

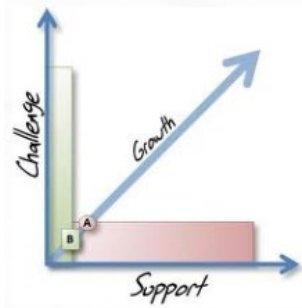
SCRIBED NOTES
Travel Planner Breakfast Roundtable:
Engagement-Based Programs

Educational Travel Consortium Annual Conference, January 29, 2019

Part I: MODELS OF ENGAGEMENT

Nevitt Sanford's theory of psychosocial development (1962)

Challenge | Support | Growth (engagement)



Sanford believed that for growth (engagement) and personal development to occur, a person needs to have a challenge/support balance.

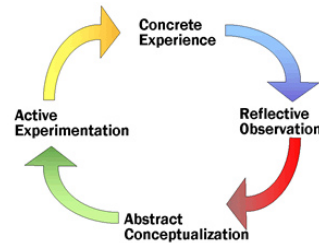
Take a look at the figure, which illustrates the impact of imbalance. Too much support (A), and the person will never really learn what they need to grow and develop...too much challenge (B), and the person will become frustrated and possibly quit trying.

In 1966, Sanford added the idea of “readiness”: Simply put, an individual cannot grow until they are physically or psychologically ready to grow.

How can we help our travelers experience growth/engagement by providing the appropriate amount of challenge (unusual trip destinations, for instance) and support (conference calls, study leaders / hosts, pre-departure materials).

David Kolb's experiential learning theory (1984)

How does Kolb's theory relate to a successful travel program?
Experience | Reflection | Conceptualize | Test/put into action



Part II: ENHANCING ENGAGEMENT & “THE TRIP LIFE CYCLE”

PRE-TRIP

- Pre-trip communication
- Periodic travel updates-faculty/host letter
- Reading list
- Host getting in contact with travelers
- Conference calls with host
- Traveler gifts
- Traveler books (faculty/host selected) with bookmarks (One per household)
 - Bookmark might list upcoming trips
- Handwritten cancellation notes, if necessary

DURING TRIP

- Parallax view/dynamic narrative/trip log
- Meetings with students abroad/alumni abroad
 - opportunity to share about their life in the area
- Celebration of birthdays/anniversaries
- Gifts in-room (Flowers, fruit)

POST TRIP

Evaluation / Survey

- Involvement
- Content
- Include opportunity to get information about future trips/capture preferred method of communication
- Ask them for a quote - make sure to send to traveler if used in marketing
- Side-note: make sure operator is not sending post-trip communication/evaluation without permission

Post trip letter (y'all come back!)

Happy New Year's card

Provide special access/sneak peek for loyal travelers

Photographs / Personalized photo card (Shutterfly)

Traveler log (sharing notes)

Contact reports (add traveler comments and notes to database for later reference)

Engagement reports - all year

TRIP PLANNING & PROGRAM AWARENESS

What is University as a whole doing? Study abroad, research abroad, etc.

Storytelling! -- Call for stories and videos from past/current travelers

Annual event with operators to showcase travel opportunities

Web/Print/Social

"ENGAGEMENT MISSION" IMPACT ON PROGRAM DECISIONS

Mission statement critical for the program

Engagement as a sales tool

Trip selection is an inexact science -- look at what is selling

Do fewer trips equal higher numbers per trip / greater engagement?

- Depends on the school. Sometimes having travelers "choose the institution" for their travel needs (even if group is small) is a success!
- Manage expectations of 2-4 travelers without host

Consider "feeder"/first-time trips (short & inexpensive such as six-day getaways)

"YOU" First (think about what trips you can fill and will result in high engagement — not what will make the operator happy)

Host or Study Leader of some kind

Impact on trip price point/commission? Considering revenue/commission vs price point

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