

Advertising exchange possibilities for the net generation

using the strength of the IROICA network

IROICA Annual Conference 2012
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IRO Communication and Management
in the NET Generation

by Jacob Søby Bang
MA com., strategic advisor INVOLVEMENT
Head of communications at LIFE – Copenhagen Uni.

Agenda

- 1) Who are the net gens and what motivates them?
- 2) How do we advertise exchange possibilities to net gens today?
- 3) How could we meet the net gens even better in the future?



The target group

Who are they?

The young people born between 1987 and 1997. That is the people who are between 15 and 25 today.

The net generation



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- 10) The Net Gen want the latest

The decision-making process related to choosing an education is complex

<http://www.eric.ed.gov>

- To influence the network surrounding the young people, we need to target the Baby Boomer generation through newspapers, TV and radio.
- To target the Net Gen themselves, we have to use all other kind of media – especially we have to involve

Differences in motivational factors for students going abroad

Full degree students

- Most (3/4) choose to study abroad because they want to be part of an international study environment and develop their international competences.
- Secondly, they go abroad to improve their career opportunities
- Thirdly, they go for a programme which they cannot get in their home country (2/3).

Exchange students

- Most choose to study abroad because they want to develop their linguistic competences.
- Secondly, they go abroad to develop themselves personally
- Thirdly, they go for a programme which they cannot get in their home country (2/3).

The quick and dirty European survey ...

1. Thinking of exchanging students, what are the most important challenges and opportunities that your part of the university will be facing in coming years?
2. Does the board of managers perceive the specific challenges and opportunities key to your university? If yes: What makes it critical in their eyes? How much potential does it offer? What is at stake (Money? Image? Quality?)?
3. Do you want to receive more students (how many more?)? Or do you want more of your current students to go abroad (how many more?)?
4. Which of the activities currently being performed by you in relation to exchanging students is making the biggest difference?

The quick and dirty European survey ...

5. Which activity is making the least difference?
6. A new idea / a new action: Which new initiative could offer a great potential?
7. Who will be the key players in terms of making a success of this action?
8. How could IROICA play a key role?
9. What will be a first important step in this process?

New great ideas ;o)

- Go together in groups of two
- Explain to each other the new ideas you came up with in the questionnaire in order to get more success with exchanging of students
- Discuss the two ideas shortly. Choose the idea that you think is most likely to strengthen IROICA universities (including your own) in respect of exchanging students. Elaborate on that idea. Make it an action. Something that you should do.
- Give the action a header. Write the header on a sticky note. Then make a visualization of you idea. At best your drawing will explain itself. Put your names on it
- Pitch: The 20 seconds elevator-speak
- Put it on the wall according to impact and effort

Impact: The potential payoff of the action

Effort: The cost of taking the action