

University of Idaho

Media Plan: Communicating International Graduate Student English Language Support to the
Chinese Student Association

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English 522

Professor Diane Carter

March 22, 2012

(1) Rationale:

I. Goals/objectives

We hope to improve the visibility and reputation of support services for international graduate students offered by the American Language and Culture Program (ALCP) and the International Programs Office (IPO). Although the goals for this media plan are short-term and specifically address only that which is feasible in the next academic year, the International Programs Office is making plans to increase support staff and services as international enrollment at the University of Idaho increases. This plan is designed to disseminate the message that a new English language support services course is being offered for international graduate students. Communication is primarily aimed at the Chinese Student Association through a paper brochure distributed to high-traffic areas for this population of students. The International Programs Office will set forth goals, specifically address how to achieve them, and set forth criteria to assess that achievement.

Goals:

1. Increase awareness of the presence of and services provided by the American Language and Culture Program (ALCP) and the International Programs Office (IPO) on the University of Idaho campus by all UI Colleges by spring 2013
2. Increase awareness about the English Language support course for international graduate students
3. Increase enrollment of Chinese students in the newly offered course by 50% by spring 2013

II. Audience

This plan is aimed at the Chinese Student Association on the UI campus because Chinese international students comprise the highest number of international students on the University of Idaho campus. They are also the most important group to target because they are the language group projected to grow the fastest over the next decade. Also, Yin-Pan et al., in “Acculturative Stressors and Acculturative Strategies as Predictors of Negative Affect Among Chinese International Students in Australia and Hong Kong: A Cross-Cultural Comparative Study” (2011), noted that Chinese international students are the least likely to seek out English language support services and the most likely to struggle with acculturation at major American Universities. Chinese international students are also the most likely to stay with their language group as much as possible and the least likely to develop relationships with Americans. They are likely to continue to celebrate Chinese culture and holidays with their language group only. Yin-Pan et al. went on to say that Chinese are also likely to live only with other Chinese students (376-377). This is why they are the most important group to reach right now.

III. Messages

The cover of the brochure will display the following message:

- This hybrid English course will enable students to reach academic goals and improve their English language skills while working on their degree programs at the University of Idaho.

The following three messages will be presented to the Chinese Student Association and will be present within the body of the brochure:

- A hybrid English language support service course will be offered starting in fall 2012
- This hybrid course is designed for matriculated international graduate students and will support their academic reading and writing skills
- The course will help students improve the grammar in their writing and their confidence in their English language skills

To combat those who may say this course is too expensive because it is \$627 or will slow the completion of students' degree programs, the following two messages will also be included in the brochure:

- This hybrid class can be taken concurrently while working on your degree program and is offered at a low cost since it is a two-credit course
- Highly-qualified faculty will teach the course, enabling students to improve academic English skills specific to their own fields of study

Visual images will be included in the brochure and will show the proposed instructor, Kate Hellmann, working with a diverse group of English language learners in the Teaching and Learning Center at the University of Idaho. It will also feature the logo of the International Programs Office and American Language and Culture Program.

The spokesperson for the course will be the International Programs Marketing and Recruitment Assistant, Shawn Greenfield, who will design, distribute and modify the brochure based on the assessment plan included in the media plan to ensure maximum effectiveness. As a member of

the International Programs Office and the professional in direct correspondence with the development of the University of Idaho China Offices, he is a highly credible spokesperson on behalf of the UI and international support services (Greenfield Interview).

(2) Media List:

A paper brochure will be distributed in high-traffic areas on the UI campus. It will also be distributed electronically as this population is reliant on electronic messages via e-mail and online forums. The brochure will be uploaded to already existing websites, sent electronically to UI departments and printed off and distributed during international student orientation so students can review the material more closely at home (Harder Interview).

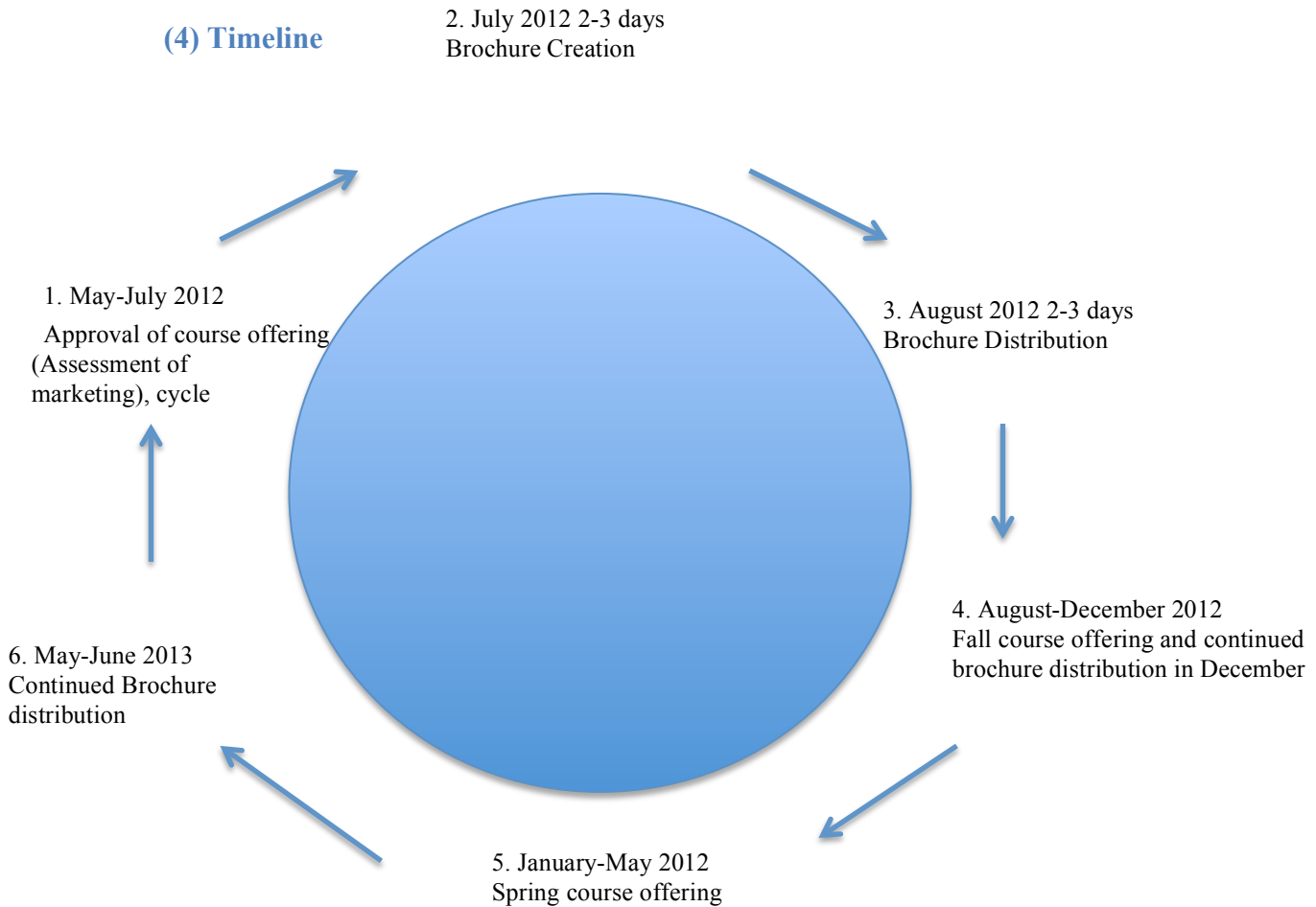
The brochure will be developed and distributed via the following forums:

- ALCP Facebook Page
- Chinese Student Association Website
- International Programs/American Language and Culture Program Website
- Graduate and Professional Student Association e-letter
- International Student e-bulletin
- Faculty Staff bounce list

(3) Budget/Production

It will cost approximately \$500 to prepare and distribute paper brochures to interested parties on the UI campus. The Marketing and Recruitment Assistant for the International Programs Office, Shawn Greenfield, has estimated that it will take approximately 6-8 hours to develop the brochure and 25-30 hours to print, e-mail and distribute it to the aforementioned pre-designated locations. The Marketing and Recruitment Assistant earns approximately \$13/hour and this

project will take approximately 40 hours of his time. Fortunately, much of the distribution can be done through campus mail, which is free. The brochure will also be e-mailed which will require time, but it will not require postage.



Note: the timeline is intentionally cyclical as the course is only offering during the academic year. Summer semester is used to assess and revise the media plan.

(5) Assessment

The rubric below will be used to evaluate the success of accomplishing the goal of informing international graduate students and their departments of the availability of this specialized English language support course. Specifically, the plan will assess the following three goals:

4. Increase awareness of the presence of and services provided by the American Language and Culture Program (ALCP) and the International Programs Office (IPO) on the University of Idaho campus by all UI Colleges by spring 2013
5. Increase awareness about the English Language support course among international graduate students
6. Increase enrollment of Chinese students in the newly offered course by 50% by spring 2013

E A F N

Responses/Inquires by College to the IPO/ALCP by fall 2012 (25+) (15-24) (5-114) (0-4)

Agricultural and Life Sciences

Art and Architecture

Business and Economics

Education

Engineering

Graduate Studies

Law

Letters, Arts and Social Sciences

Natural Resources

Science

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Course enrollment by fall 2012

E A F N

(25+) (15-24) (5-114) (0-4)

Course enrollment by spring 2013

E A F N

(25+) (15-24) (5-114) (0-4)

Chinese student course enrollment by fall 2012

E	A	F	N
(25+)	(15-24)	(5-114)	(0-4)

Chinese student course enrollment by spring 2013

E	A	F	N
(25+)	(15-24)	(5-114)	(0-4)

The letters in the rubric above correspond to the following words:

E=Excellent

A=Adequate

F=Fair

N=Needs Work

This media plan will enable the advertisement of the newly proposed English language support course and will measure the success of the three goals set forth in this plan. This plan sets forth specific criteria and an appropriate timeline for the communication of the course to interested parties and specifically Chinese international graduate students.

Works Cited

Greenfield, Shawn. Personal Interview. 10 March 2012.

Harder, Bob. Personal Interview. 7 March 2012.

Jia-Yan Pan, M.D.; Daniel Fu Keung Wong, M.D. "Acculturative Stressors and Acculturative Strategies as Predictors of Negative Affect Among Chinese International Students in Australia and Hong Kong: A Cross-Cultural Comparative Study." *Academic Psychiatry* 35.6 (2011): 376-381.