



AIESEC: INTERNATIONAL EXCHANGE PROGRAM MARKETING PROPOSAL



Team 9: *Nova Consulting*

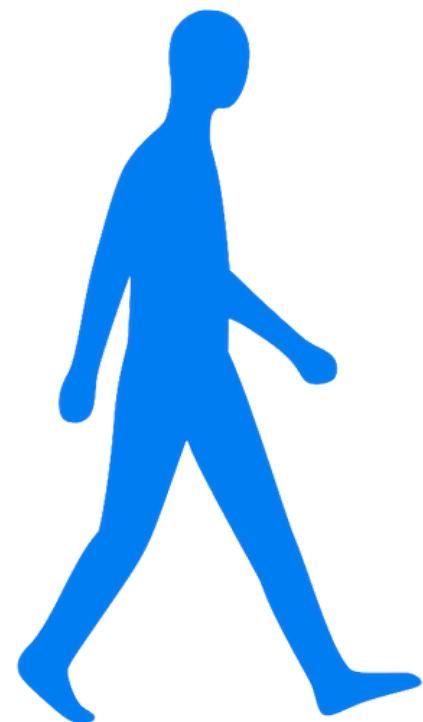
Britney Budiman, Chelzy Evangelista, Melvika Faustine, Rio Maruyama





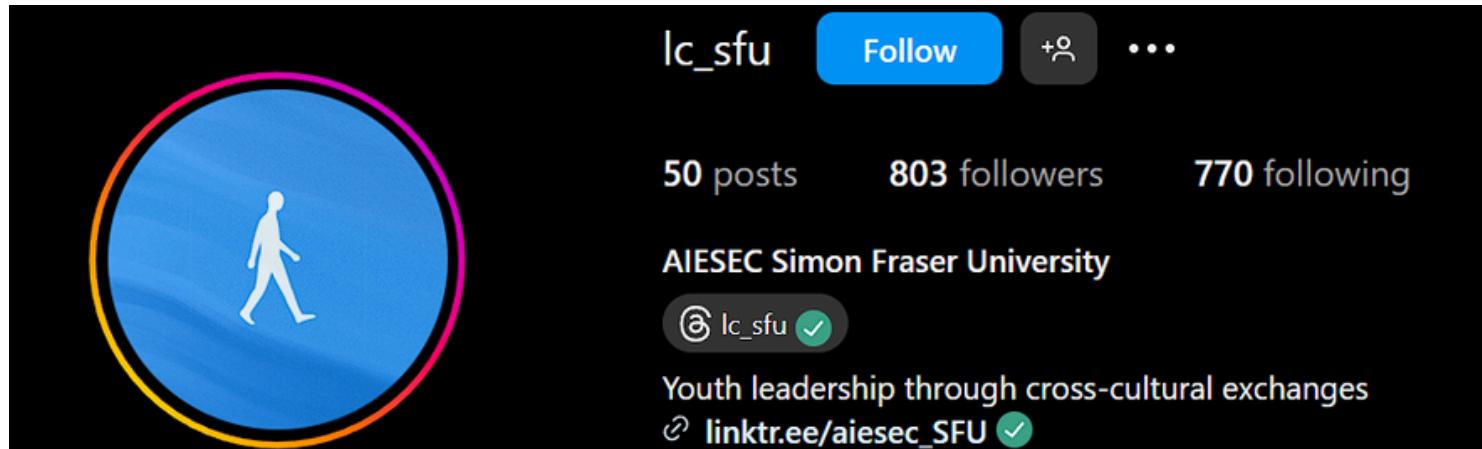
PROBLEM

A lack of student participation in AISEC's international exchange program.



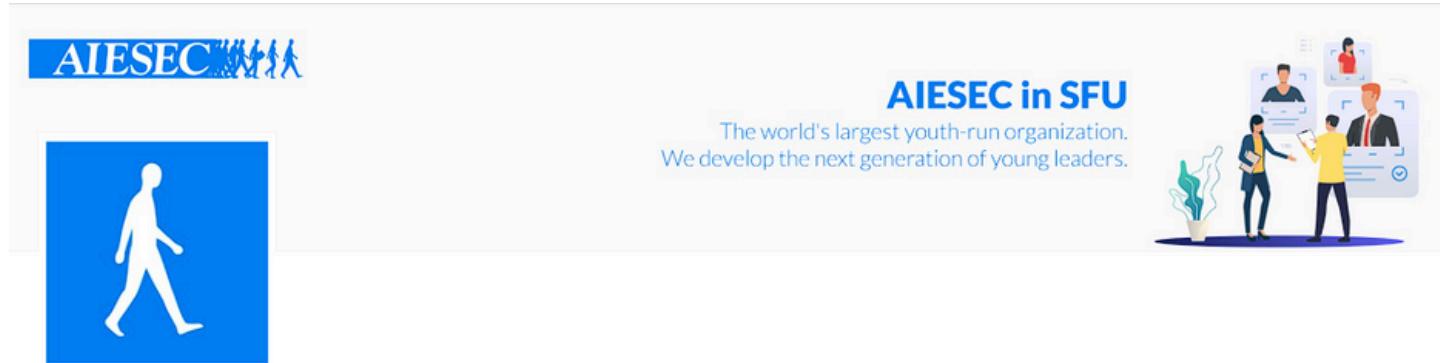
SOCIAL MEDIA ENGAGEMENT

Instagram



- Moderately **low** engagement
- Like-to-follower ratio per post (as of March 2025):
 $133 / 803 * 100\% = 16.56\%$
- **High spikes** in engagement when announcing partnerships or opportunities.

LinkedIn



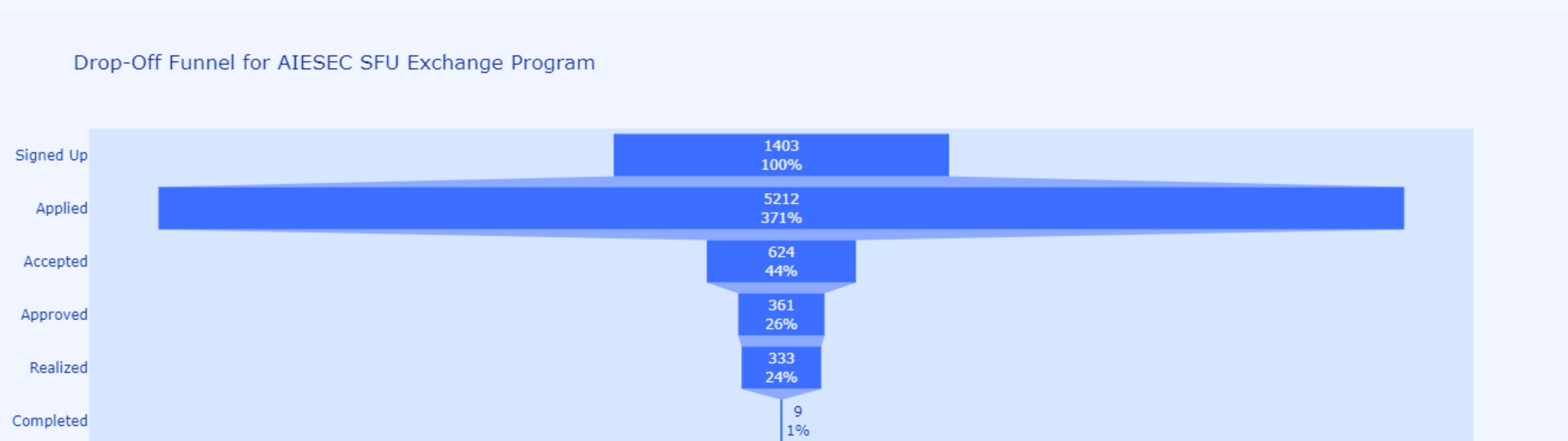
- Moderately **low** engagement.
- Last post was made **8 months ago**.

AIESEC in SFU

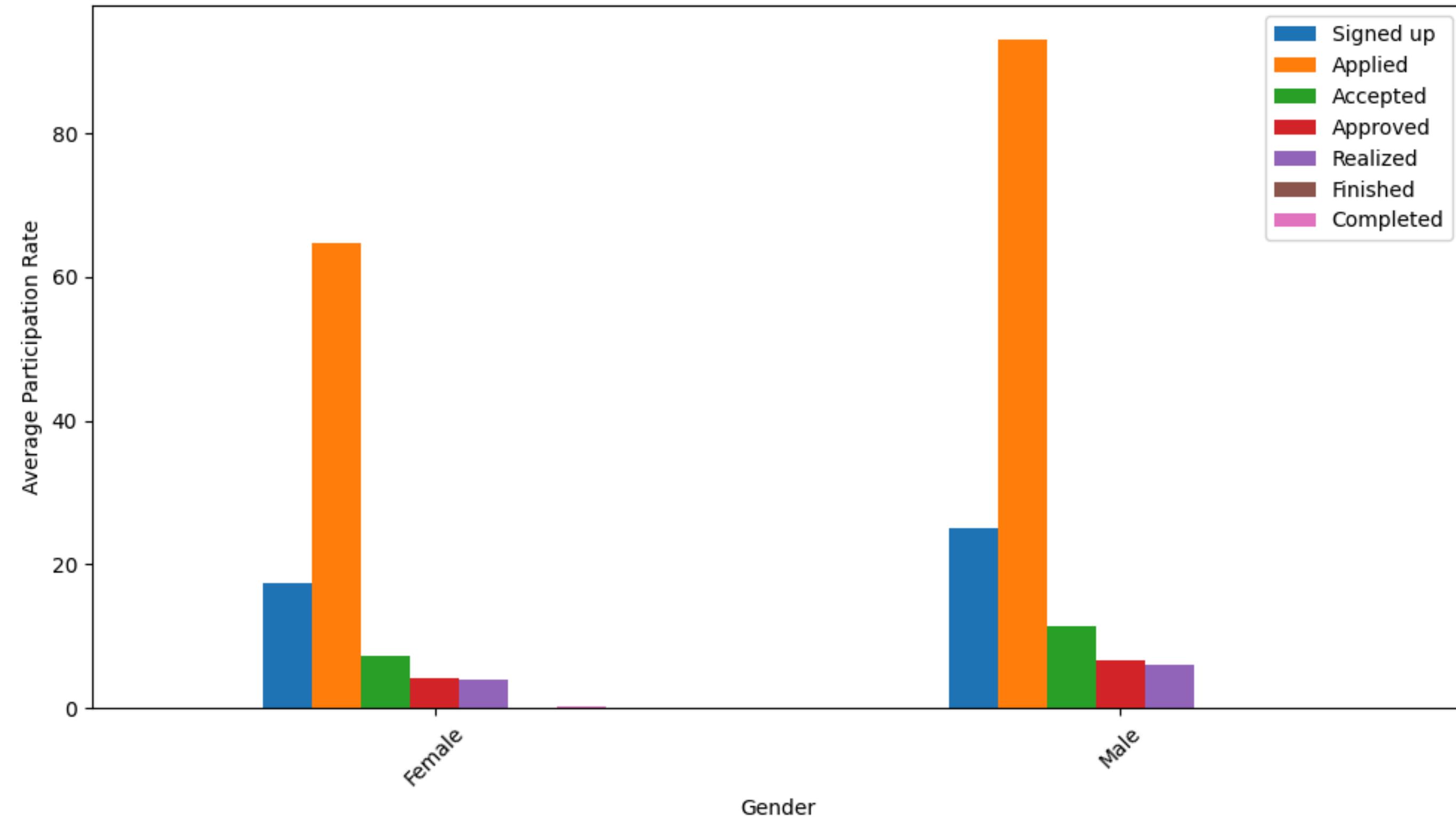
Every story starts with a choice. Start your leadership story with AIESEC in SFU

Non-profit Organizations · 283 followers · 51-200 employees

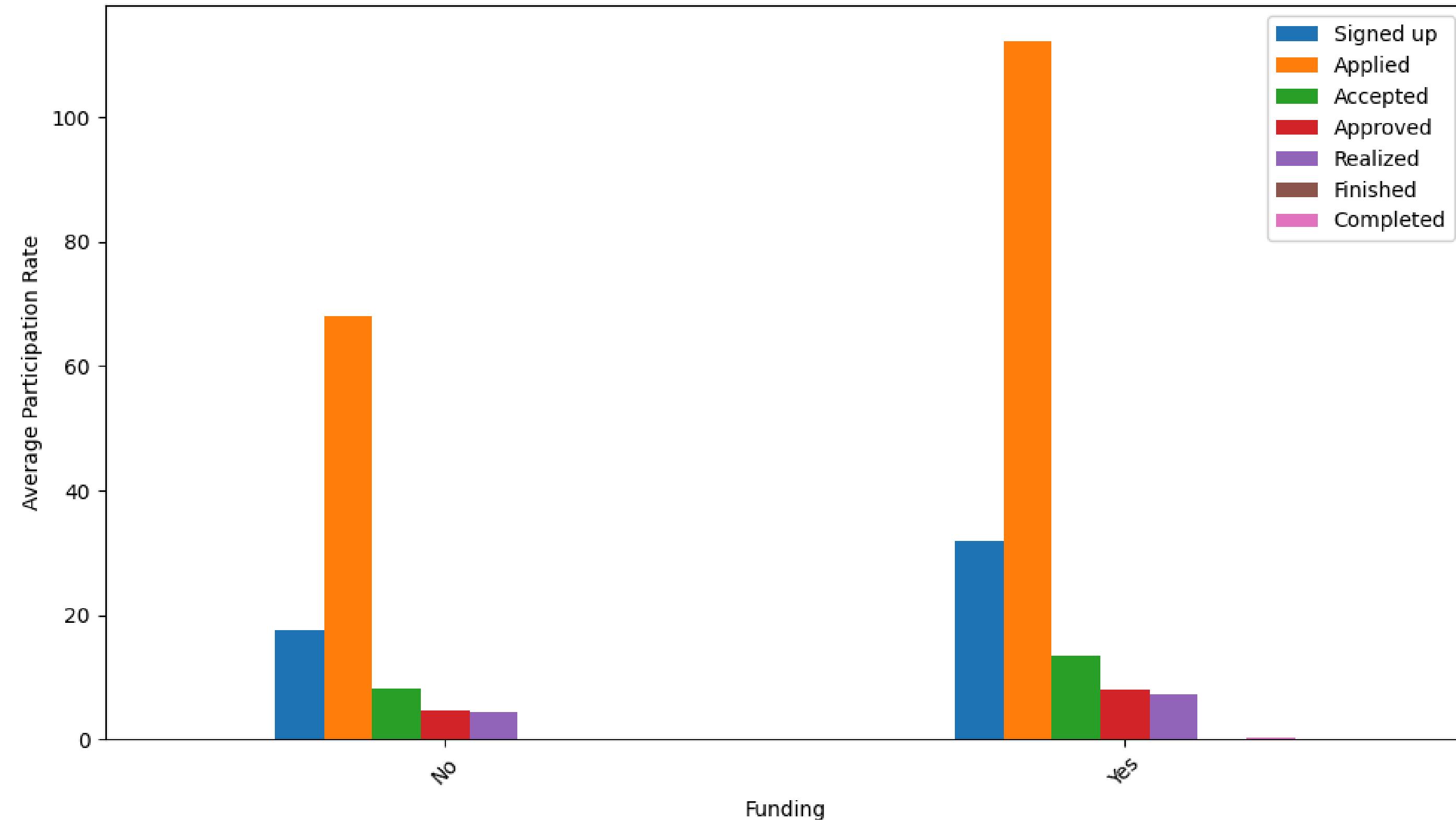
DROP-OFF FUNNEL FOR SFU'S EXCHANGE PROGRAM



PARTICIPATION RATES, BY GENDER



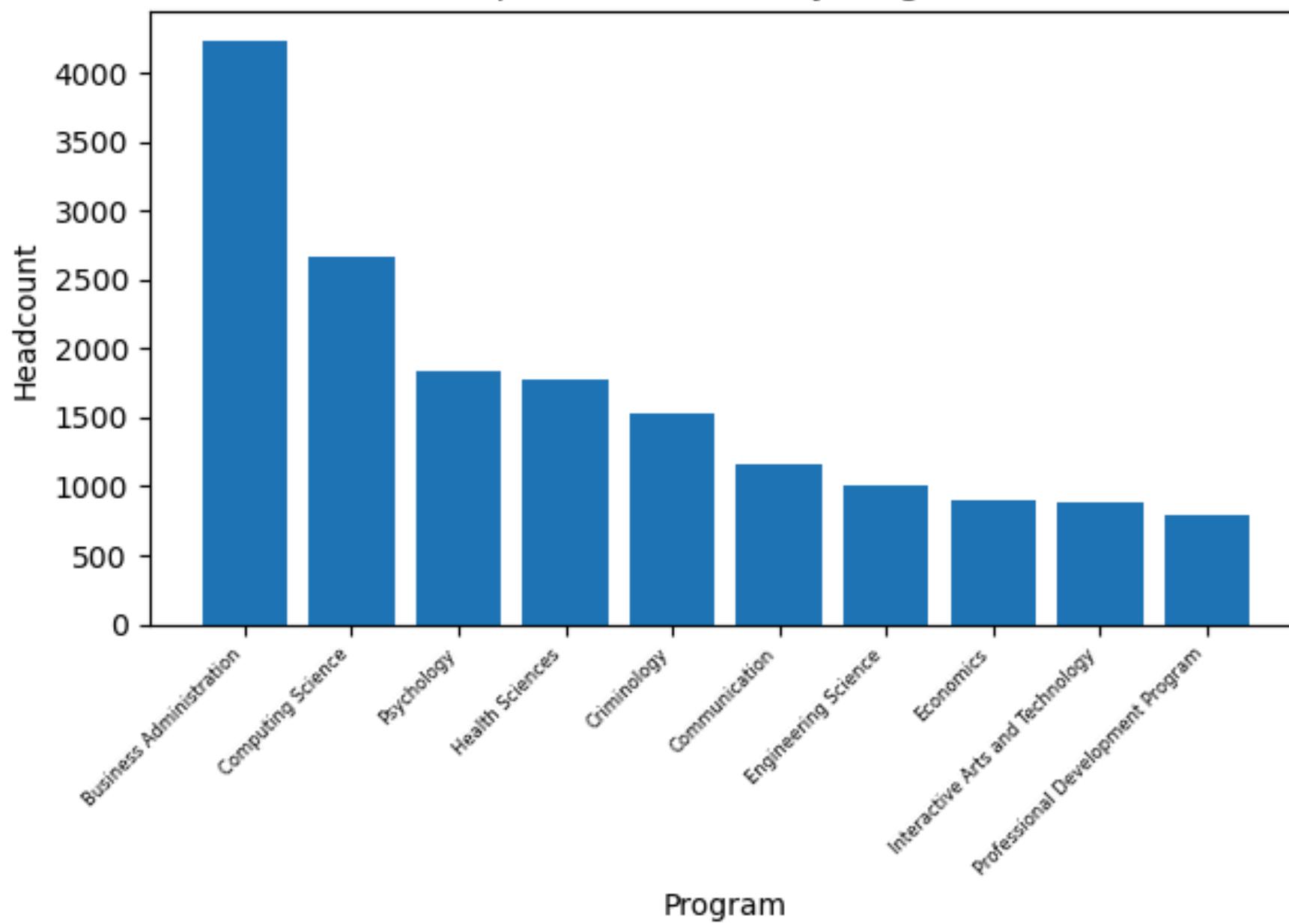
PARTICIPATION RATES, BY FUNDING



AIESEC APPLICATIONS THROUGHOUT MAJORS

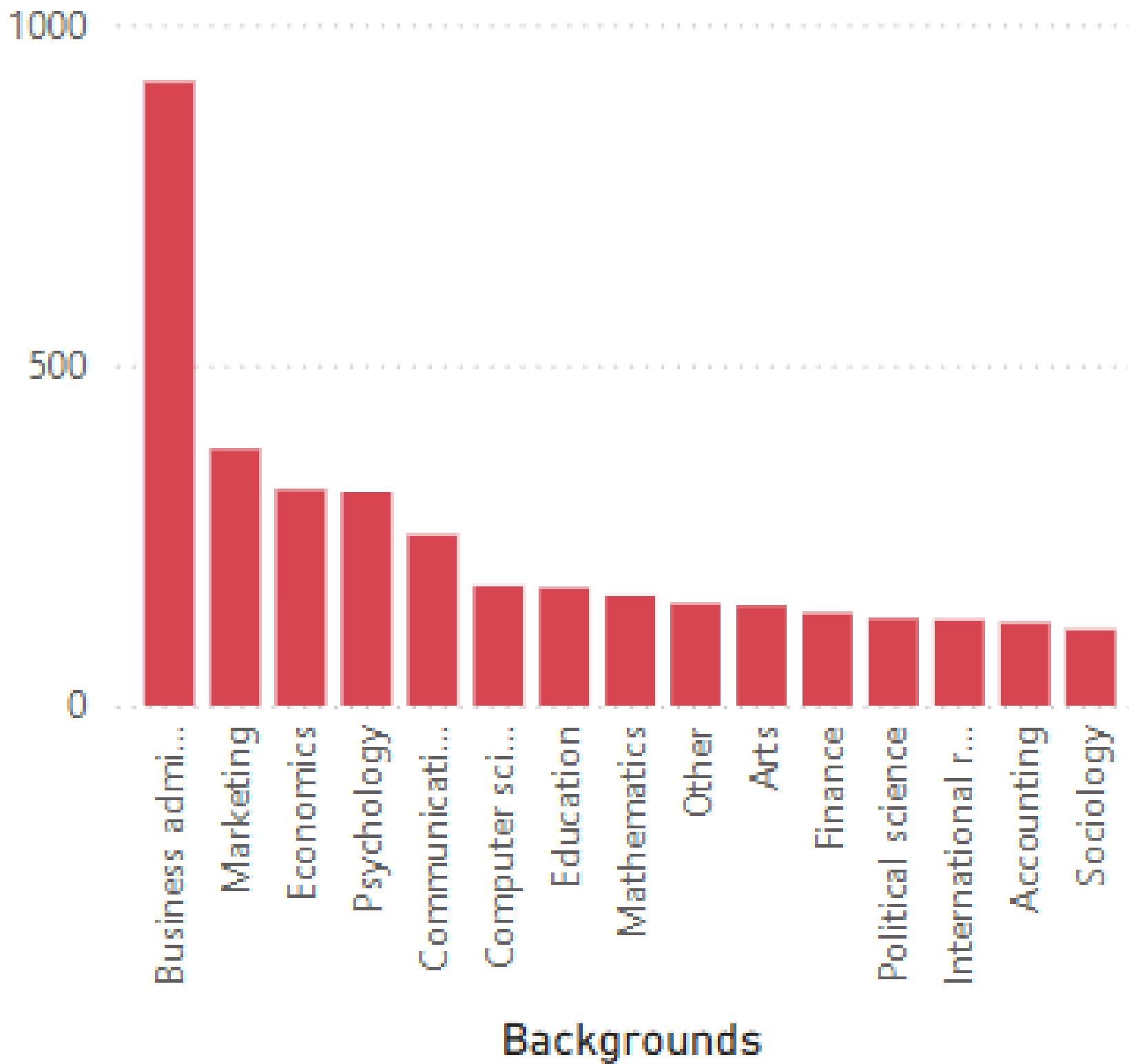
SFU 2013-2024 Student Applications

Top 10 Enrollment by Program



Nova Consulting

Sum of Applied



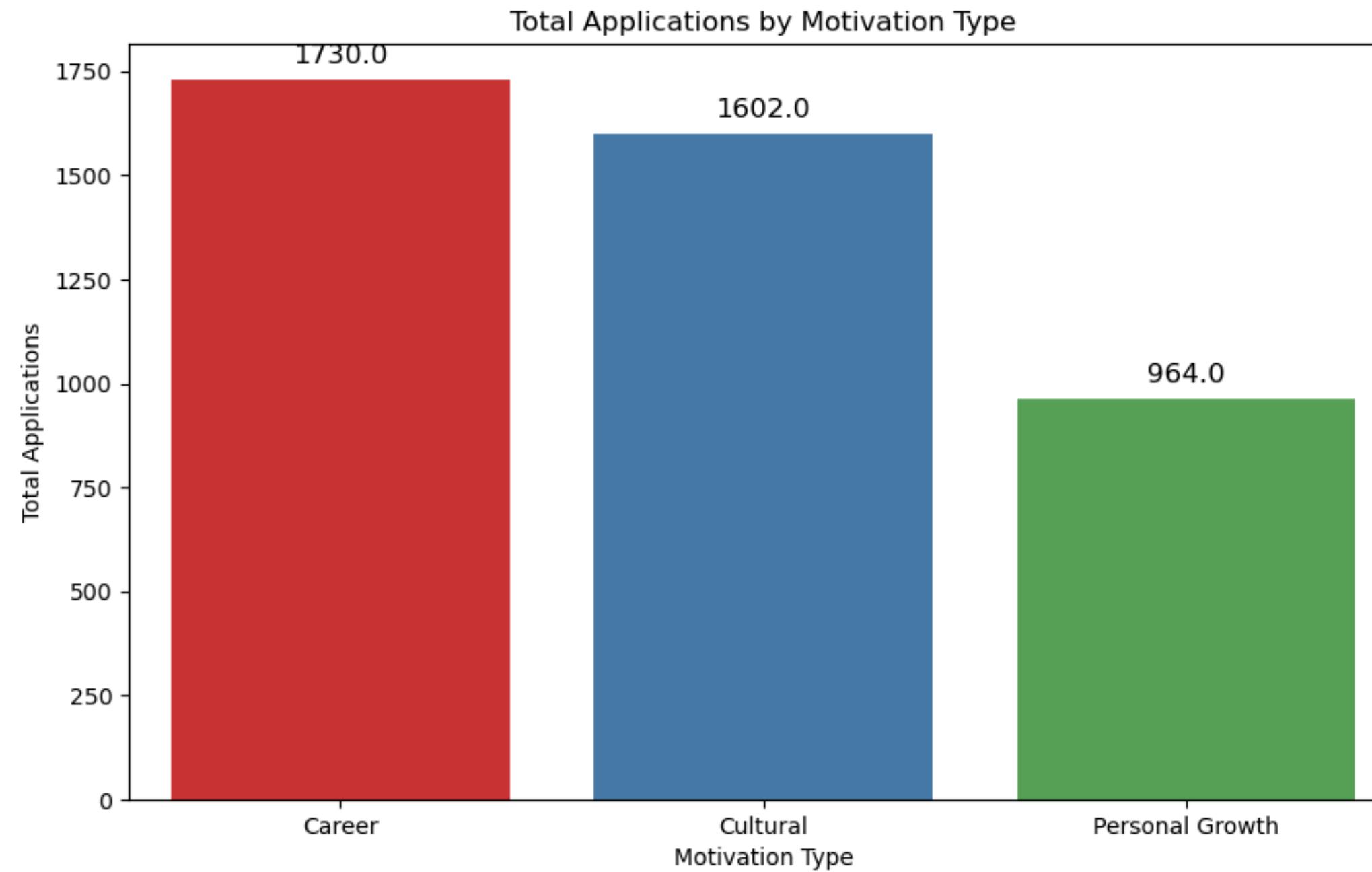
ENROLLMENT THROUGHOUT FACULTIES

Number of SFU Applicants (Outbound) from 1992-2023

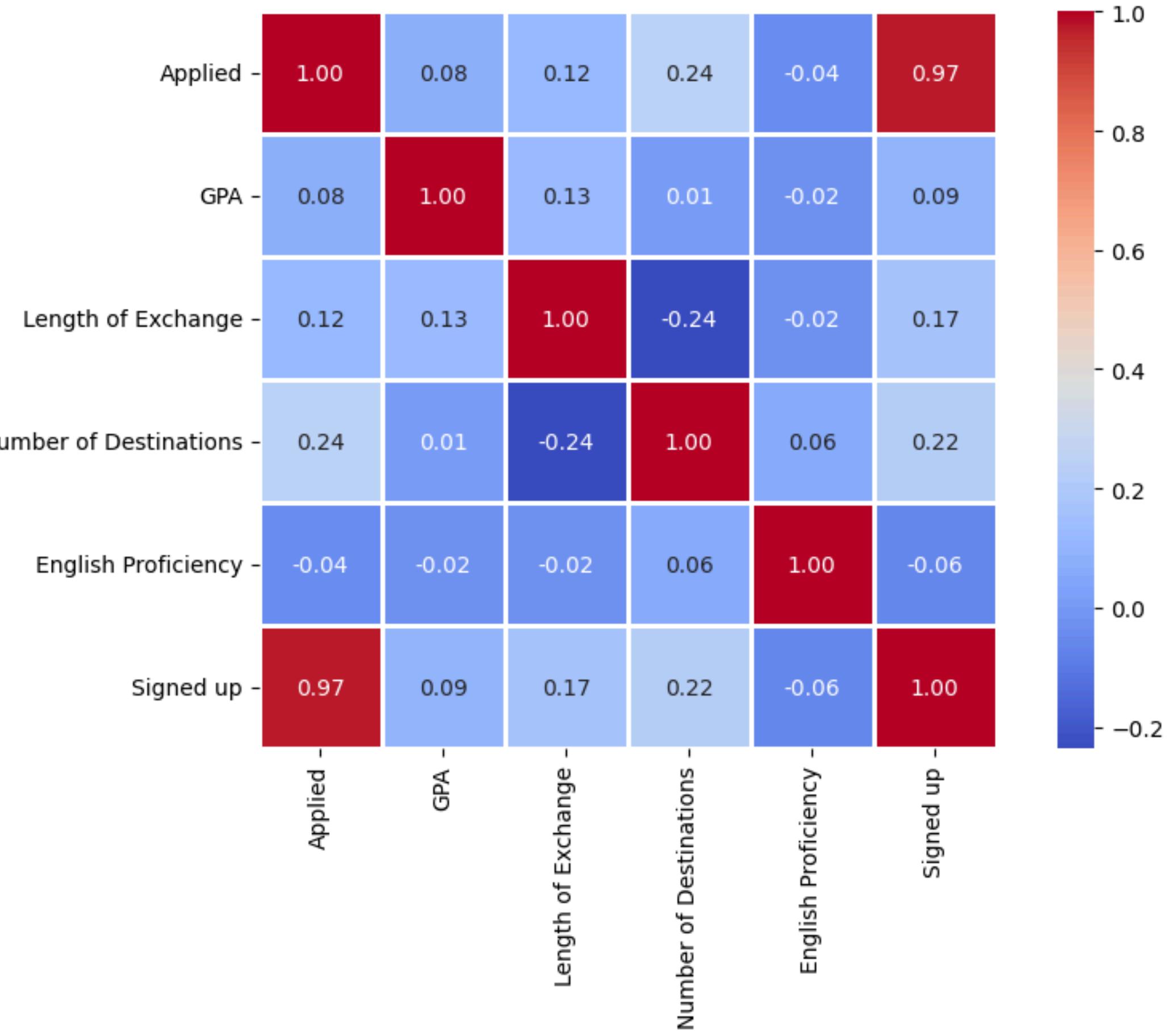


*Data taken from the Senate Committee on
International Activities Memo

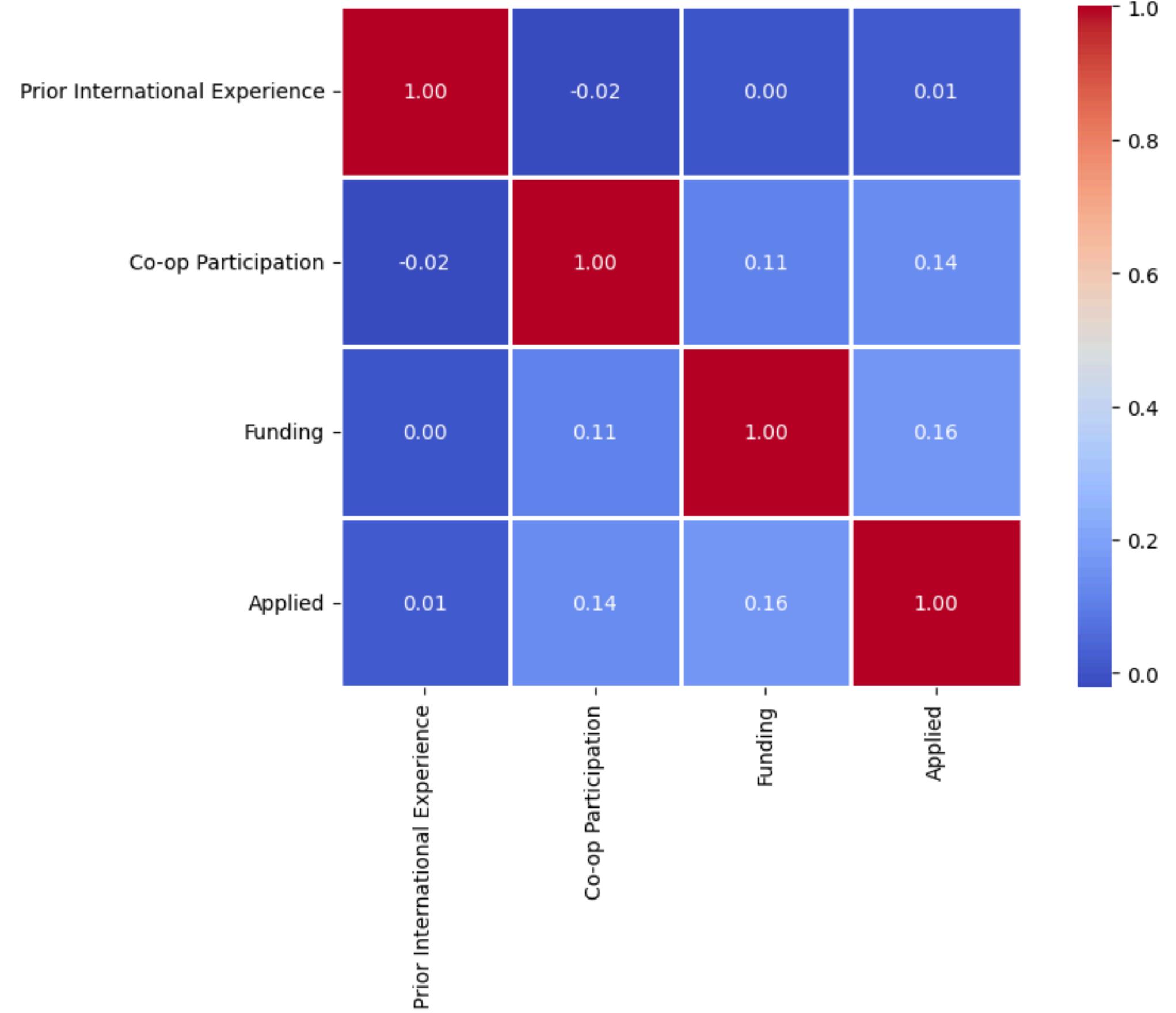
MOTIVATION FOR JOINING EXCHANGE PROGRAMS



EXTRINSIC MOTIVATION: LENGTH OF EXCHANGE, NUMBER OF DESTINATIONS



INTRINSIC MOTIVATION: LOWER PARTICIPATION RATES FROM INEXPERIENCED STUDENTS





SOLUTIONS

- 1. Increased Social Media Usage**
- 2. Faculty Specific Campaigns**
- 3. Term Specific Campaigns**
- 4. Scholarship/Bursaries**
- 5. Collaborate With More School Clubs**

TIMELINE

April 2025

Coordinate with the marketing team to increase rate of posting and track engagement

[1]

May-June 2025

Seek out potential investors or small companies to try and create scholarships for students (e.g. high GPAs)

[4]

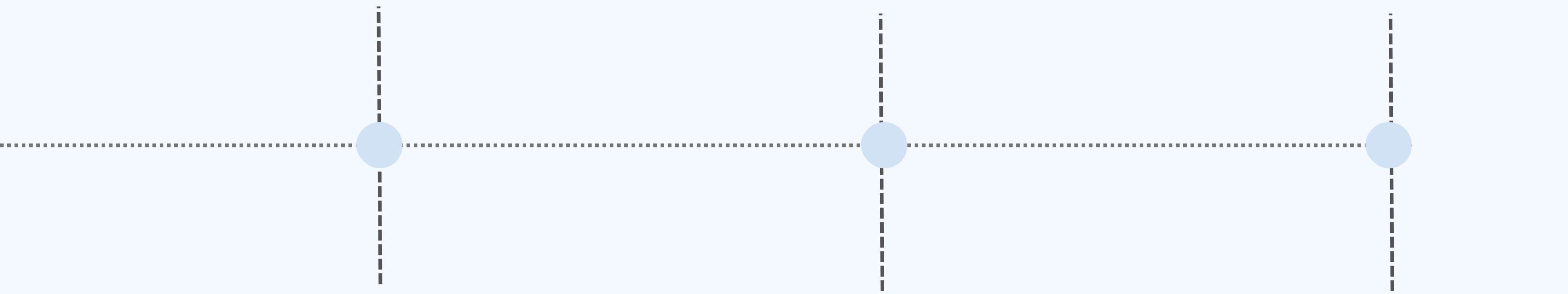
June 2025

Create faculty specific/term specific campaigns to advertise to non-business students.

[2, 3]

TIMELINE (CONT.)

May-August 2025



Invite speakers to come into lectures and collaborate with other clubs to increase audience from specific programs

[5]

July-August 2025

Launch campaign and advertise program for the upcoming intake semester

[1, 2, 3]

December 2025

Re-examine online engagement and number of participants

[1, 2, 3, 4, 5]

SOURCES

- SFU Senate of Senate Committee on International Activities Memo
- EP_data_SFU excel sheet
- SFU Institute and Planning: Table ST04 Database