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Application of Project Management in ISEP Promotion

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Application of Project management IN ISEP Promotion

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An Internship Paper

Submitted in Partial Fulfillment of the Requirements for the

Master of Public Administration

Kennesaw State University

May 2009

Application of Project management IN ISEP Promotion

Executive Summary

I chose my Internship at the Institute for global initiatives (IGI) department of Kennesaw State University. During the January 5 to April 3, I have interning in the Office of international Services and programs (OISP).OISP is the core of IGI. My supervisor was Michele B. Miller. She is the Program Specialist & Exchange Coordinator. This year Ms. Miller has began a promotional campaign to promote the exchange student Program, especially the ISEP (International Student Exchange Programs). My job was to help her strengthen ISEP management. I accomplished this through class presentation and promotional tables at the student center of KSU. Carried out ISEP promotion and let more students know and make them be interested in this program.

There are four primary activities of ISEP promotion:

Activity 1: Have table in the public places of the campus.

Activity 2: Making presentation in class.

Activity 3: Doing orientation with students.

Activity 4: Manage Facebook in the ISEP website.

I have some recommendations for improving ISEP promotion.

(1) We need a regular meeting

(2) Information collection and data analysis

(3) We need pay more attention to these factors the students often consider

Suggestions to improving promotion efficiency:

- (1) Improving email efficiency
- (2) Improving the table show
- (3) Applying more budgets for promotion
- (4) More channel of promotion

In my internship, I obtain experience and skill on program promotion. The knowledge I learned in my MPA class help me to understand and implement my job. My intern experience will be beneficial to my competencies and my future career.

Application of Project management IN ISEP Promotion

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Application of Project management IN ISEP Promotion

Part I.

I. Introduction

During the January 5 to April 3, 2009, I have been interning in the Office of International Services and Programs (hereafter OISP). This office falls under the Institute for Global Initiatives (hereafter IGI). As part of my internship assignments, I had to observe the organization and study the whole process of the J1 Visa for exchange students and scholars at the Kennesaw State University (hereafter KSU).

II. Organizational Introduction of IGI

The IGI has developed the following vision, mission and goals¹:

Vision--“As a recognized leader in global learning, the Institute for Global Initiatives will steward resources, offer academic services and programs through partnerships, and promote research and scholarship to understand and impact our complex, interconnected world.”

Mission--“The Institute for Global Initiatives promotes and collaboratively leads global learning and regional studies among KSU’s faculty, students, staff and the community through academic services and programs, research and scholarship, and partnerships.”

Goal--It aims to heighten the reputation as an international university, to promote study abroad programs, to develop recruitment strategy, to provide good

exchange opportunities and scholarship for U.S. and international students, to promote incentives and motivations for faculty and so on. (See the Appendix)

Structure of IGI

“The IGI reports to the Associate Provost in the Office of Academic Affairs. It carries out its campus-wide functions directly or indirectly through its component units and in collaboration with global learning centers and committees located in the colleges.”²

There are four component units of the IGI: Center for African and African Diaspora Studies (CAADS), Center for Hispanic Studies (CHS), Office of International Services and Programs (OISP) and the Confucius Institute (CIKSU). The current structure is shown in Figure 1 below.

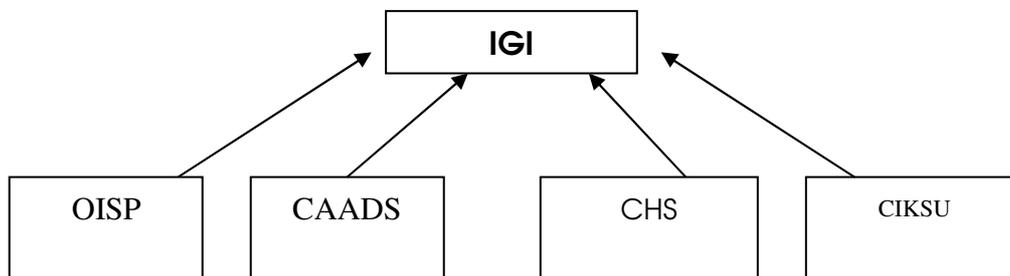


Figure 1: Structure of IGI

III. Introduction of OISP

Serving KSU and Georgia since 1988, the OISP³ is at the heart of KSU’s global education. It holds a belief that international education involves a transformation of social consciousness beyond national consciousness.

OISP prepares students to become responsible global citizens. It helps to clarify

values that seem to be in contradiction by developing an understanding for and appreciation of different cultural perspectives. It seeks to find a common ground. It is learning to create cultural bridges. It requires that students understand culture as the context in which people solve their problems, not as the cause of their problems. Conflict arises when different groups fail to understand their problems as mutual. International education emphasizes the development of multicultural communities centered on creating respect for differences as well as addressing common problems affecting humanity. Through an interdisciplinary and experiential approach to international education, KSU, especially the OISP, creates opportunities for students to immerse themselves in systems of meaning different from their own. The more they know about other countries and cultures, the better they will understand their own.

The OISP tries to promote international and cross-cultural understanding, both on the KSU campus and in the communities it serves. The OISP enhances international education by working collaboratively with a wide range of academic departments, student groups, and community organizations. Through its activities, the OISP expands teaching and learning on the international subjects at the university. It mobilizes resources to implement the university's vision of "Global Learning for Engaged Citizenship." The OISP also promotes activities and programs designed to provide faculty, staff, students and the community with the knowledge, skills, and disposition to become engaged global citizens.

Hierarchy⁴

Hierarchy refers to categorization of a group of people according to their ability or status. There is clear and firm hierarchy in Office of International Services and Programs, as shown in Figure 2.

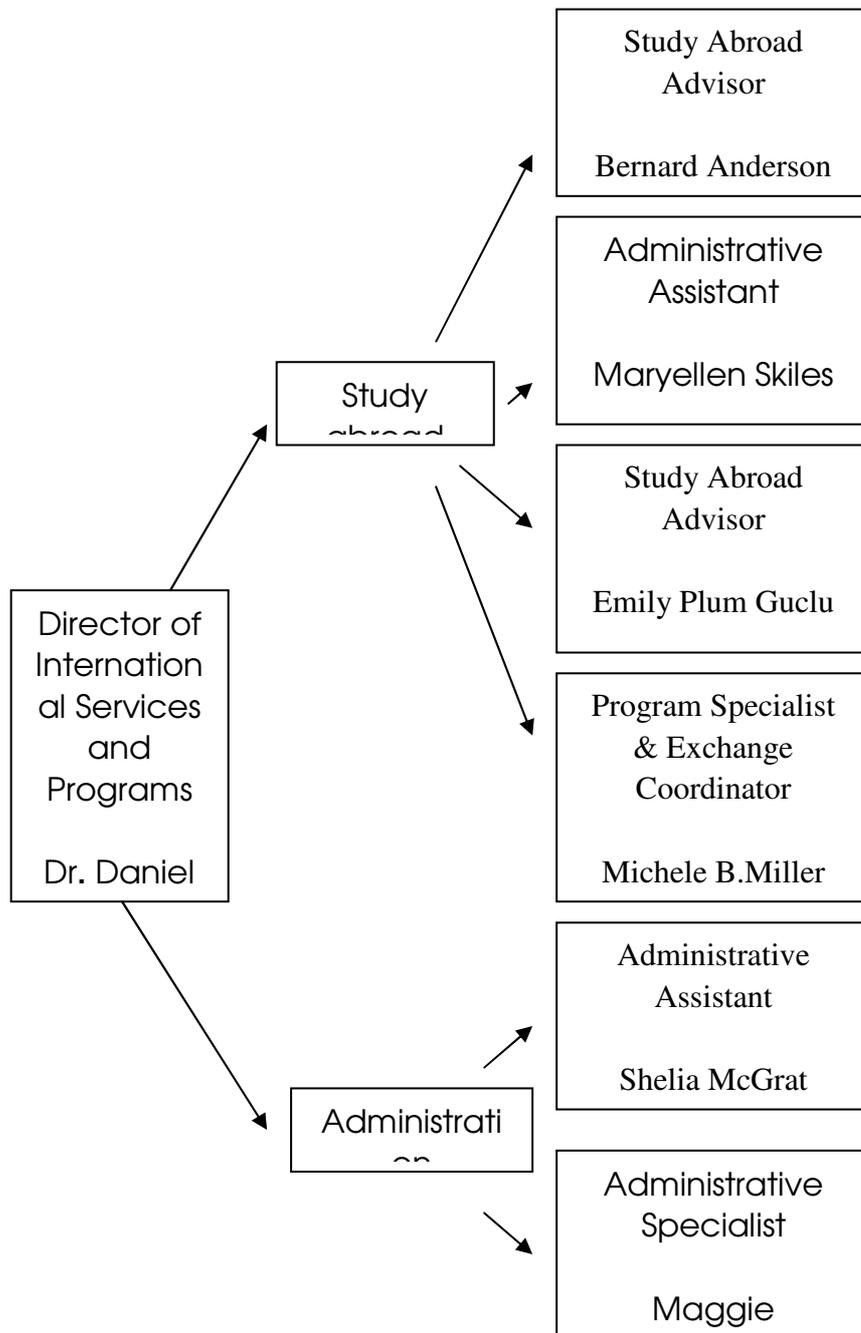


Figure 2: Hierarchy of OISP

Dr. Paracka is the Director of the OISP. He is in charge of three divisions: study abroad programs, exchange programs and international admissions. Each division is

respectively taken charge by Mr. Anderson, Ms Miller and Mr. España.

SWOT Analysis⁵

SWOT analysis is a tool for auditing an organization and its environment. It is the first stage of planning and helps administrators to focus on key issues. SWOT stands for strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are internal factors. Opportunities and threats are external factors.

I have analyzed the OISP and conducted a SWOT analysis for the OISP. The results of the SWOT analysis are shown in Figure 3.

<p>Strength:</p> <ul style="list-style-type: none"> ★ Professional personnel and everyone got a master degree at least <input type="checkbox"/> Personnel work hard and seriously <input type="checkbox"/> Harmonious and comfortable work environment 	<p>Weakness:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Ineffective and inefficiency order procedure <input type="checkbox"/> Too much stress on the personnel <input type="checkbox"/> Overloading work <input type="checkbox"/> Lack of incentives
<p>Opportunities:</p> <ul style="list-style-type: none"> <input type="checkbox"/> More students begin to be interested in studying abroad <input type="checkbox"/> Good international reputation <input type="checkbox"/> With the wide use of network, it is more convenient for students to 	<p>Threats:</p> <ul style="list-style-type: none"> <input type="checkbox"/> International students who violate the rules or laws <input type="checkbox"/> More and more colleges begin to pay attention to study abroad program.

apply for studying abroad.	
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Figure 3: SOWT Analysis

From the Figure 3, we can find that there is a good work environment in this organization because every staff can get on well with others. They respect and care about each other. If someone gets ill, other people will call or visit her/him, trying their best to offer help. The personnel are well educated due to their high education background. Each has a master degree or above. The organization can gain good opportunity in future as a lot of students are interested in study abroad program all over the world. And it is a member of ISEP, which means more students will need its help to study abroad. A girl called Lauren Young joined in ISEP program last year. She studied in London. Now she is back and is so happy with her rich and interesting experience. Thus, she was voluntary to welcome more students joining in ISEP, which means the students who benefit from ISEP program can make this organization to gain a high reputation. With the ISEP website, students can easily get information about the profile of ISEP program.

According to Ms Miller's opinion and our observation, we also find that although the office time is from 8:30am to 5:30 pm, sometimes Ms Miller needs to work half an hour more without any overtime pay. And she also feels a lot of pressure due to the director's stringent requirements to work and lack of incentive to encourage the personnel. Moreover, there are no enough spare office supplies. When something is run out of, Ms Miller should ask Maggie, the administrative specialist, to order some. But after the order, we still have to wait at least one week. It's so incontinent

and ineffective. In addition to this, some international students who study in KSU don't go back to their own country even when their passports are due to expire. This is the biggest threat to the OISP.

I consider that the OISP can do the following to address some of its weaknesses and threats:

1. Set up an effective management system to supervise international students, scholars and specialists.

2. Provide more details about job description and attractive incentives to encourage the personnel to work better and harder.

3. Provide flyers in order to attract more students to be interested in such a study abroad program.

4. Set up an agreement for the international students to ensure they will return to their own country as soon as their passports are on the expiring date. Otherwise, those students will accept the consequences by themselves.

Michele B. Miller

According to Dr. Zimmermann's course--Leadership, leadership style emphasizes the behavior of the leader, focuses exclusively on what leaders do and how they act, which includes the actions of leaders towards subordinates. Leadership is composed of two general kinds of behaviors: task behaviors and relationship behaviors.

In the Office of International Services and Programs, Michele B Miller, my supervisor, is an Administrative Specialist, which requires her to be concerned more

about interpersonal relationship than task achievement. Her daily duties involve a physical interaction with student scholarship to help them in solving their problem while in the U.S. De-emphasizing productions, stressing the attitudes and feelings of people, making sure the personal and social needs of followers are necessarily met. Ms. Miller tries to create a positive, helpful, comforting, humanistic, uncontroversial, friendly organization atmosphere. Her main job is to receive and manage international students, scholars, professors and specialists and to help and attend us to student participating in exchange program. Thus, she is a proficient at helping people with J1 visa.

Women's leadership⁶ is different from men's on either interpersonal oriented and task style or democratic and autocratic style. Women are more effective than men in education, government, and social service. As for Ms Miller, her leadership is more democratic, responsible and participative. She is a patient, warm-hearted and excellent communicator. She has been working in this office for around 10 years. Thus she has rich work experience and can greatly understand what international students need and how they can get used to the life in other countries, including dealing with the meals, courses, housing, transportation, language, financial aid and so on.

Daily work

This year Ms. Miller has began a promotional campaign to promote the exchange student Program, especially the ISEP (International Student Exchange Programs). My job was to help her strengthen the ISEP management. I accomplished this through class presentation and promotional tables at the student center of KSU.

Carried out ISEP promotion and let more students know and make them be interested in this program.

IV. ISEP

International Student Exchange Program (hereafter OISP). ISEP⁷ is a network of 275 post-secondary institutions in the United States and 38 other countries cooperating to provide affordable international educational experiences for a diverse student population.

ISEP members and affiliates are institutions of higher education that are regionally accredited (for U.S. institutions) or recognized by their governments or ministries of education (for non-U.S. institutions).

ISEP is a non-profit organization governed by a Board of Directors, supported by member fees and fees for service, and administered by a central office in Washington, D.C. and by the designated coordinator at each member institution. Established in 1979 under authority of the Fulbright-Hays Act as the International Student Exchange Program at Georgetown University, ISEP was supported by a grant from the (former) United States Information Agency until 1996. In 1997, ISEP was incorporated as an independent organization.

ISEP promotes academic and cross-cultural learning through its worldwide collaborative network of higher education institutions. ISEP facilitates academic mobility through innovative and affordable exchange and study programs. ISEP

enhances institutional infrastructures for these programs and fosters campus internationalization.

ISEP offers ISEP-Exchanges (reciprocal exchange programs) and ISEP-Direct (fee-paid study abroad programs) to the students all over the world. It includes both semester (spring, summer or fall) and year program.

V. Promoting the program

In order to promote the program, first of all, I will post board with the flyer about studying in different countries, and make some leaflets as well. I need to apply for a table on Tuesday and Thursday by calling the international office and making reservation. During the table time, when there are students coming to ask for consulting, I would briefly introduce the whole program and let them leave their information about how long they want to go out for study abroad, which countries they prefer, what are their major and which language they want in the courses. I can give them ISEP home page and send more information to them. What's more, Ms. Miller sometimes prepares an ISEP discussion for the students who are still interested in any study abroad program.

After they make some alternatives, we can help them to fill in all the application forms and contact with a staff that works in ISEP organization and is in charge of a specific country. Each program has its own deadline and limited chances. Thus, if a student really wants to go out, he/ she must finish all the procedure as soon as possible. After finishing the application forms, the next steps for them are to choose the suitable course that can equivalent to their current ones, apply for scholarship, pay

for the whole program, and apply for financial aid and personal insurance. Then they can begin their study abroad program because the cost they paid includes tuition, fees, housing and meals.

Moreover, even if they have been abroad, Ms. Miller still needs to keep an eye on them in order to know latest information about their life and study condition and contacts with the coordinator abroad to help the students solve any problems.

Part II. Application of Project management IN ISEP Promotion

I. Profile of study abroad

I chose my Internship at the Institute for Global Initiatives (hereafter IGI) department of Kennesaw State University, because I am a student abroad at the KSU and benefit from the study abroad in America.

According to the global economy and interconnected world, not only the students of U.S., but also the global students need international knowledge, intercultural communications skills, and global perspectives.

There is some data⁸ from the Institute of International Education (hereafter IIE), which is working to increase the number and diversity of American students who go abroad and to encourage study in places of growing strategic importance to the United States. The IIE passport directories are the most comprehensive directories of study abroad programs for U.S students. In 1986, the directories listed 2,005 programs, further, this number of programs increased to 6,514 in 2006. This represents an increase of approximately 225 percent. During the same period, the number of U.S.

students studying abroad increased 327 percent. The most recent IIE passport directories (2007 editions) include over 7,500 listings, we can see study abroad is a huge market.

The study abroad program is a valued opportunity to obtain learning outside of the classroom while also obtaining college credits inside the classroom. International education is a bridge for student to understand the culture context, and help them in development of multicultural communities. Study abroad creates opportunities for students to know about other countries' culture, people, and language. They will find that living and studying or working in another country can develop important transnational competencies that can be of interest to future employers. Student abroad experience can make the student more matured. It is a new way of thinking and living, which encourages growth and independence.

Study abroad is a huge economic market. For an example, it brought 13.0 billion dollars⁹ income for the United States each year. The global economy and job market was cooled down by the financial crisis. Many countries adjust their policy for the study abroad. There is a new trend of the market of study abroad, people turn their attention away from US & Europe countries to other countries, such as the Korea, Japan, and Russia, So study abroad still have a rising trend as an economic market. This is not only an opportunity for students but also for each nation. This is why there are so many study abroad programs.

Figure 1: U.S. Students Studying Abroad, 1985-2005

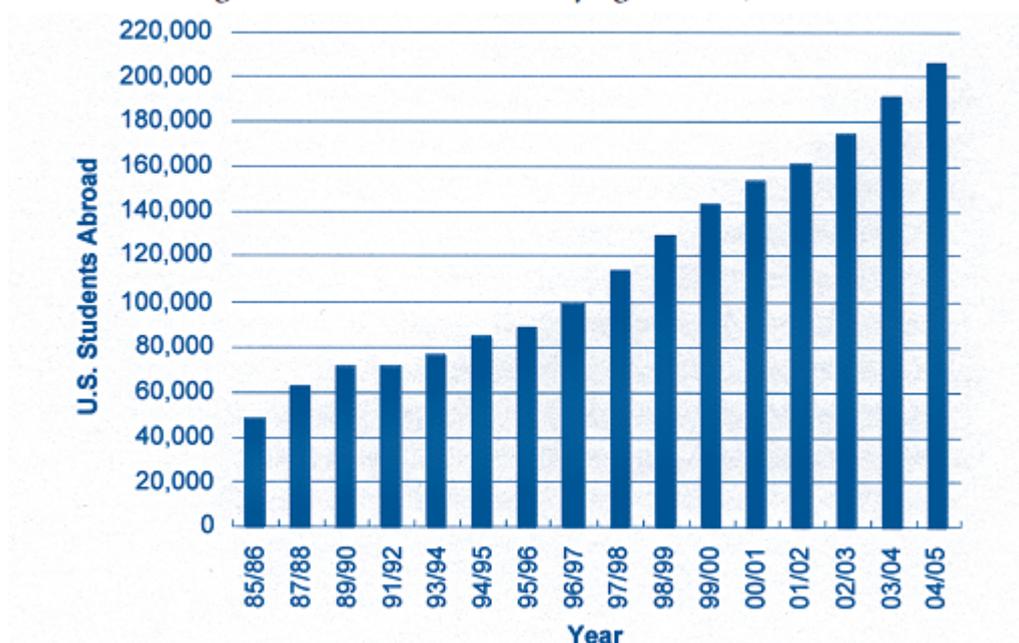


Figure 4¹⁰

IIE: The total number has been steadily increasing. IIE's annual survey of student mobility, funded by the U.S. Department of State, 205,983 students studied abroad for academic credit in 2004/2005-an increase of 8 percent over the prior year's figure above.

II. Intern in Office of International Services and Programs

OISP is the core department of IGI. Having my internship in this office, my responsibility is to help my supervisor manage the ISEP and science po lille(Lille Science University) program. ISEP is a more mature project of study abroad. In this paper, I will choose ISEP program to analyze as an example.

(1)ISEP¹¹ is a program of 275 colleges and universities in 39countries cooperating to provide international education for diverse students. Over 31,000 students have had the experience of a Lifetime since 1979, ISEP student gain

intercultural competence through integration into their host institution and host culture, when they explore the international knowledge of their academic field.

There are two options in ISEP:

ISEP-Exchanges¹²: reciprocal exchange among ISEP Member institutions. Exchanges are between US and International Members or between Member institutions outside the U.S (International-to-International).

ISEP-Direct¹²: study abroad programs at ISEP Member institutions open to students from ISEP Member and Affiliate institution.

ISEP-direct is a fee-paid program for student. If ISEP-exchange space isn't available, ISEP-Direct is an option, but the students need to pay ISEP based on the actual cost of operating the program at the host university. In the program promotion, we recommend the ISEP-exchange program. It can reduce student cost, the student just needs to pay the host university, so when we recommend the student choose this program, students will be more easily to receive the promotion of ISEP.

(2) Sciences Po Lille¹³(Lille Science University) is the other program we promoted recently. Compared to ISEP, Sciences Po Lille is relatively younger. It was founded in 1991. It is the network of institutes of political studies of the foundation National des Sciences Politiques, The scope of the object is limited because the student who wants to participate in this program needs to master the French, so it is harder to be accepted in the process of project promotion, it is harder to be accepted than ISEP program.

(3) KSU summer program.

III. Five steps of ISEP management life cycle

In my three months internship, my major job emphasize on ISEP. Though my job is promoting the ISEP, my daily work has more relation to the project management life cycle, These theories I learned in the class are well applied in my internship. There are five steps in the project management life cycle¹⁴. Initiating, Planning, Monitoring and Controlling, Closing.

Step1&2: Initiating & Planning

At the beginning of my internship, my supervisor, Ms. Mille, gave me some training about the ISEP, letting me know about the program. This can be the called the first Initiating step of the project management in my internship. I read more about the ISEP and collected information as much as possible from the website, books, and magazines.

Project team is contained with the individual members. There is one or more group working together in order to achieve project objectives. In the ISEP, there are four temporary members, Ms. Miller, her assistant, who is a part-time undergraduate student and two internship graduate students (Yanhong Li and Hui Chen). This is a small project team. We call it “four people ISEP project team.” Ms. Miller can be viewed as a project manager. She assigns the job to every student. The job of ISEP promotion is distributed to Yanhong Li and Hui Chen .

Project manager: Ms. Miller.

Not only Ms. Miller is my supervisor, but also she can be considered as a project manager. She is responsible for the management of the entire ISEP. She is a project

leader, organizer, manager and organizes the ISEP. She needs to plan, implement and control the series of the project. She plays an essential role in the success of a program. In order to achieve the objectives and requirements of service, she must have a high quality of project management. She must be able to work actively with others and be able to motivate and influence the behavior of others.

In the IGI, single person is responsible for single program. If there is a big project, the director will collect the staff from different project to work together. Generally, the IGI is a line organization. But sometimes in order to finish some big project, it also can be viewed as a matrix organization, because a big project needs many organizations or departments to implement. However, the personnel structure of ISEP is simple and “four people ISEP project team” mentioned above is enough to operate.

Scope definition

Mostly, my internship responsibility is to help my supervisor to manage and promote the ISEP. ISEP has clear scope definition, clear target client, which is the student in the university, including the undergrad and graduate students, the US students and international students. Students can get credit for the semester or one year study abroad by ISEP. They also can apply for a scholarship and financial aid to afford their study. Usually the cost, destination and major are the primary factors. When planning the ISEP project, we will pay attention to this factor. This factor will be some items in the form for the student to fill in the process of project promote, like the questionnaire for the student who is interested in ISEP. The scope document is

generated during planning process.

ISEP is a mature, considerable scale project of study abroad, but it is not widely recognized ,we need to made the planning for the ISEP promotion, human resource, material ,promotion stratagem, tactics.

Ste3&4: Executing & Monitoring and Controlling

We have four primary activities. Carrying out these four activities is the Executing, Monitoring and Controlling process of the project management.

- (1). Having table in public places of the campus.
- (2). Delivering presentation to classes.
- (3). Giving orientation with students.
- (4). Managing Facebook in the ISEP website.

These four activities will be discussed in page 18 lately.

Step5: Closing

Closing a project involves formally terminating all activities associated with a project. If the project has been successfully completed, but ISEP is a long-term program, what we need to do is to improve the program, attracting more students to participate in this program.

Relative theory to ISEP management:

According to the whole project, ISEP program has the clear scope definition, clear target client, and clear goal, promoting the program in the target student, we also make a clear schedule of how to execute the promotion. The next step of the project is to divide the scope into activity, then assigning to staff members. The four activities above are the scope divide, the process called decomposition-the subdivision of the

scope into smaller, more manageable pieces. The decomposition is not arbitrary, these activities are grouped into a hierarchical, deliverable-oriented decomposition, called a work breakdown structure (**WBS**¹⁵). The scope of the project is first divided into a few large-scale activities. Each of these is in turn decomposed into several smaller activities. In the process of these four activities of ISEP, and we will have the further decomposition, which is describe below.

ISEP management relative to the Project management life cycle include: Initiating, Planning, Monitoring and Controlling and Closing. Projects are undertaken to provide a unique result or service. It has distinct beginning and end. Projects are developed by breaking them down into smaller steps of stages.

Applying the project management to ISEP has the following benefits:

- (1) Improving the chance of project popularity and delivering the expected benefits for the project.
- (2) Increasing satisfaction for all stakeholders.
- (3) Completing the projects based on schedule, budget, and acceptable quality.
- (4) Optimizing use of organizational resources.
- (5) Enabling customer focus and introducing quality focus.

IV. Four Primary Activities of ISEP Promotion.

Activity 1: Having table in the public places of the campus.

In order to implement these activities, first step, several promotional materials are needed. They will be more available in the public places throughout the campus. What is the special material we need is an advertisement board to capture the

students' attention.

Designing a successful advertisement board is a kind of art. This is a work to make the board rich and beautiful by decorating the board and providing flyer in the board. We have to consider how to put as much information as possible into the advertisement board which size is limited. We choose French, United Kingdom, Japan, Spain, China as the typical county, because these countries are more popular destination in the students.

As the budget is limited, we make some black copies of the magazine. This is a good idea for publicity materials to the target students, and we can save more cost on the magazine.

We design a form for students who come to the table, ask them to fill the information about their name, their major, their destination, their contact information and project title they are interested .The form is like a normal questionnaire, so it can be easier to obtain the first hand information of the students who are interested in ISEP, it can supply some feedback to us, and we can use this information to do some evaluation on the target students.

We made a table cover which sign with the KSU logo. It made our promotion more formal and well-marked. At the same time, it is necessary that using computer to show the website of ISEP.

We often chose the social science building and student center as our site where so many international students pass. Sometimes we invited a student who had ISEP experience. She/he should be required good language capabilities and communication

skills to persuade the student.

In the process of communication, we showed the website to the students. The website is visible and comprehensive. We showed them how to apply online in ISEP website, how to find the right site, how to fill in the language in class, major and destination to search for an ideal program. We mainly answer the question about tuition, housing, scholarship and others. Compared to other programs, ISEP is more flexible and more competitive on price. We provided flyers and magazines, and asked them to write down their contract information when they left. We would suggest the students contact Ms. Miller for further information if they show sufficient interest about ISEP.

Relative Theory to Activity 1:

(1) Research methods and computer application

Survey: surveys are used to collect information from respondents in order to describe a population. In the course of the ISEP promoting, we should find tables in the public place. This is a kind of face-to-face interview survey. By using this model of survey, we can obtain the first hand information of the students who want to study abroad, and we will attain higher response rates than mail or telephone surveys. The form we provide to the student to fill in is like certain questionnaire.

(2) Fundamentals of Project management

Communications¹⁶: communications is making team members aware of what is going on in the whole project process. Managing project communications is one of the most important duties of a project manager. Project managers must inform sponsors,

team members, management, and other status, while evaluating what the problem is and where it is going.

We always discuss the effect of promotion when we finished our table show. Ms. Miller will discuss with us about how to increase the promotion, what is the problems exist, and what we need to improve.

(3) Program Evaluation

Understand your client¹⁷: the target client is the key influence on whether a program evaluation's findings are adopted and implemented. We must have an accurate and sustaining understanding of our client. We must know what student interests are, their concerns and objectives.

In the process of the ISEP promotion, we focus on answering the questions about the student's interests: destination, Major, language in class, tuition, housing, scholarship. We want to provide information as much as possible.

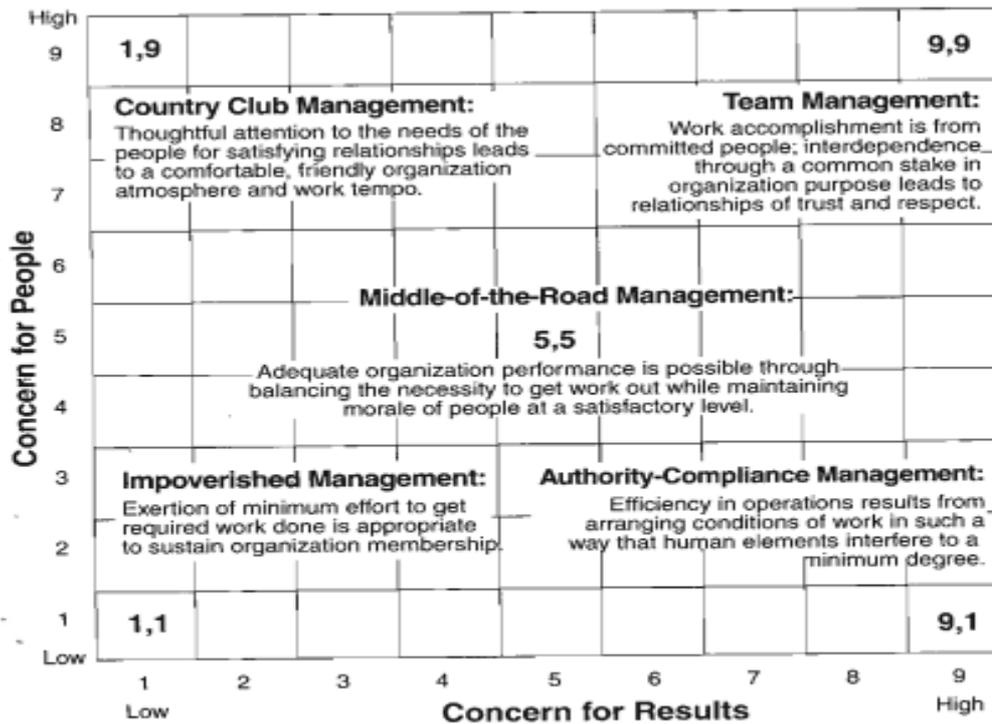
(4) Leadership.

Country club management¹⁸: Ms. Miller will check the result and give us some suggestions. Ms .Miller will try to create a positive climate, helpful, comfortable, humanistic, uncontroversial, friendly organization atmosphere and work tempo. Her leadership can be identified as country club Management. The character of this style is low concern for task accomplishment and high concern for interpersonal relationships. Goals like do emphasizing productions, paying attention to the attitudes and feelings of people, making sure the personal and social needs of followers are met. Authority-compliance management is relative to

Country club Management. This style pays more attention to task and job requirements and less on people. The purpose of the task is primary. Team Management emphasizes on both task and interpersonal relationships. The relaxing style is impoverished management. The leader is unconcerned with both the task and interpersonal relationships. This is applied to the job like the gatekeeper. The Middle-of-the-Road Management is a compromiser style. It is an intermediate concern for the task and an intermediate concern for the people. Comparing these five styles, it is hard to say which one is better. We can just say which style is more suitable to the different kind of task and relationship of the people.

Figure 5¹⁹

Figure 4.1 The Leadership Grid® |



SOURCE: From *Grid Solutions* by Robert R. Blake and Anne Adams McCaule. (Formerly *The Managerial Grid* by Robert R. Blake and Jane S. Mouton.) Copyright © 1991. Reprinted with permission of Grid International, Inc.

Activity 2: Making presentation in class.

We sent emails to KSU professor, asking them to give us chance to introduce ISEP and Sciences Po Lille program. Unfortunately, few of them would agree that let us make presentation in class. Sometimes, some of them would agree our request and let us make it after class. Normally, we were admitted to ten minutes for the presentation.

I still remember the first time I made a presentation in class. I was admitted just five minutes to introduce ISEP, so I had to provide the information as much as possible in that five minutes. Because the time is limited, I only focused on the advantages and characteristics of the program, highlighted the destination, tuition,

scholarship, house, program fee. I distributed the flyer to the student after the presentation. These flyers contain the sufficient information of ISEP.

Class presentation is a good way to promote the project. We can communicate with the student and professor face-to-face. The audiences can pay more attention to my presentation and obtain clear information in the shorten time.

Relative Theory to activity 2:

(1) Public policy analysis

Efficiency²⁰: The efficiency criterion is the most important evaluative consideration in cost-effectiveness and cost-benefit studies. The term efficiency means “Maximize the sum of individual utilities,” or “Maximize net benefits.” “Maximize the public interest” Efficiency can be use in economic, also can be use the project management. How to get attention of the target student, how to persuade them in the limited time, this is an efficiency problem.

(2) International public relations

Persuasion and Public Opinion²¹: Persuasion is a process by which people use messages to influence other’s opinion, use message influencing the receive(rather than merely providing information and letting the receiver make up their own mind). Persuasion attempts to change minds or get people to act. Persuaders seek change.

While we promoted ISEP, we used all kind of message to figure out the target student’s opinion, persuaded them by effective way.

Activity 3: Doing orientation with students.

Orientation is an important means of a project promotion. After the activities of

having table in campus and presentation in class, we obtained more students' feedback. Orientation was hold like a party and it was an effective way of communication between the students and ISEP. Orientation can provide more attractive detail, more comprehensive content to introduce ISEP by a PowerPoint. After orientation we always email them with more program material.

Activity 4: Managing ISEP pages of Facebook.

Facebook is a free-access social networking website and very popular in American students. So we use Facebook as a convenient and effective communication method. We often managed ISEP pages of Facebook and added some interesting stories and pictures of the students who are participating in the ISEP program.

The student can write down their questions and sentiment on the Facebook. It is very helpful for the potential student clients to communicate directly with these ISEP students. At the same time, these ISEP students can share their favorite and experience with others.

V. Recommendations to OISP

After a period of promotion work, I think the ISEP promotion can be improve in some ways.

Firstly, we need a regular meeting to discuss what is the achievement of our work, what is the problem and difficulty in the project promotion, what we can do to improve the project promotion.

Secondly, information collection and data analysis are necessary. We should

collect the information as much as possible in every activity. If calculating the data by an appropriate way we have, we can obtain some very useful results. According to these results, we can adjust the strategy of ISEP promotion.

For example, after the analyzing the information that we collected recently, we found the traditional destinations still are the most favorite to KSU students, like Europe countries, Canada, Japan, and Australia. So we adjusted our strategy of promotion, and introduced emphatically these popular destinations in our promotion activities.

Finally, we need to pay more attention to these factors the students often consider, such as the living costs, the location of the university, the population and transportation.

VI. Suggestions to improving promotion efficiency

(1) Improving email efficiency. Not only sent the email to professor, but also sent to other department, we can ask help to the students union of KSU, with their help we can promote comprehensive student to participate the program, use their reputation and resource, as sent email to student's email box by them, this can make the KSU students learn and make them take part in the activity of program promotion.

(2) Improving the table show. We should make table show more attractive by delivering gift to the student who finishes the questionnaire. Enlarge the place for table show, transfer the table shows from indoor to outdoor. Pay attention to what time is the rush hour of the student coming is very important, we don't need to have table

all the time , we can use the rush hour for our table time.

(3) Applying more budgets for promotion. In the practice of promotion, I found the resource of personnel and finance is inadequate. So the priority of keeping the promotion quality is enough budgets.

(4)More channel of promotion. Although we have four means to promote the program, it is insufficient and too simple. We should make the channel of publicity more diversified. My suggestions are as following:

We can promote the program through the KSU campus radio, because the network of KSU radio extends to everywhere, and it can reach the public throughout the day.

The KSU campus newspaper and magazines are other ways to promote the program, many students prefer to read the campus newspaper or magazines every day, they can learn ISEP by reading the advertisement.

We should make the flyer of ISEP available and free in the public place.

Conclusion

As an international student, I met lots of problems in my study and living abroad. Not only I, but also others student abroad, facing more issues, they are confused of the new circumstance, they are not used to the change on their study and living, and the culture and living styles conflict, some of them can conquer the difficulty, they complete the study and obtain a huge achievement, but on the other hand, some of them can't do this, they become more and more despondent, dejected, even drug and harlotry.

When we promote a program, we should not only consider how to send the students outgoing or coming for study abroad , we also need to keep eye on these students , what are the problems they meet in their study broad, what is the guideline we can give them, this is an academic issue, and it is also a social issue. How to help the students to apply for the financial aid or scholarship, how to make sure their security in the period of study abroad, and transcript exchange, these are the further problems .In the promotion,it is better to get some feedback from these students who have studied abroad, or who are studying abroad, analyze the data and information, this can improve our work

After all, three months working in the OISP, this is a good chance for me to achieve some actual working experience in American, I think this experience can not only help me learn more practice and management about the study abroad, but also benefit to my future career, because I want to engage and focus on the job of study abroad , as we known ,study abroad is the new trend in China, it is a big market. I hope I can use the experience and management of American in my job, it can also help me to solve the problem in the colony of students who are studying abroad and who want to study abroad.

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