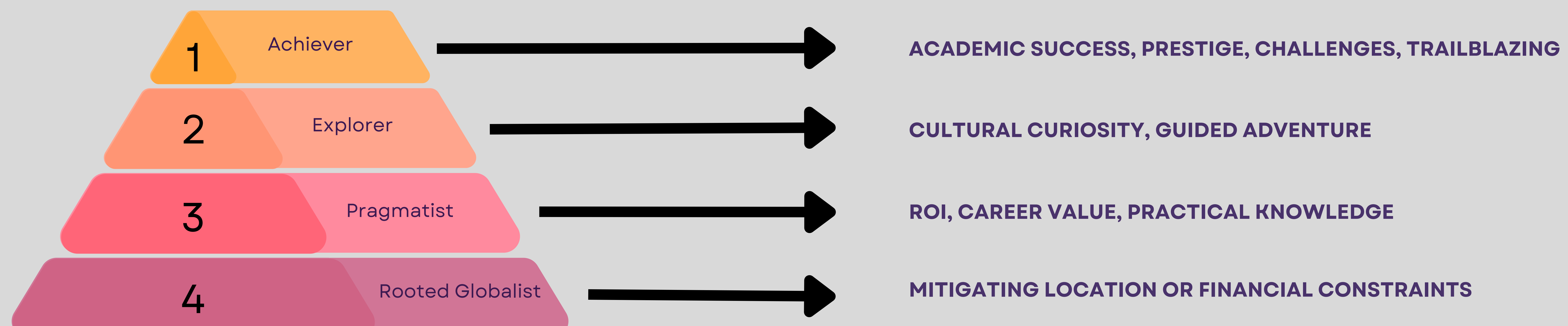


Innovative Models for Short-term International Programs

WHO ARE YOUR STUDENTS? HOW CAN THEY BE SERVED?

STUDENT SEGMENTATION

MOTIVATIONS



SEGMENT DESCRIPTION

EXAMPLE PROGRAM MATCH

1	<p>Achiever</p> <p>Often finds their own short-term opportunities based on region of interest, course of study and/or personal network to distinguish themselves. Mostly confident to go it alone. Usually part of a community college honors program and planning to transfer for four-year degree and go on to graduate studies.</p>	<p>Harvard DCE Global Partner Honors (Summer 3, 4 or 7 weeks)</p> <p>Harvard DCE Global Partner Honors - Harvard DCE's Global Partners nominate their best students to attend Harvard Summer School in Cambridge, MA. Harvard DCE is running a pilot to include domestic honors colleges, including select community colleges. For community colleges in this network, Achiever students may be inspired to be immersed with a community of scholars from 40 countries on the Harvard campus, be taught by Harvard faculty and distinguished visiting professors, and have access to exclusive cohort programming. GCC is helping to facilitate this pilot. CAMBRIDGE, Massachusetts</p>
2	<p>Explorer</p> <p>Curious, but also cautious. Finds comfort in a level of structure and hand-holding (faculty-led or high-touch). Often have a small amount of previous travel with family or have family living abroad. Often show a preference for exploring English-speaking destinations (or a destination where they speak the language).</p>	<p>Insight-Driven, English Speaking, High Touch (Summer 7 days)</p> <p>London Sustainability - Highly curated, high-touch GCC program designed to coincide with the largest global climate action week in the U.K. Explorer students may be inspired by London as a highly desirable English-speaking and safe location, as well as an industry-specific focus. These students value the guided "Employability Showcase" for real-world international sustainability industry experience gained through visits to leading UK projects and businesses. Students value the personal and professional insights while spreading their wings. LONDON, United Kingdom</p>
3	<p>Pragmatist</p> <p>Similar to the Explorer, the Pragmatist has some level of cultural curiosity, but often needs an additional incentive to go abroad. Often these students are high achievers without financial means. More than satisfying cultural curiosity, they seek high-value practical knowledge, valuable resume bullet points, and other activities to check a box. They are often on the transfer track to a four-year degree.</p>	<p>Innovation-Driven - English Speaking, High Touch, Actionable (Summer 14 days)</p> <p>AI-Accelerated Internship Projects - Unique pilot program that includes a short online pre-departure course focused on using AI for market research, then 14 days onsite in Dublin and Cork for an in-person Capstone presentation, and then 7 days of team-based project work paired with a local company to perform AI-Accelerated market research and present findings. DUBLIN and CORK, Ireland</p>
4	<p>Rooted Globalist</p> <p>Similar to the Explorer, has some level of cultural curiosity and, similar to the Pragmatist, may be challenged by financial means, but the essence of the Rooted Globalist student is that they are unable to leave their home campus location. Constrained by work, family, or fear, they seek global cultural interactions, resume enhancement, and flexible timeframes without leaving their existing home base. They are some times part-time students or mid-career professionals with specific career plans in mind.</p>	<p>Campus-Location Driven - International Immersion (Short or Long-term)</p> <p>International Inbound Student Programming - Institutions able to attract international students can create intentional (sometimes required) immersion opportunities benefitting both the Rooted Globalist and the international student. HOME CAMPUS LOCATION</p> <p>Online International Internships - Community Colleges can create customized online internship programs, by which the Rooted Globalist can interact professionally with an international company and gain valuable career skills as well as stay close to home. HOME CAMPUS LOCATION</p>