



Express Yourself to the World!

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Dear educators,

Are you looking for new ways to connect with your students using the technology that they know and understand? Are you looking to communicate the life-changing reality of studying abroad on an immediate and personal level?

We at StudyAbroad.com are employing a new technology that we hope can help you in your endeavors: blogging.

If you're not familiar with blogging already, you soon will be. Blogging is an increasingly powerful communication tool that allows you to post information to a website where others can read or respond without the need for broadcast emails and congested inboxes. It is similar to a forum where people can add comments for everyone to see. More and more people are using blogs, making this one of the fastest growing new Internet technologies. This week CNN.com reported 'blog' was Merriam-Webster's #1 searched word and will be added to their dictionary.

Students love blogging, but most education programs have not adopted it yet. In light of that, StudyAbroad.com is paving the way for bringing students' interests and educators' goals together, and in the process, giving 3 students the opportunity of a lifetime. We are currently looking for applications from your students, and the three we select will be given \$500 to share their study abroad experience on the Internet, through blogging. They will have their own blog on our website, and will post at least 3-4 times/week, sharing tales of where they've visited, what they're learning, the friends they are making, etc. They will be able to post pictures, tell stories, and communicate the day-to-day realities of studying abroad. In the process of blogging, they will not only share their study abroad experience with those they have never met, but they will also be able to keep in touch and interact with family and friends. Thus blogging will not only help them expand their horizons, but also keep them rooted in a supportive environment.

StudyAbroad.com is launching BlogAbroad.com in hopes of being advocates in the study abroad community. We will be reviewing all posts in order to assure that content on BlogAbroad is both appropriate and edifying. We hope that this medium will provide you as educators with a valuable tool to promote studying abroad and overcome student reluctance to the idea. Blogging will allow your students to glimpse the potential of a study abroad experience, and they in turn may want to go abroad. You can generate interest in your programs and passion in your students by providing them with this link: www.BlogAbroad.com.

The profusion of reality shows on TV today clearly shows the interest and fascination with others' personal experiences. Today's youth are tired of advertising and slogans. They are looking for people they can connect with and learn from. That's what studying abroad is all about, and BlogAbroad aims at providing students with personal, first-hand accounts so they can discover this truth.

Contact Kim@BlogAbroad.com for more information or with any comments, suggestions, etc.