

**STARTING FROM SCRATCH:  
THE CHALLENGES OF DEVELOPING AND FUNDING A STUDY ABROAD PROGRAM**

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Seattle AAC&U 2009 Conference, January 23, 2009

<http://www.shepherd.edu/university/studyabroad/>

## 12 Key Challenges

1. Campus climate
2. Integrating study abroad into the curriculum
3. Funding
4. Personnel
5. Learning the field
6. Program selection
7. Process development
8. Promotion
9. Office operations
10. Advisement
11. Connections with international students
12. Assessment

## Lessons Learned

1. Begin the campus conversation with all relevant/interested parties
2. Create a campus wide study abroad board
3. Foster communication with the entire campus community
4. Develop funding strategies
5. Join NAFSA ([www.nafsa.org](http://www.nafsa.org)) and its One Person Office Interest Group, and, if possible, The Forum on Education Abroad [www.forumea.org](http://www.forumea.org), and attend at least one conference per year
6. Join SECUSS-L: <http://listserv.buffalo.edu/archives/secuss-l.html>
7. Find a mentor from outside your institution
8. Develop a marketing plan
9. Programming: start small, offer a variety of events, and be creative. Don't be afraid to try something once.
10. Enlist volunteers, especially returned study abroad students
11. Assess each event and keep statistics to measure progress
12. Learn from your mistakes

## Future Challenges

1. Obtain permanent funding
2. Standardize faculty-led programs
3. Address liability issues
4. Develop a crisis management plan
5. Develop Shepherd exchange programs
6. Provide study abroad scholarships

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