



Explore a world of Possibilities – Study in France

Violette Jolie

Khatereh Mohajery

Mary Sargent

Sarah Lee

Raitza Kabatova



Agenda

- Studying Abroad – Current Trend
- Who is Our Audience
- Objective
- Recommendations
- Summary

The Big Picture

UNDERGRADUATE PARTICIPATION IN U.S. STUDY ABROAD



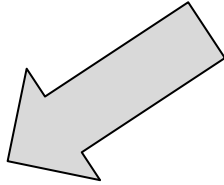
1 in 10 U.S. undergraduates studies abroad before graduating.

Current Trend

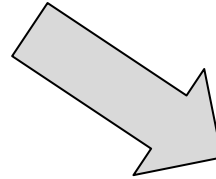
Although France is known as a top study abroad destination for US students, in 2016 there was a 10% decrease in the number of US students participating in this programs.

Objective

Increase US students awareness and engagement with French study abroad programs.

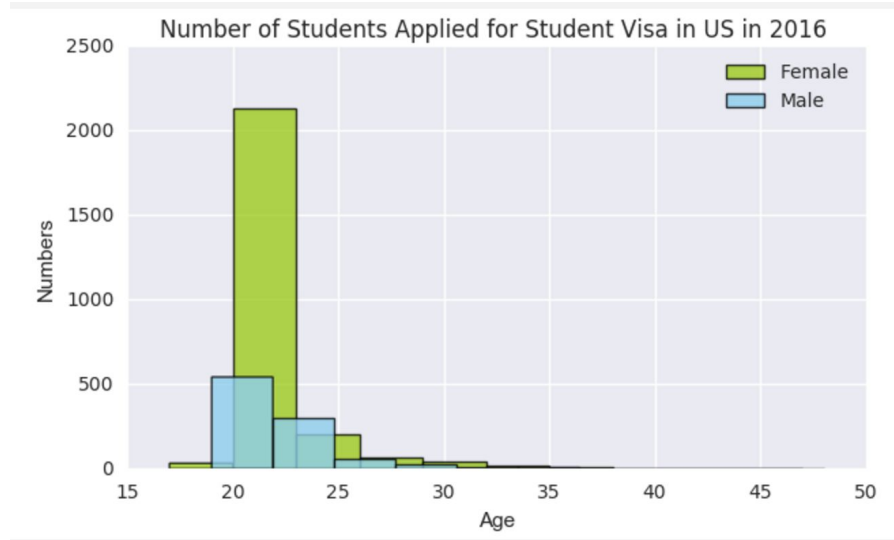


Improve Online Presence

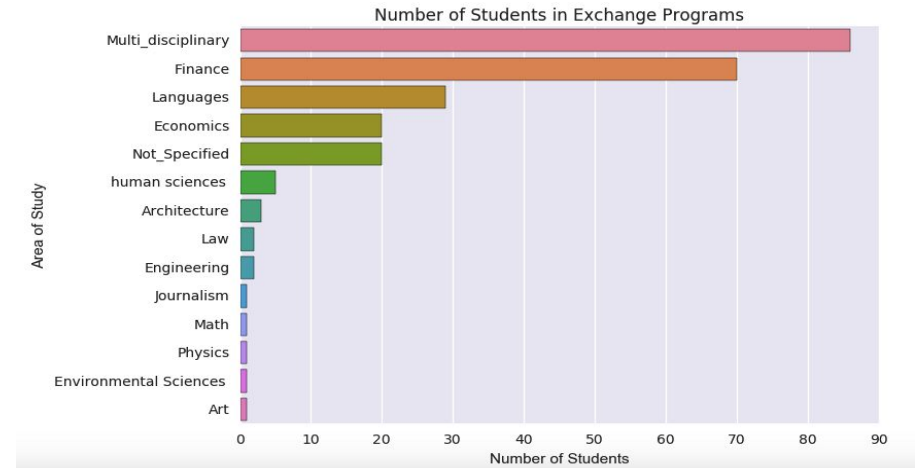


Strategic Partnerships

Audience

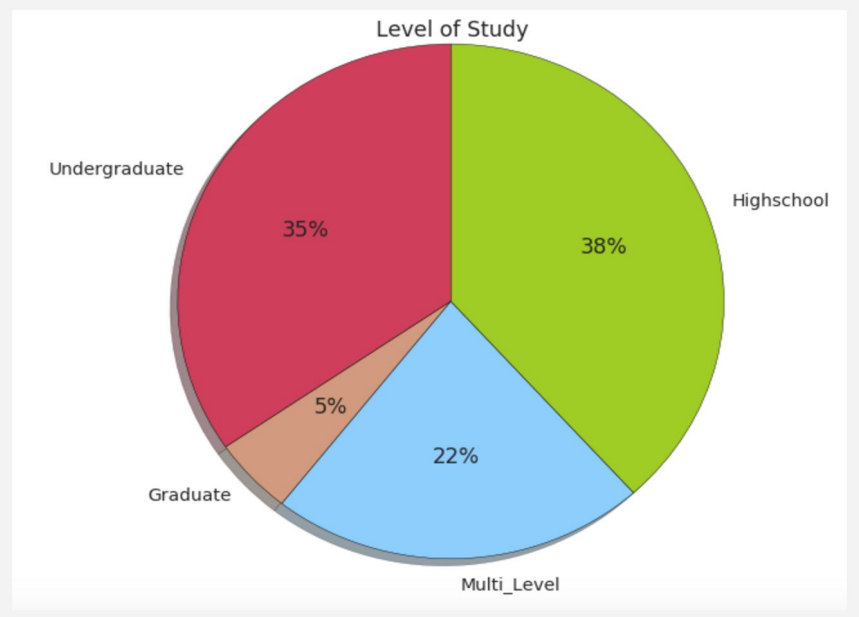
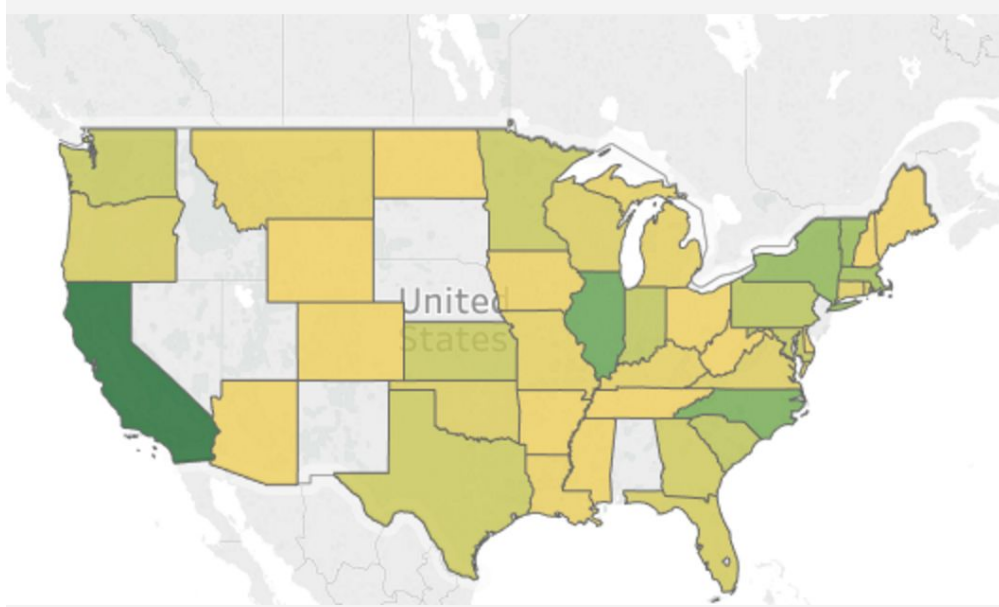


- 72.3% Female - 27.7 % Male
- Age range - 17yrs - 22yrs old



- General Studies
- Finance
- Language

Audience



User Personas/ Troy Mitchell



Year | Junior

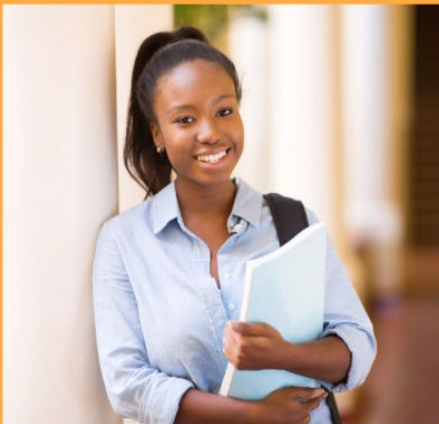
"I've always wanted to study in France, but I don't know where to start."

Bio: Troy is an Anthropology major at GW. His parents took him on a trip to Paris in middle school and he fell in love with French culture. He'd like to go back and spend a semester there to explore the culture and learn French. He has a few French universities in mind, but is having a hard time choosing between the programs.

What information does he need to know: Info about programs of interest, program requirements, housing, transportation, insurance information, cost

What they'd like from Campus France USA: Easy access to information/ resources, easily compare programs, how to apply

User Persona/ Sophia Leroy



Year | Senior (High school)

“I want to learn more about my heritage, but I don’t know where to find opportunities in France.”

Bio: Sophia has just been accepted to the University of Maryland and she’s interested in studying French culture in college. She’s half French and would like to learn more about her French roots. She’d like to do a study abroad program her Freshman or Sophomore year in college.

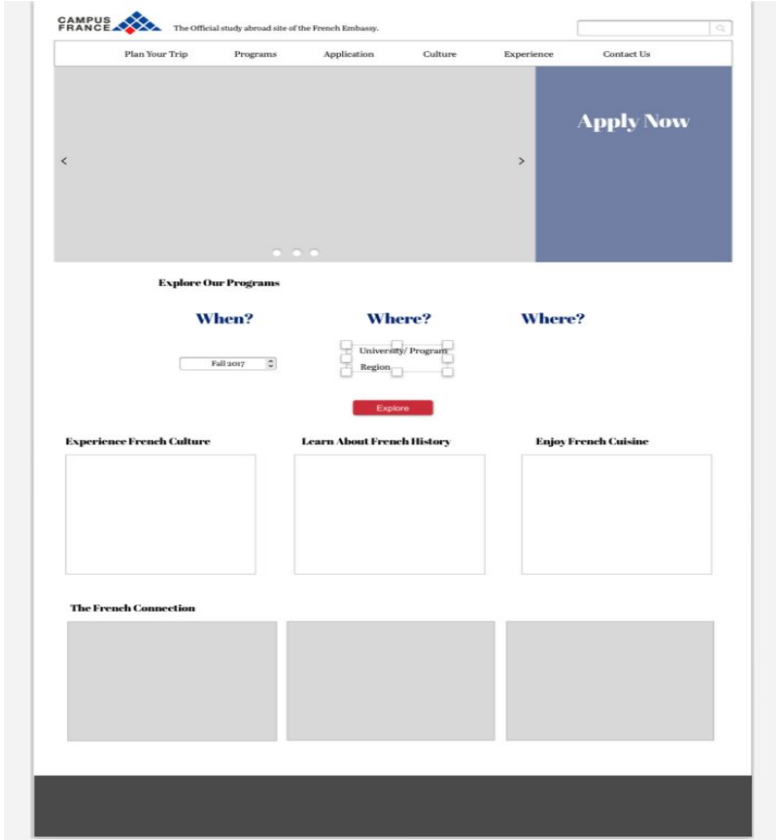
What information does she need to know: What programs are available, program requirements, scholarship and financial aid, passport and visa information, safety

What she would like from Campus France USA: Easy access to information/resources, where to apply, wants to see images and testimonials.

Embassy Page

[illegible]

Campus France



Additional Recommendations

Strategic Partnerships

- Example of santa barbara linking

Website Performance

- Google Ranking
- SEO

Social Media

Summary

By improving Campus France online presence as well as creating more strategic partnerships will increase consumer engagement in studying abroad.