

The Premier Private Italian University



Students or Kids: What are we talking about?

UCSC: an Italian perspective



Kids, and the consumer behavior

The negative aspects?

- Primary customer no longer the “student” but the parent (decision maker)
- Customer care and expectation – definition of quality of product
- Standards – conformity
- And the education in all this?



UCSC – U.S student history

UCSC exchanges with US since 2004:

- ISEP membership
- Increase bilateral agreements
- Starting exchange number 12 in 2004

By 2011 UCSC hosts about 350 U.S. students yearly

Impacts

1. Curriculum - internationalization
2. Structure
 1. Office – layout
 2. Staff – number resources
 3. Staff – professional development
 4. Communication – web, CRM, content, publications
3. Services
 1. Emergency plan
 2. Housing
 3. Orientation
 4. Advising





Curriculum

1. Undergraduate coursework in English
2. Faculty involvement, curriculum development, instruction
3. Institution, foundation graduate programs in English
4. Access to undergraduate coursework in English to Italian students
5. Internationalization of classroom



Structure

1. Office reorganization, visibility; International Relations Office towards International Center
2. Staff number increase, professionalization, also increased opportunities for internships in office
3. Professional development, increase knowledge, specialization: advising, activity coordination, emergency support
4. Creation of a dedicated communication office, for promotion, CRM, recruitment materials, etc.



Services

1. Emergency Plan, clear contracts, other...
2. Housing, off- campus housing development
3. Orientation, from 1 half day to 4 day orientation program
4. Advising and Counselling, greater attention given to care and well-being of students



The need to compromise

1. Expectation management
2. Maintain cultural identity
3. Provide Authentic cultural experience
4. Importance of pre-departure advising
5. Provide life altering experience and an opportunity for student to grow and gain maturity



Debunking the stereotypes

- U.S. students are more demanding than non-U.S. students? True or false?
- U.S. students are less mature than non-U.S. undergraduate students? True or false?
- U.S. students have too high expectations and these need to be managed? True or false?

The Premier Private Italian University



Léa Senn

Associate Director Inbound Programs

UCSC International

Milan, Italy

E-mail: lea.senn@unicatt.it

http: www.ucscinternational.it