

UNIVERSITY OF MINNESOTA
Study Abroad Curriculum Integration

International Education for Undergraduates

MSAG Brochure Development Updated: 12/04/02

Sample brochure intro

Multiculturalism exists in many contexts around the world. Each location has unique historical circumstances that bring about socio-economic, gender, race, religion, or ethnic tensions between culture groups. Study abroad helps students gain insight into how these universal issues manifest themselves differently around the globe. The experience offers new perspectives, valuable personal knowledge, and a sense of confidence in one's own abilities to function in the world.

Goals of Brochure:

1. To encourage traditionally underrepresented students to study abroad.

How: Visual appeal—an inviting front with nice graphics
Positive tone
Highlight targeted opportunities
Use student voices

2. To inform students about ethnically/culturally specific challenges that they may face studying abroad.

How: Use student voices
Create a list of these challenges, then pick a few examples
Show how overcoming these challenges can build self-esteem, confidence, and interpersonal skills
Address expectations :how will I be received and viewed...

3. To identify resources that can help students plan ahead and make wise decisions.

How: Planning skills in general—mention cost and cost saving strategies
Address parents
Using program evaluations when researching programs—put them on-line.
Advisers can help address issues: At Global Campus, at LRC's—show we care

Production method/ Timeline:

October/November

- Work with MSAG group to clarify the goals and utility of this piece. Why do you want this; what can it offer students; how will it be used.
- Determine # of brochures needed/ distribution points/ document sunset

November / December

- Agree on a general tone, voice for the piece.

December / January

- Create an outline
- Research student quotes, images, content to illustrate outlined points

January / February

- Create mock-up for review, seek feedback

February / March

- Edit, produce
- Distribute

To give input or get more information contact:

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