too early

❏ Therefore, there is a need for a nationwide programme to help students take advantage of current international educational opportunities, create new opportunities for learning, and help high schools develop multicultural learning experiences.

Research

Why it is important

1. **Culturally intelligent**: "The rapid rise of Asian, Hispanic and African-American populations in America is forcing companies to change their business models and their entire business approach."
   ➜ Being culturally intelligent has a direct relationship with being a great candidate in their jobs.
2. **Cultural Sensitivity**: helps to understand international issues and conflicts, or even relate to the cultural norms of a foreign business partner. It is an important skill to be able to shift perspectives and see where someone else is coming from.
3. **Globalization:** In the business world, having lived abroad can give you a competitive edge. Use the confidence and cultural sensitivity that traveling helps you develop and help it make you successful.
4. **Work in New Environments:** Working and living in a new country and within an unfamiliar culture provides a great experience for young international visitors. Cultural exchange often involves adapting and learning about a new environment
5. **New Interest:** You might find that you have an as-yet undiscovered talent for hiking, water sports, snow skiing, golf, or various other new sports you may never have tried back home.
6. **Finding who you are**: A benefit to studying abroad is the opportunity to discover yourself while gaining an understanding of a different culture. Being in a new place by yourself can be overwhelming at times, and it tests your ability to adapt to diverse situations while being able to problem solve.

How it affected/ Statistics

1. **98%** of the students stated that study abroad helped them better understand their own cultural values and biases, and 82% said that it helped them develop a more sophisticated way of looking at the world.
2. **97%** of study abroad students found employment within 12 months of graduation, when only **49%** of college graduates found employment in the same period. That means they were twice as likely to find a job. Among study abroad alumni, **90%** landed a job within 6 months. A UK study supports US findings that study abroad returnees are more likely to find employment within six months.
3. **84%** of study abroad alumni felt their studies abroad helped them build valuable skills for the job market. A second study confirms this at **85%**.
4. **80%** of study abroad students reported that study abroad allowed them to better adapt better to diverse work environments.
5. **97%** A University of Maryland study on IES Abroad study abroad alumni found that students attributed study abroad to increased maturity.
6. **96%** of study abroad alumni claimed an increase in self-confidence attributed to study abroad.
7. **94%** stated that their study abroad experience continues to influence interactions with people from different cultures.

Positive impact of study abroad

Students who took part in the survey reported

98% better understanding their own cultural values and biases

studying abroad served as a catalyst for increased maturity **97%**

96% increased self-confidence

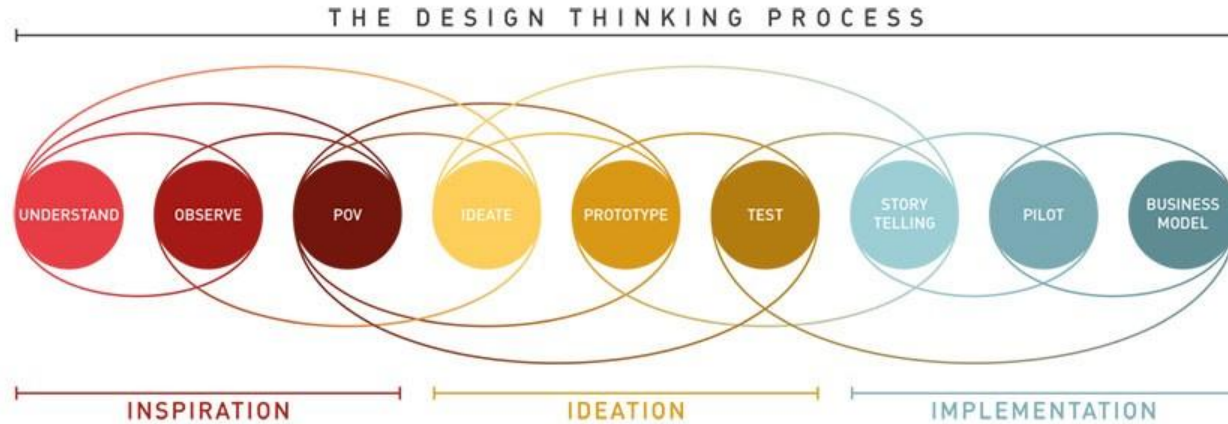acquiring skill sets that influenced their career path **75%**

86% studying abroad influenced subsequent educational experiences

Source: http://www.iesabroad.org/study-abroad/why/alumni-survey-results

Color Palette

THE DESIGN THINKING PROCESS

UNDERSTAND • OBSERVE • POV • IDEATE • PROTOTYPE • TEST • STORY TELLING • PILOT • BUSINESS MODEL

INSPIRATION • IDEATION • IMPLEMENTATION

Possible logo

Design Process (referring to Ideo's)

1. **Research:** Learning Through Design Research
    ➔ Insights, current problem, existing solutions, opportunity, interviews, surveys
2. **Synthesizing:** By synthesizing our research, observations, and learnings in the field, we can spot themes and patterns, look for relationships, and discover insights. Once our teams have finished this process, they can explore any hunches through experimentation and rapid prototyping.
    ➔ Founding a focus point by grouping opportunities by synthesizing, ideation for solutions
3. **Prototyping:** No matter what we're designing, prototyping is an essential stage of the design process. Building a prototype is a quick and risk-averse way to get ideas into the hands of the people we are designing for, and to iterate efficiently.
    ➔ Prototyping our solutions
4. **Feedback/ Iteration:** Gathering feedback from users on even the most rapid of prototypes is essential to evolving towards a successful product, service, or experience.
    ➔ Collecting feedbacks of our solutions, analyzing and modifying
5. (Implementation)

Design Process (revised)

1. Discover
   a. Identify
   b. Research
      i. Statistics
      ii. Personas
      iii. Existing solutions
2. Design
   a. Prototyping
   b. Creating
3. Deliver
   a. Solutions
   b. implementation

https://www.interaction-design.org/literature/article/design-thinking-a-quick-overview

- Discover
  - Brainstorming Issues (20 Sketches)
  - Narrowing it down (top 3, why?)
  - Focus (top idea, why this one?)
- Research
  - Research the Issue
  - Timeline of Education US
  - System Map
  - Case studies (Pros/Cons)
    - Case study 1
    - Case study 2
    - Case study 3
  - 3 Personas
    - Person 1
    - Person 2
    - Person 3
  - Consensus
- Plan
  - Interventions
    - Intervention 1
    - Intervention 2
    - Intervention 3
  - Goals
    - Active
    - Passive
  - Multi-platform opportunities
    - Opportunity 1
    - Opportunity 2
    - Opportunity 3
- Create
  - Campaign, Website, etc
  - Prototyping
- Implement
  - Distribution Strategies
- Evaluate
  - SWOT
  - PESTLE
- Evolve
  - Recent Changes (Reflecting)

Expert Candidates

1. Students
   a. Who have already been in abroad programs or leave (ex) Global Ambassador in New School
   b. Who are planning to go abroad
   c. Who tried to go but backed down for various reasons
2. Student advisors
   a. Academic advisors because they have already met a lot of students who are willing to go abroad or talked to people who are leaving for their gap year
   b. Director/ staffs of GoAbraod program (https://goabroad.newschool.edu/index.cfm?FuseAction=StaffMain.Home)
3. External experts
   a. Study abroad related Facebook page owners
   b. Related association associates

Brand Concept

Name candidates

- Multi-ply
- Shift
- no wrong place
- Just go
- Strings
- Nail it
- Straw
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