

Clayton State University & the Study Abroad Association

# Incorporating Virtual Global Learning Experience on Campus

360 Global Learning  
Experiences

Presented by  
Sasha Cokushu - Clayton State University  
PJ Shoulders - Study Abroad Association (SAA)

# A brief history...

- Fall 2019 - AAMI & Study Abroad Workshop
- Researching viable programming
- Grant funding
- Launched in Summer 2022
- Entire Clayton State campus has access - faculty, staff, and students
- Free and complimentary service provided to the campus community from International Programs at Clayton State



ITALY HUMANITIES



INDIA BUSINESS



COSTA RICA BIOLOGY

Global  
Education  
Online

Accessible for  
All!

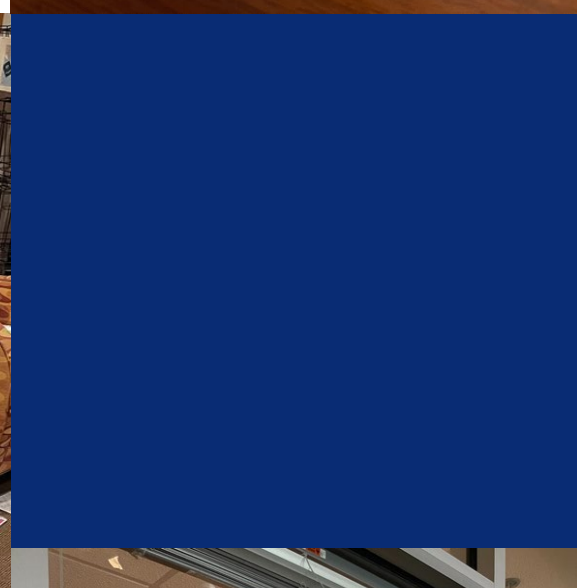
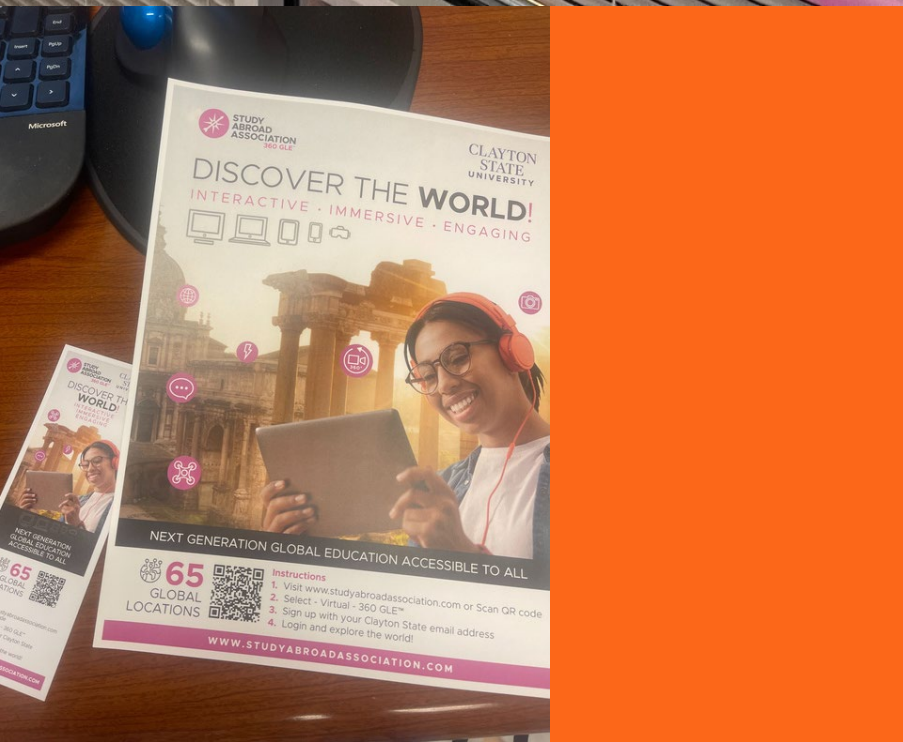
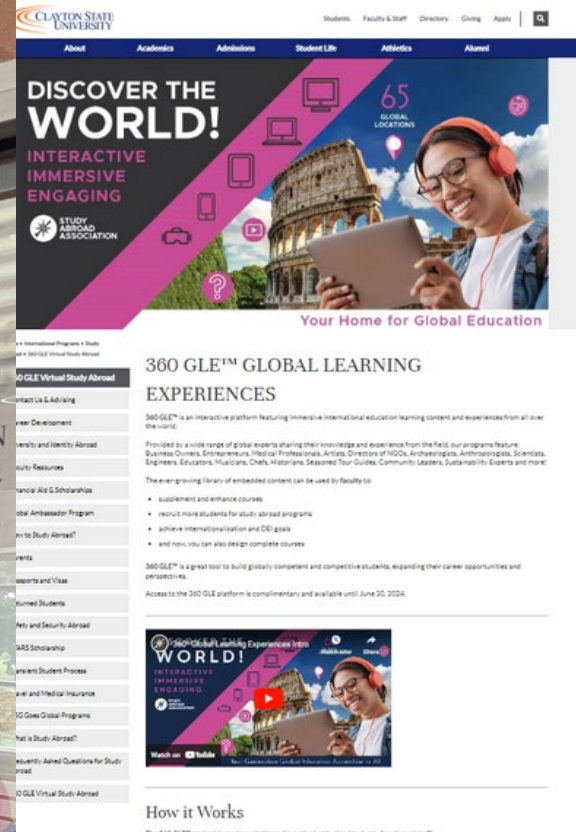


NEXT GENERATION GLOBAL EDUCATION ACCESSIBLE TO ALL

WWW.STUDYABROADASSOCIATION.COM

# Marketing 360

## GLE at Clayton State University



- Clayton State Study Abroad Website
- Lunch n Learn Events for Faculty & Staff on Microsoft Teams
- Flyers, posters, bookmarks, social media, e-mails, etc.
  - Providing our campus partners with a marketing material packet of some of the items mentioned above to help market the platform
- Clayton State Study Abroad Program Directors
  - Lunch n Learn Events
  - Utilizing the platform for hybrid programming
- Outreach to Department Chairs
- Outreach to the Deans of the College of Business and the College of Arts & Sciences
- Outreach to other departments on campus such as:
  - The Library
  - Campus Life
  - Retention & Advising
  - Student Activity Center
  - Veterans Office
  - and other departments across campus

# Sharing 360 GLE with our Active CSU Alumni Members



Giving back to  
our Clayton  
State Alumni



Our Alumni Association is a major advocate for study abroad as many of our alumni have attended a study abroad program so they are always looking to partner on projects with us.

We recently just launched access to about 500+ active alumni members to have free and complimentary access to the 360 GLE platform.

We are also looking at hosting future events with SAA's live virtual tours with our alumni department.