Projects 2012-2013

[OUTREACH]
Committee goals

1. To listen to and represent the views of international students

2. To provide cohesive feedback to ISAB

3. To improve the profile of ISAB among students
Objectives

1. To identify key issues faced by UPenn international students

2. To improve awareness of ISAB, to make ISAB more accessible to students, and to develop a visual identity for ISAB
1. Survey

**Purpose**
- To identify issues faced by international students

**Respondents**
- Undergraduate/graduate international students at UPenn
- Target n: 500

**Questions**
- Basic demographic questions
- Questions related to academic life
  - E.g. Please identify any areas in which you struggled academically in your first semester?
- General quality of life questions
  - E.g. What did you struggle most with during your first few months at Penn?
2. Branding

• Three elements:
  – Facebook page
  – Logo
  – ISAB page bios
Requests:

• **MAIL US QUESTION SUGGESTIONS!**
  – Our goal is to have 8-10 questions per section (keepin’ it short)

• Can we have a budget for prizes/incentives?

• Submit short bios
Timeline

- **Oct**: Agree on survey goals, Brainstorm ideas
  - Design survey (questions, logistics)
- **Nov**: Launch survey
  - Test launch (TBD)
- **Dec**: Analyze survey results
  - Design and conduct follow-up focus groups
- **Jan**: Propose initiatives to resolve issues
  - Design survey
- **Feb**: Design logo
  - Vote on logo (all ISAB)
- **Mar**: Launch Facebook page
  - Update bios on website
- **Apr**: Propose initiatives to resolve issues