



Benjamin A. Gilman
International Scholarship

Gilman Advisor Spotlight Webinar Series

Going the Extra Mile:
Recruiting and Advising Rural Students

The Gilman International Scholarship Program is a program of the U.S. Department of State with funding provided by the U.S. Government and supported in its implementation by the Institute of International Education (IIE).





Introductions



Katherine Hale
Study Abroad Advisor



Lindsey Houchin
Coordinator, Nationally Competitive Opportunities



WKU®

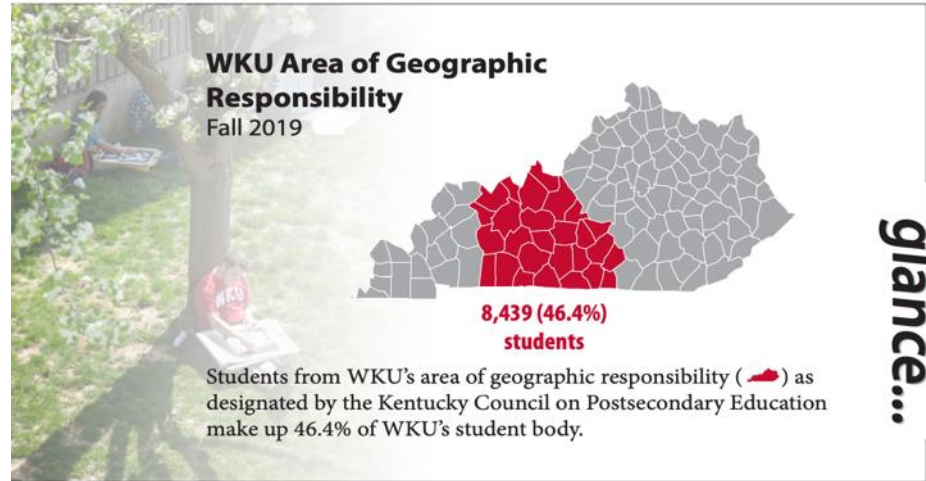

WKU®
STUDY ABROAD &
GLOBAL LEARNING




WKU®
Office of SCHOLAR
DEVELOPMENT

Western Kentucky University

- Regional state institution with satellite campuses
- Fall 2019 Undergraduate Enrollment: 15,895¹
 - 90.1% from the South
 - 32% First-Generation
 - 11.8% Nontraditional
 - 10.4% Pell Grant Eligible





Going the Extra Mile: Recruiting & Advising Rural Students

- Understanding the Demographic
- Recruiting Rural Students
- Advising Rural Students
- Supporting Rural Students





Benjamin A. Gilman
International Scholarship

Going the Extra Mile

Understanding the Demographic

Understanding the Demographic

INFLUENCE OF HABITUS

“When the dominant culture presents ideas that conflict with the students’ home culture, an added sense of stress is created in the students’ lives.” (D.M Dees)²

- Rural students face a choice:
 - Adopt the ideas of the dominant culture
 - Deny the new ideas
 - Negotiate another form of adjustment



Understanding the Demographic

PERSONAL AND SITUATIONAL DETERMINANTS

- Realization of the importance of family
- Strong sense of community
- “Common sense” is more valuable than intellectual ability
- Mistrust of those outside the community
- Adherence to gender-role stereotypes
- Strong work ethic
- Strong religious beliefs ³





Understanding the Demographic

UNIQUE PRESSURES

- Many rural students experience unique pressures to
 - Quickly identify an **economically pragmatic** field of study
 - **Maintain connections** to their home communities
 - Establish themselves as competent and competitive students, despite entering college with **limited or dramatically different social and cultural capital** ⁴



Benjamin A. Gilman
International Scholarship

Going the Extra Mile

Recruiting Rural Students

Recruiting Rural Students

CORBETT'S FRAMES⁴

Emphasize the features and benefits of studying abroad

Competitive

Credit hours, degree
planning “hack”

Pragmatic

Practical work
experience, required
credit hours

Security

Support through
process, on-site
support

Entrepreneurial

Adaptability,
resourcefulness,
independence

Exploratory

*Personal growth,
curiosity, identify
formation*

Recruiting Rural Students

INSTITUTIONAL MOVES

- Remove financial obstacles
 - Application Fee Waiver Scholarship
 - E.D.G.E. Grant
 - Gilman Supplemental Scholarship
- Offer financial advising
 - Help students see the possibility
 - Show the pathway (campus resources, advocating for themselves)



Recruiting Rural Students

INSTITUTIONAL MOVES

- Offer and highlight accessible programs
 - Identify Gilman-eligible programs that anticipate their needs
 - Affordable programs with transactional value
 - On-site support for navigating a lot of first-time things
 - Program Spotlight: KIIS Tanzania / Imagewest Internship





Benjamin A. Gilman
International Scholarship

Going the Extra Mile

Advising Rural Students



Advising Rural Students

EXPLORATION TO SUBMISSION

- Eliminate friction
- Coach academic and career connections in program selection
- Provide financial advising that emphasizes the value of long-term planning
- Critical message: “I will help you get there, and I mean it.”
- Offer flexibility in time and medium
 - Explicitly offer options, acknowledge work and commute
- Use appreciative advising to explore social background



Benjamin A. Gilman
International Scholarship

Going the Extra Mile
Supporting Rural Students

Supporting Rural Students

BEYOND SUBMISSION

- Celebrate their hard work and vulnerability
- Reflect the value of the work
- Help them navigate complex processes
- Empower them as ambassadors and encourage their own recruitment
- After awards, console those not selected and celebrate recipients
 - Press release
 - Email program leaders, mentors, etc.





Benjamin A. Gilman
International Scholarship

Going the Extra Mile
With Limited Resources



Recruiting and Advising Rural Students

WITH LIMITED RESOURCES

- Invest in your pipelines: Financial Aid, affinity groups, Faculty-Led programs,
- Utilize available campus resources:
 - Peer advisors and/or Writing Center
 - Use planning guides to simplify and demystify the tasks
 - Maximize your time with online tools
 - Loom for quick but thorough, asynchronous feedback
 - Calendly for scheduling



Works Cited

Resource:

["Serving Rural Students"](#) by Andrew Crain (NACE)

1. [WKU Fact Book](#)
2. Dees, D. M. (2006). "How Do I Deal With These New Ideas?": The Psychological Acculturation of Rural Students. *Journal of Research in Rural Education*.
3. Super, D. E. (1980). A life-span, life-space approach to career development. *Journal of vocational behavior*, 16(3), p. 295.
4. Corbett, M. (2009). No time to fool around with the wrong education: Socialisation frames, timing and high-stakes educational decision making in changing rural places. *Rural Society*, 19(2), 163-177.

KATHERINE HALE

katherine.hale@wku.edu



LINDSEY HOUCHIN

lindsey.houchin@wku.edu

