Leveraging NYTimes Digital Content to Enhance Co-curricular Engagement in Europe

David Puente
Regional VP for Academic Affairs, ISA
ISA Today & Video

Video is featured in email sent to all accepted students
Implementation Summary

- Student portal pop-up
- Promo streaming video
- DM Learning Objectives
  - Student Blogs
  - Intercambio
- Topical directed activities
  - Social media posts
- Res College Extracurriculars
Complimentary New York Times Subscription!

Starting in 2016, all ISA students will receive complimentary digital subscriptions while abroad.

ISA partners with The New York Times in Education
Complimentary New York Times Subscription!
Accessing NYT Subscriptions

• Official partnership released on ISA Today blog
• Email sent to every student with instructions 7 days after acceptance
• Referenced in acceptance phone call by Program Managers
• Referenced in Online Orientation email
• Referenced in hard copy letter sent to students along with available resources
• Once again referenced during on-site orientation upon arrival
How to Register?

Student Record

Online Orientation

Free Digital Subscription

Thank you for subscribing!

You have activated your free one year digital subscription to The New York Times
NYTimes designated bloggers

We encourage them to access their subscription to the Times and create content answering 3 of the 5 prompts during their time abroad:

- What the New York Times taught me about _____ while abroad.
- How I used my New York Times subscription to learn about Granada, Spain.
- What perspective has the New York Times given you as an American abroad?
- This article/video from the New York Times changed my view of Granada, Spain.
Times Video feed for ISA Italy office entrance or log-on
5 Areas of Discovery

- Intercultural
- Historical
- Sociopolitical
- Professional
- Environmental
The ISA Advisor Portal
# City Specific Advising

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City Specific Advising

Sample Cultural Activities:

- Metropol and Parasol and Las Setas
- Sevilla Cathedral and the Giralda
- Museo de Bellas Artes
- Barrio Santa Cruz
- Reales Alcázares de Sevilla
- Archaeological Museum
Learning Objectives: Ancient Philippi and Kavala

Overview

Located in North Eastern Greece about 100 miles from Thessaloniki is ancient Philippi, abandoned after the Ottoman conquest of the 16th century. A licensed guide will take you through the vast site recounting its establishment by Philip of Macedon at the site of legendary fountains (Cresule), through its hosting of important Roman battles between Julius Caesar’s supporters and his assassins. Attention will also be given to the Apostle Paul’s monumental and significant preaching here, thanks to which Philippi would become the first ever Christian community. Paul would later be imprisoned here in Philippi, and set free by a great earthquake which allowed him to go on preaching Christianity to other communities. Full excavations of this ancient city began only in the early 20th century, and were interrupted during World War One.

This excursion will also take us to the town of Kavala, famous for its Roman and Byzantine architecture. You will visit the old Turkish quarter of the city to meet for tea with the president of the local women’s cooperative. You’ll have the opportunity to learn about the local produce and crafts, which provide economic support to women in the community.

Learning Objectives

- Students will be able to identify reasons for Philippi’s establishment as a city in ancient times.
- Learn of the largely influential preaching activities of the man known to Christians as St. Paul, during his visit to Philippi. This activity was instrumental to the spread of early Christianity.
- Learn the different names used to identify the city of Kavala throughout history, as well theories about the derivation of its current name (from Spanish Calahor? From Hebrew Kabbalah?), as well as possible reasons behind its periodic renaming.
- Be able to relate the concept of local trade and production of the area to similar economic models they see in the US. Furthermore, understand the impact it has on the local economy and the importance of cooperative organizations.
- Learn about government initiatives and incentives to help establish women’s cooperatives in Greece.

Related Articles, Books, Videos and Websites


Wikipedia article about Paul’s Epistle to the Philippians: https://en.wikipedia.org/wiki/Epistle_to_the_Philippians

Key Terms

- Nymphaeum
- Lydian
- Sila
- Philip of Macedon
- Battle of Philippi
- Christopolis
- Paul
- Tobacco Road
- Book of Philippians

Discovery Areas

A primary goal of all ISA programs is to facilitate learning & development for program participants. Each excursion & cultural activity is designed to help participants reach a specific set of learning objectives related to 5 areas of discovery: Intercultural, Historical, Sociopolitical, Professional, and Environmental. During this activity, participants will focus on objectives related to the following area of discovery.
Fontainebleau: A Forgotten Treasure

You’ve been to the Louvre, Notre Dame and Versailles. Now it’s time to see Fontainebleau.

You’ve visited the Louvre, Notre Dame, Sainte-Chapelle. You’ve been to Versailles and perhaps even made a trip to the chateaus of the Loire Valley. Is there anything else of the same caliber near Paris for those who love the classic ideals of French architecture and decorative arts? The answer is a resounding yes: the Château de Fontainebleau.

For less familiar to travelers than Versailles, and drawing fewer than...
Hi Annararia,

I think this article from today’s New York Times by Thad Carhart could be very helpful for our ISA Paris Fontainebleau excursion. Do you agree? If so I can add it to the Learning Objectives or incorporate elements of it into what we already have on the Advisor Portal. Note that it includes a great embedded slideshow I am sure students will like.

http://www.nytimes.com/2016/10/02/travel/fontainebleau-france-architecture.html?moduleDetail=section-news-0&action=click&contentCollection=Travel&region=Footer&module=MoreInSection&version=WhatsNext&contentId=WhatsNext&pgtype=article

Let me know your thoughts,

David

David Puerto, Ph.D.
Regional Vice President, Academic Affairs & Global Mobility
Calle Damascos 10, bajo
18009 Granada, Spain
+34 958 216 334 Mobile +34 699 446 039
www.studysabroad.com | dpuerto@studysabroad.com
Facebook | Instagram | Twitter | Pinterest | LinkedIn
Schoology Berlin Pilot
Social Media Posts

In this New York Times Q&A feature, we hear from Peruvians who are at the UN Paris climate talks hoping to raise awareness. Their stance being that "the Amazon is a living being, not just resources."

Do you think there is a way to utilize the resources in the Amazon, while still maintaining and maybe even fostering the rich biodiversity and culture within the jungle??

Peruvian Indians Travel to Paris to Fight for Their Existence
LE BOURGET, France — They live in the jungle, wear their traditional attire every day, not just on special occasions, and though many of them have never...

Every year foreigners flock to Sevilla to learn the art of Flamenco, and keep the culture and traditions of Spain alive! Check out this video and article as it relates to our intercultural area of discovery, and be sure to get out in Sevilla and experience it for yourselves! #ISAbroad #ISAspain #InterculturalDiscovery

Video: Global Flamenco
The thousands of foreigners who train in southern Spain’s flamenco schools are exporting its culture and passion to different countries.

649 people reached

ISA Study Abroad - Kentucky Office, Rila Youssif Khalaf, Laura Mejia and 11 others like this.

Flamenco's Foreign Saviors
While flamenco remains a quintessential component of Spanish culture, its economic sustainability relies...

ISA Study Abroad - Cusco

IsaEnvironmental
A Quick History: Ireland’s 1916 Easter Rising

BY ERINRIELLE ON MAY 25, 2016 • (LEAVE A COMMENT)

Erin Gaura is a student at Northern Michigan University and an ISA Featured Blogger. She studied abroad with ISA in Galway, Ireland.

Prior to arriving in Ireland, I had never given much thought to the rebellion of 1916. This year marks the 100th anniversary of the Easter Rising, and if I hadn’t had exposure to the events of the insurrection while home in the United States, it’s hardly possible to overlook it any longer.
Times Video content for Residential College

Global Flamenco

The thousands of foreigners who train in southern Spain’s flamenco schools are exporting its culture and passion to different countries.

Related: Article: Flamenco’s Foreign Saviors

Share:
GUÍA PARA ENTENDER LAS PRIMARIAS EN ESTADOS UNIDOS
Structured Language Exchange

Key vocabulary

- Levantar pesas
- Sacar provecho
- Hacer reps
- Pesas libres y máquinas
- Repeticiones
- Estirarse
What in the World

Khimar

A Guide to Muslim Veils
Refugee crisis
It’s All Greek to Me: Understanding the Debt Crisis in Europe

By SHANNON DOYNE and HOLLY EPSTEIN OJALVO

MAY 4, 2010 3:31 PM
# Student feedback

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<td>all news sites were blocked by the university firewall, however</td>
<td>7/19/2016 10:01 PM</td>
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<td>I read news about the US in English, so it didn't help in the same way as a lot of other things. But I was glad I had it.</td>
<td>7/8/2016 11:43 PM</td>
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<td>It's really not that big of a deal</td>
<td>7/1/2016 4:52 AM</td>
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<td>I already had a NYTimes account, but I think it was a nice idea for ISA to provide one for students.</td>
<td>6/22/2016 7:25 AM</td>
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<td>5</td>
<td>The New York Times app was what alerted me to both the Brussels and Orlando tragedies and kept me updated as they happened. It was a massive relief to have instant notifications from such a reliable media outlet.</td>
<td>6/17/2016 8:14 AM</td>
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<td>6</td>
<td>This app is awesome and kept me aware and made me more aware of new in my home country and around the world than I was before just living at home.</td>
<td>6/12/2016 1:41 PM</td>
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<td>7</td>
<td>Absolutely loved the NYT addition. It's set as my home default browser.</td>
<td>6/8/2016 5:14 PM</td>
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<td>8</td>
<td>I wish I could have a permanent subscription to this! I read it every morning and I love it! I never want to stop getting it!</td>
<td>5/9/2016 10:24 AM</td>
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**ISA Post Program and Housing Student Evaluation Survey**

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<td>9</td>
<td>I used the US NY times. I liked being up to date with America</td>
<td>5/5/2016 7:27 AM</td>
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Dear ISA Austin,

My name is Daniel and I am an alumnus of the International Studies Abroad from Granada, Spain. To give some brief information about myself I was born in Poland and moved to the Chicagoland area when I was four years old with my family and am currently studying Spanish secondary education at Saint Xavier University. I was an academic year student who did the intensive language month before the regular academic year began at the Universidad de Granada. The experience that I had with ISA enriched my soul and is something I will cherish for the rest of my life! From start to finish ISA was always there with me, helping me orient myself in the Spanish culture that is extremely different than that of the culture in the United States. The wonderful people that I met along the way, I know, have made a great influence on me and will be part of my life for the rest of my days.

The thing that brought all of this together was Granada a true marvel of a city. This culture rich capital has been around for thousands of years and has been influenced by many different societies, such as the Romans and Moors throughout its long history. Its crown jewel, the Alhambra takes your breath away with its formidable but eclectic presence adorned with geometrically precise architecture that does not seem to be humanly possible and makes you marvel at its aura every time you enter into one of its astounding quarters. The different parts of the city such as the Realejo and Albayzin are absolutely amazing and deserve credit in their own right. The Realejo, with its quiet streets and picturesque tapers bars are a quintessential example of Spanish life and as for the labyrinth of narrow Arabic styled alleys and streets of the Albayzin, one could get easily lost but once you traverse your way to the top and reach the Mirador de San Nicolas the view of the city and Alhambra makes your heart skip a beat as you fall in love with the city every time. I can easily say that my study abroad very quickly turned into living abroad as I fell in love with Granada, its food, and its people after only a couple of weeks.

My time in Spain began on August 27th 2015 and ended on July 21st 2016 after which the reverse culture shock began taking its toll. I was warned that it was going to be a hard ordeal and that it was going to be tough. As soon as I got back I went back to work to keep my mind off of things and school was right around the corner so I thought I had it in the bag and I could just distract myself until the reverse culture shock wore off. That was not the case! I thought about Spain, Granada, and all of the great people I met while I was abroad; truthfully it was getting quite bad. Nothing seemed to really feel right... Around week three after getting back I had received an email from ISA in regards to having a free subscription to the New York Times so I gave it a go and checked it out.

I set it up so that I would have stories in regards to Spain, Andaulcia, Granada, Poland, and Europe in general pop up for me and be on my favorites list so I wouldn’t have to look them up and they would be right there for me. Every day when I wake up I check my phone to get my brain going. I go through my apps and news and the New York Times is part of that routine I read about all the good and bad stuff that is happening in that part of the world and it truly keeps me connected to what is going on over there and in a way substituting and extending my study abroad experience. This has really aided in minimizing the horror that is reverse culture shock. By staying connected through the articles and stories that are provided by the New York Times I feel like I am right back in Granada and even more so I feel like a global citizen by staying connected to what is happening on the other side of the planet. That is not to say I do not read other articles that are not related to Spain and Europe. There are great articles relating to other parts of the world, technology, health, culture, and many more.

On top of that the New York Times is available in Spanish which is amazing because I am able to practice and maintain and reinforce the Spanish that I gained while I was studying abroad. As a future educator the articles about not only Spain but other Hispanic countries and the ability to access them in
From Madrid student eval July 2016

“I wish I could have a permanent subscription to this! I read it every morning and I love it! I never want to stop getting it!”
“As a future educator the articles about not only Spain but other Hispanic countries and the ability to access them in Spanish is amazing. I can utilize the New York Times in my classroom and know my students have up-to-date and accurate information at a touch of a button. I am even thinking about incorporating some articles I have found into my course work such as lesson plans for my education courses and also to possibly utilize for my senior seminar paper this semester.”

Daniel Zmarzlinski, ISA Granada 2015-16
¿Por qué Iowa? Guía para entender la primera parada hacia la Casa Blanca

Iowa no es el estado más extenso, ni el más poblado de Estados Unidos. Sin embargo, cada cuatro años goza de una importancia muy particular. En enero, un huracán mediático se centra en las inclinaciones electorales de sus votantes porque es el primer lugar donde se miden las fuerzas de quienes competirán por la presidencia de Estados Unidos.

Tanto republicanos como demócratas escogerán a sus candidatos en una jornada que se inicia a las 7:00 p.m. de este 1 de febrero. Estas asambleas
Cuzco Sevilla Meknes shared drive
“Cuba’s Environmental Concerns Grow With Prospect of U.S. Presence”


“Cuba’s commitment to environmental protection has never been tested, or tempted, as forcefully as it is likely to be should the trade and travel
Moving Forward

• Easing the registration process

• On-site staff buy-in

• Re-entry and alum engagement?

• Schoology app roll-out to improve delivery

• Curricular integration w study center instructors