WORKSHOP: Introducing Interns to *MyWorldAbroad*

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**WORKSHOP: Introducing Interns to *MyWorldAbroad*** (a one-hour workshop for student interns in the career or study abroad office).

**ABOUT THIS WORKSHOP:** Many schools have student interns working in their career and study abroad offices. While these interns all have different roles, it’s a great idea to provide an introduction to *MyWorldAbroad* for all your interns, so that they are ready to advise and inform other students about how to use and/or access the site.

**ANNOUNCEMENT SENT TO INTERNS:** Student interns are required to attend the one-hour workshop **Introducing Interns to *MyWorldAbroad.*** [LOCATION, DATE AND TIME OF WORKSHOP]. *MyWorldAbroad* is an online resource that helps students go abroad to build international skills and find for international work (at home and abroad) once they graduate. This session will begin promptly. Please bring your laptop to the session.

WORKSHOP OUTLINE  
**Introducing Interns to *MyWorldAbroad***

A one-hour workshop for student interns in the career or study abroad office.

**HANDOUTS:** Print the following handouts and distribute to students

**QUICK GUIDES:**

* [The Four Parts to Acquiring Global Career Skills](http://file.myworldabroad.com/QuickGuides/Four-Parts-Global-Career-Skills.pdf) (1 page)
* [Your International IQ](http://file.myworldabroad.com/QuickGuides/International-IQ.pdf) (2 pages, print back to back)
* [10 Easy Ways for First Year Students to Build International Skills](http://file.myworldabroad.com/QuickGuides/Ten-Ways-Freshman.pdf) (1 page)

**MARKETING PRODUCTS:** (log in and print the following located in *MyWorldAbroad* footer)

* School Poster
* Promo-Cards

**WATCH VIDEO:** (see “Webinars for Current Clients” located in *MyWorldAbroad* footer)

PRE-RECORDED VIDEO: **Mini Introduction to *MyWorldAbroad*** (19 minutes pre-recorded video especially for student interns and in-a-rush advisors from career and study abroad offices). This is the fastest way to learn about *MyWorldAbroad*. The first five minutes cover the essentials about how to help students make use of *MyWorldAbroad*. The following 14 minutes covers the overall philosophy and advice to help advanced students understand the international job search.

* [View the 19-minute video now.](https://www.youtube.com/watch?v=qPEuO_N98cU) (YouTube video)

**HOW TO ACCESS *MyWorldAbroad*:** Distribute the handout Marketing Products to students.

*EXERCISE:*

* Review how students can create an account and show students where the links to *MyWorldAbroad* are located on the school’s website.
* Show students where they can find the Marketing Products (located in the *MyWorldAbroad* footer)
* Discuss with students how your office is marketing the availability of *MyWorldAbroad* to students and what additional role interns can play in this process. *EXAMPLE: “We shared a reminder about the upcoming Study Abroad Fair on campus and that Career Services would have a table with MyWorldAbroad information at the event. Career center staff will also visit with faculty at other tables at the fair to discuss the MyWorldAbroad Resource and pass out the MyWorldAbroad promo cards and poster.”*

**QUICK GUIDES:** Quick Guides cover 30 of the most popular go abroad topics and help you promote global career skills at your school. Students and staff at subscribing schools have full reproduction rights to these Quick Guides.

*EXERCISE:*

* Review the Quick Guide page (locate in the *MyWorldAbroad* footer)
* Discuss how to use these Quick Guides when advising students.

**ASSIGNMENT**: Ask interns to do the following over the next two weeks.

* Create their own *MyWorldAbroad* accounts.
* Take a Quiz and read one of the articles associated with the Quiz ([view](http://www.myworldabroad.com/quizzes)).
* Read two or more *Stories From Abroad* ([view](http://www.myworldabroad.com/storiesfromabroad)).
* E-mail workshop trainer with a short reflection on the intern’s experience with the above aspects of *MyWorldAbroad*.

JOB DESCRIPTION FOR  
INTERNS MARKETING *MyWorldAbroad*

(Ideas below compiled from the [Marketing Campaign](http://www.myworldabroad.com/marketingcampaigns) page located in the *MyWorldAbroad* footer.)

**Recruit student ambassadors/interns:** Students are always keen to volunteer. Why not recruit a few internationally-oriented students as *MyWorldAbroad* ambassadors/interns? These students could poster the campus, hand out promotional cards, make presentations about how to use *MyWorldAbroad* or make announcements in world issues and/or international studies classes. Many of the marketing projects described on our [Marketing Campaign](http://www.myworldabroad.com/marketingcampaigns) page can easily be executed by student ambassadors/interns working under the supervision of a member of your staff. Student ambassadors/interns who have previous international experience are especially effective. Here is a short list of some of the things that student ambassadors/interns might be used for:

* + Distributing promo cards in busy hallways, at student cafeterias and during international events (see more details below).
  + Organizing a poster campaign with our customized school posters (print version).
  + Distributing Quick Guides at international events on campus.
  + Making presentations about *MyWorldAbroad* and their experiences overseas.
  + Making brief announcements in internationally-oriented classes about *MyWorldAbroad* and distributing the Quick Guide *24 Ways to Go International* (see more details below).
  + Providing peer-to-peer counseling about going international.
  + Liaising with student clubs on campus to promote *MyWorldAbroad* (see more details below).

**Set up a *MyWorldAbroad* booth at your career or study abroad fair:** A good way to let students know about free access to *MyWorldAbroad* is to set up a *MWA* booth during your campus career or study abroad fair ([view project description](http://www.myworldabroad.com/mwa-booth)).

**Work with faculty and other departments:**There are plenty of people on campus with an interest in promoting global career skills. Encourage professors teaching international subjects to tell their classes to register for *MyWorldAbroad*. Faculty members have a unique opportunity to access students on a regular basis and reiterate the importance of building global career skills. Have one of your student ambassadors/interns build and maintain a list of “internationally-oriented faculty” and write to them twice a year about the availability of *MyWorldAbroad*.

**Promotional cards:** MyWorldAbroad promotional products include your school’s registration URL and a very brief marketing message for students. Print these cards out (view) and consider distributing them in multiple ways:

* Hand out to students while doing one-on-one student advising.
* Set up a desk sign next to your office receptionist saying "ASK ME ABOUT GOING ABROAD" and give the promotional cards to students who ask for info.
* Ask your office’s student ambassadors/interns to distribute these promotional cards on a weekly basis and/or whenever they have free time.
* Place promotional cards on tables in cafeterias or student lounges.
* Hand out to students in busy hallways.
* Distribute to attendees at international events (including all events during International Education Week held each year in early November).
* Hand out to students attending internationally-focused classes.
* Distribute during pre-departure and re-entry orientations.
* Distribute these promotional cards along with our Quick Guides.

**Promote global career skills to students taking international courses on campus:** Career Centers and Study Abroad Offices could have one of their student ambassadors/interns compile a list of all the international courses being delivered on campus and contact their professors and ask them to distribute the Quick Guide linked below to each student in the class. Any student who is taking international courses would have a natural interest in the MyWo*r*ldAbroad site and would benefit from our advice and resources. The Quick Guide can be printed and distributed, or it can be e-mail or sent out as a link (note that the URL for Quick Guides are not password protected, so the link will work anywhere). QUICK GUIDE: [24 Ways To Go International](http://file.myworldabroad.com/QuickGuides/24-Ways-Go-International.pdf). This Quick Guide is also available as an [HTML article](http://www.myworldabroad.com/book/section-939/pg2) in *MyWorldAbroad* (but you must log in to access). Consider attaching your school’s customized MyWorldAbroad poster with the Quick Guide above.

**Work with international student clubs on campus to help promote the availability of MyWorldAbroad to their members.** Have one of your student ambassadors/interns research which clubs on campus have an international focus, and work individually with each of them to promote the availability of *MyWorldAbroad* to their members. Ask them to promote *MyWorldAbroad* on their Web sites, during their events or via a mass email and social media to their members. Ask them to display or distribute a few of our Quick Guides. Consider attaching your school’s customized *MyWorldAbroad* poster with the Quick Guide.

TALKING POINTS ABOUT MyWorldAbroad

**Share *Talking Points with Students*:**Talking points function to promote students accessing *MyWorldAbroad,* and they also give you a starting point for discussions about why go abroad experience is important, and how students can maximize their time at school. Consider printing and sharing the *MWA* *Talking Points* with staff, student interns/ambassadors, and anyone else who may be advising students:

* Students who graduate with international skills will have better job prospects with greater career success than those who do not.
* *MyWorldAbroad* contains 300+ articles and 4,000+ resources to help student maximize the “career value” of their time abroad and look for internationally oriented work, at home and abroad, once they graduate.
* *MWA* is written for students and young professionals who want to go abroad to intern, volunteer, travel, learn a language, study, teach or work.
* *MWA* covers every aspect: international skills, gaining experience, international job hunting and the professions.
* *MWA* contains detailed expert advice on every aspect of selling your international skills, writing international resumes and looking for international work.
* *MWA* has other cool features such as inspiring Stories From Abroad (including sample application documents), International Quizzes, Quick Guides, Self-Evaluations and FAQs.
* Free access to *MWA* is available to students, staff and alumni at your school. Register for free at [www.myworldabroad/[your-school(link is external)](http://www.myworldabroad/%5byour-school)’s-domain-name]

**More *Talking Points*for school staff. Why is *MWA* important for schools?** If you want to go the extra mile and get your *MWA*ambassadors/booth reps ready in advance of the fair, why not print and share some of the talking points below. These can be used as discussion starters, or to promote *MWA* and general internationalization:

* **The global economy is upon us**, and students need to graduate with international experience and cross-cultural skills in order to compete for jobs in the global economy.
* ***MWA* has been a trusted resource** at universities in the US and Canada since 1992. The guide is written and compiled by Jean-Marc Hachey, North America’s leading international career expert.
* ***MyWorldAbroad* is one of the only full-service sites that helps schools integrate the career component into students’ go abroad experiences.**We empower students and young professionals to build global career skills. The underlying philosophy of the site revolves around encouraging students to build their international skills step-by-step, over time. By developing a broad range of international skills and experiences consistently over the course of their studies, students not only discover the personal satisfaction of cross-cultural encounters, they also build strong professional profiles and prepare themselves for successful internationally-oriented careers
* ***MyWorldAbroad*supports schools’ internationalization efforts** with practical advice, tools and resources. Subscribing to the guide also encourages communication and cooperation between college/university departments such as Career Services, Study Abroad and International Student Services.
* ***MyWorldAbroad* is a valuable resource for Career Services offices** and student advisors. Many Career Services offices have dedicated staff, but some of those staff may not have extensive international experience to draw upon when advising potential candidates for international experiences. *MyWorldAbroad* is a perfect tool for strengthening and broadening your advising capabilities.
* ***MyWorldAbroad* empowers Study Abroad and International Student offices** to forge links between their programs and the career aspirations of their students. The guide highlights the “career value” of going abroad in a way that school administrators, student advisors, students and even their parents can connect to.