

# CROSSING BORDERS, BUILDING FUTURES

ANUTHAMA RAGHU BHARATHWAJ

# CROSSING BORDERS, BUILDING FUTURES

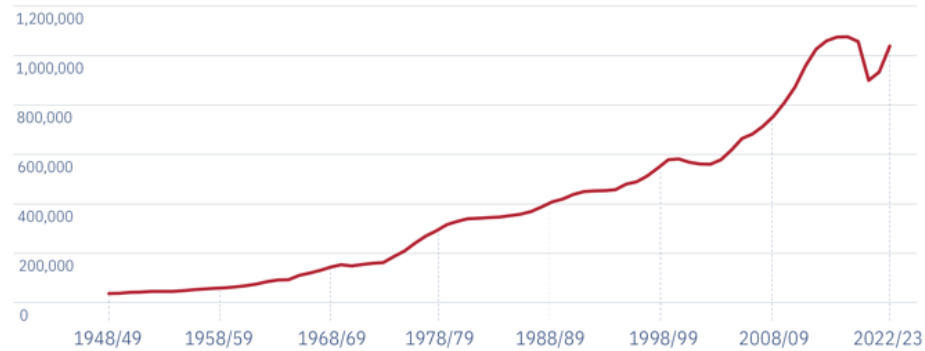
Explore the international student market at UMass and propose tailored marketing strategies.



# WHY INTERNATIONAL STUDENTS?

## OPEN DOORS INTERNATIONAL STUDENTS DATA

### INTERNATIONAL STUDENTS, 1948/49 – 2022/23



In 2022/23, the total number of international students **increased by 12%** from the prior academic year and **surpassed one million**.

**Source:** The *Open Doors Report on International Educational Exchange* is a comprehensive information resource on international students and scholars at higher education institutions in the United States and U.S. students studying abroad. It is sponsored by the U.S. Department of State with funding provided by the U.S. Government and is published by IIE. For more information, visit [www.opendoorsdata.org](http://www.opendoorsdata.org).

**opendoors**

International students make contributions not only through the tuition they pay to U.S. higher education institutions but also through their spending on accommodations, transportation, food, and consumer goods while they are living in the U.S.

# PRELIMINARY RESEARCH

My preliminary research involves the higher education industry and I have taken University of Massachusetts - Amherst as the organization.





# CONSUMER BASE OVERVIEW



Demographics: International student community at UMass.

Top 5 countries: China, India, South Korea, Canada and Brazil

# BEHAVIORS & CULTURE

- Primary focus is on Academics
- Tend to be active users of Technology
- Seek employment at an earlier stage
- International students' community is diverse
- Commitment to family
- Frequent participation in community events
- Connected with heritage



The image features a diagonal split background. The left side is yellow with a pattern of overlapping squares and several 3D graduation caps in pink, purple, and teal. The right side is black with white geometric lines forming a grid-like pattern. The text is positioned on the black background.

# SUBGROUPS

Degree Level: Undergraduates,  
Graduates, PhD

Field of Study: STEM, Management,  
Finance & Accounting etc.

Others: Age, gender, religion, sexual  
orientation and marital status.



# TAILORED MARKETING STRATEGIES (EXISTING)

Orientation sessions

Career counselling

Workshops

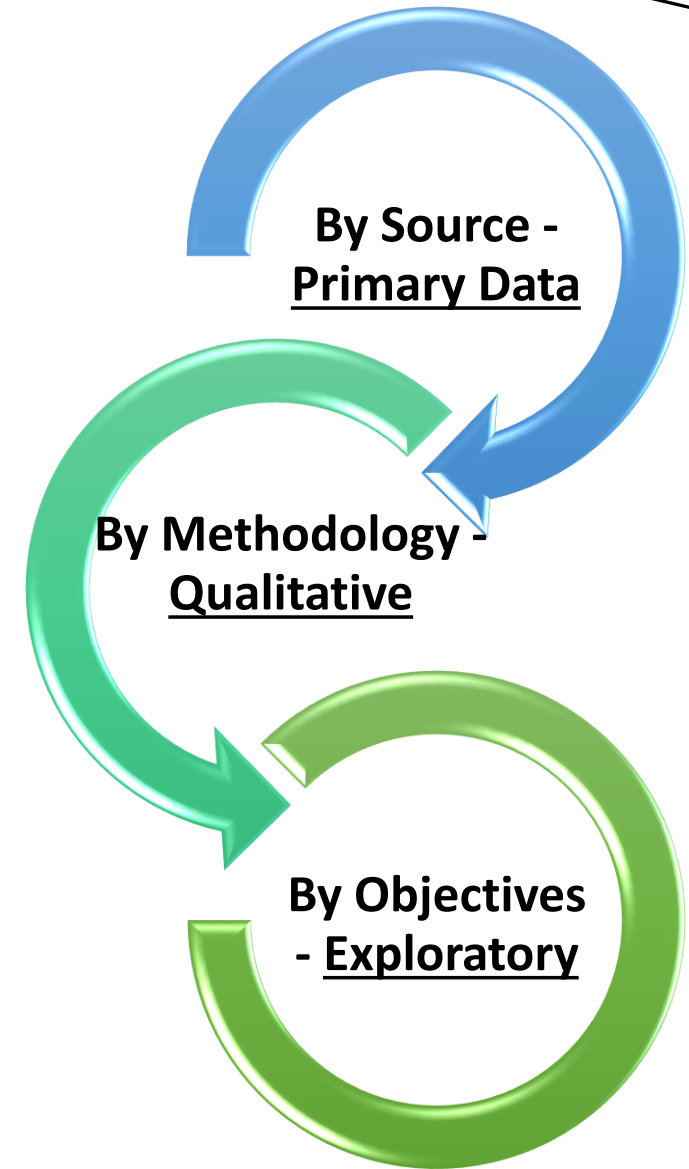
Networking opportunities

Financial assistance





# DATA COLLECTION METHODS



# DATA ANALYSIS STRATEGIES

- Interviews, focus groups and observations
- one-on-one conversation to uncover personal perspectives, challenges and potential solutions
- Participant centered approach to better understand develop targeted solutions
- Identification of patterns or trends



# ANALYSIS QUESTIONS



Is your part-time job aligned to your course of study?



How confident are you in securing a job position once you graduate?



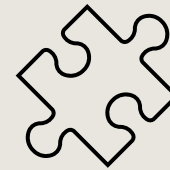
Have you attended career fairs organized by other departments?



How likely are you to recommend UMass Amherst to other international students considering studying abroad?



Were you given the opportunity to apply for TA/RA positions?



Is the curriculum making you more job ready?



# APPROACH – SETTINGS & PARTICIPANTS



- 25 Individual interviews
- Various questions regarding their social, cultural and academic experiences in the US



# KEY FINDINGS



Academic Challenges



Employment Challenges



Cultural Challenges



# IMPROVEMENT GOAL

Enhancing job opportunities for  
international students





# INTRODUCING – CAREER CONNECT

Introducing "Career Connect" - A comprehensive job placement platform



# SOLUTION CONCEPT

**Cross-Departmental  
Career fair  
(Improved Service)**

**Enhanced  
internships and Co-  
op Opportunities  
(Improved Services)**

**Corporate Readiness  
Workshop  
(New Service)**

**TA/RA opportunities  
for International  
MSBA students  
(New Service)**



# SOLUTION DETAILS



## Stakeholders

UMass, local companies, and international students

---

## Pricing

Free for students, subscription model for companies

---

## Value creation

Bridging the gap between students and employers

---

# EXPERIENCE, PROMOTION & ADOPTION

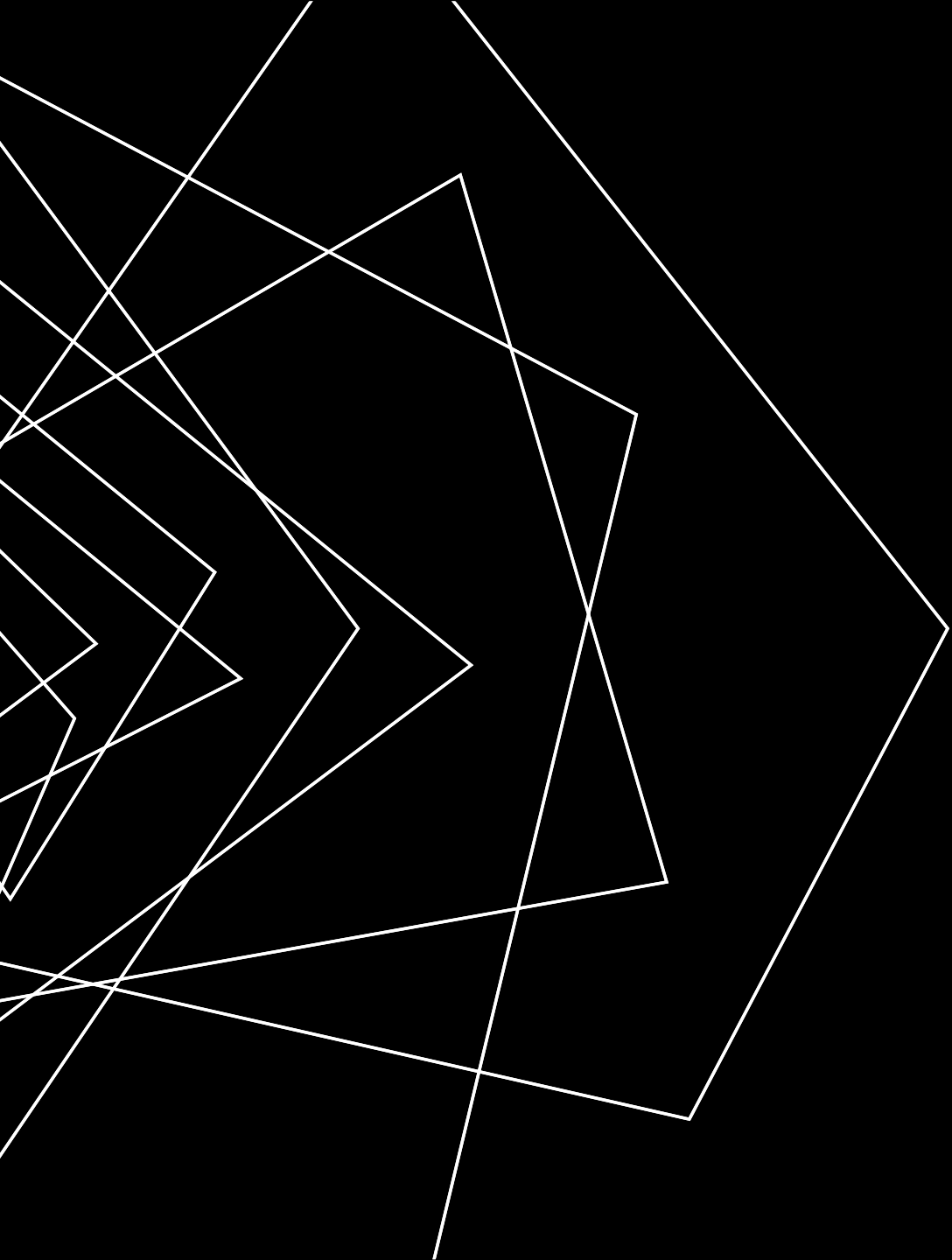
- Promotion Strategies: Social media campaigns, campus events and alumni networks
- Adoption tactics: Partnering with local businesses, testimonials from successful placements



# CLOSING REMARKS

"Empowering International Students:  
Transforming Dreams into Careers."





THANK YOU