

INTERNATIONAL EDUCATION SERVICES CONFERENCE 2018

University Pride & Propaganda:
Meaningful diversity and its representation in marketing approaches
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This session is revolutionary! And here is what to expect:

Personal stories from the road of international student recruitment

Examples of local successes and failures

Challenges we currently face at our different institutions

Discussion on how we can tackle them and how we should market these approaches.

An International perspective:

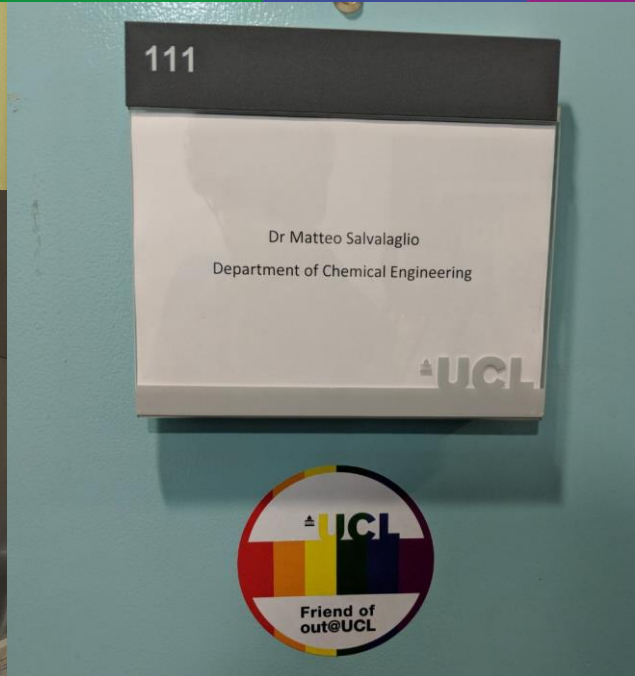
UCL,
Bloomsbury,
London Summer
2018



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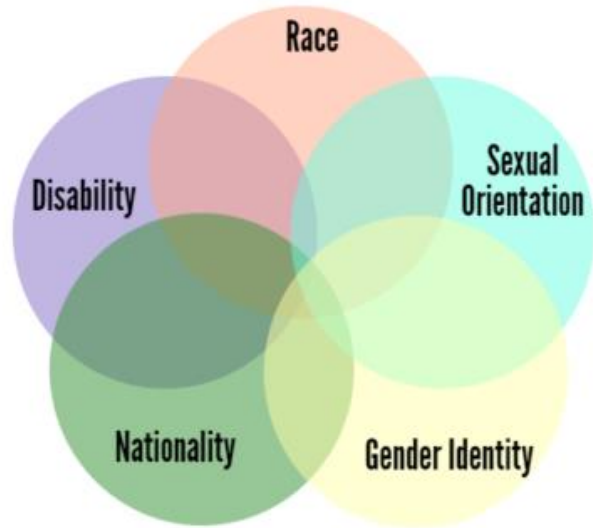


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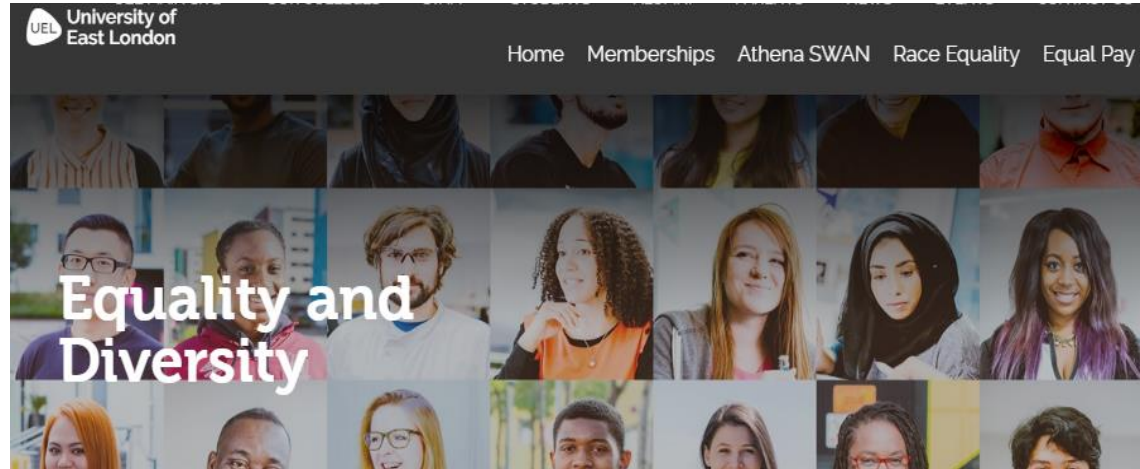
Local and international perspective

1. Diversity Flagships and balancing Intersectionality



<https://www.ywboston.org/2017/03/what-is-intersectionality-and-what-does-it-have-to-do-with-me/>

<https://www.britishcouncil.org/education-services>



Equality and Diversity

Local and International Perspective

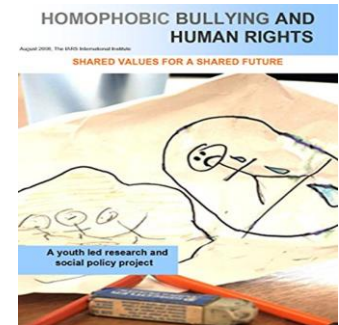
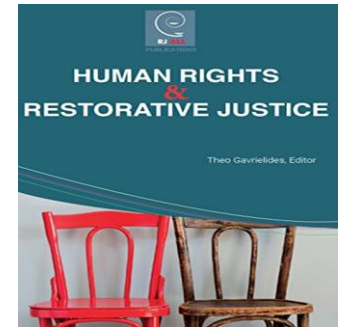
2. Cultural awareness and Restorative Practice: as case study

- 'David' a young man from an African Country had a dream to study his MSc in Psychology in the UK. This was his first time leaving the country.
- A curious learner and conscious & industrious student, David has soon made friends and joined the Facebook course student and staff Forum.
- Halfway through his studies David posted a video on the Forum which involved people back from his hometown aggressively calling for violent attacks on all those who support or have self-identify as non-heterosexual.
- What are the actions we needed to take as the host institution in the UK?

Local and International Perspective

Cultural awareness and Restorative Practice: as case study

- When the University responded, David's response was stunned, confused, embarrassed, and remorseful. *"In my community, we believe this to be the truth. What have I done wrong?"*
- **Restorative Justice is an ethos and a process whereby a harm is being restored:** Goals are identified so as to increase the offender's understanding of the harm caused via voluntary & honest dialogue
- Developmental and practical measures are identified so as to attempt to put right a wrong (often in addition to necessarily punitive measures)



Global Perspectives? Mixing the two....

What would meaningful diversity look like in your institution?

What are the opportunities and challenges in doing this? And how could any conflicts be managed?

How could it best be represented to the student and staff groups targeted?

What imagery would accurately reflect it?

Further references and existing guidance

Stonewall:

A guide to supporting LGBT students in higher education

LGBT in Britain Universities report

ILGA:

Warwick:

**Safe Overseas Travel Guidance for Staff with Protected
Characteristics**

Plymouth:

Stay Safe Overseas

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Thank you!

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