

You Are Welcome Here

A few days ago, while waiting in the lobby Beury Hall, your editor watched a compelling video produced by the Office of International Affairs. The following is the impressive story of its creation, provided by Lisa Meritz, Director of Communications, Office of International Affairs.

Following expressions of apprehension by some international students about studying in the U.S., in November 2016, Temple University sparked a national marketing and social media campaign, #YouAreWelcomeHere, to ensure that international students at U.S. universities and colleges feel welcome in the United States. After Study Group created the first compilation video featuring several different universities, Temple created the first individual [video](#). Since then over 330 colleges and universities have joined Temple. You can follow the campaign on the website that Temple maintains, youarewelcomehere.org (which includes a toolkit for materials you can use to promote #YouAreWelcomeHere in your school or college).

In recognition of its leadership efforts, the university has received several national awards. In 2017, for Temple's efforts in leading this nationwide campaign, *The Chronicle of Higher Education* included International Admissions Director Jessica Sandberg on its prestigious 2017 Influence List. In 2018, the ACPA—College Student Educators International acknowledged the campaign as an Outstanding International Education Initiative; and CUPRAP (College and University Public Relations and Associated Professionals) awarded Temple with a CUPPIE (Gold) Award for Best Social Media Campaign.

This month, beginning Monday, March 26, the campaign is celebrating Temple's international students with a weeklong series of globally theme You Are Welcome Here events including a kickoff event, a networking night (featuring an international alumni panel), an international tea time, a Global Gala and more. All students, faculty and staff are welcome to participate. For more information, please see the Temple calendar <https://events.temple.edu/you-are-welcome-here-week>.

#YouAreWelcomeHere Campaign Grows Exponentially

- 2016** - Temple University spearheads a national #YouAreWelcomeHere campaign for international students.
- 2017** - *The Chronicle of Higher Education* salutes Temple's Director of International Admissions.
- 2018** - ACPA recognizes the campaign as an Outstanding International Education Initiative.

- CUPRAP (College and University Public Relations and Associated Professionals) acknowledges #YouAreWelcomeHere with a CUPPIE Award (Gold) for Best Social Media Campaign.

JESSICA SANDBERG
2017 INFLUENCE LIST
THE CHRONICLE OF HIGHER EDUCATION

INSIDE HIGHER ED
"More than 250 colleges and universities have joined the national #YouAreWelcomeHere campaign, which is being coordinated out of Temple University..."

THE CHRONICLE OF HIGHER EDUCATION
"A number of colleges have mounted a social media campaign, #YouAreWelcomeHere, posting videos and messages to let prospective students know that American campuses remain open and hospitable."

FORTUNE
"...celebrating immigrants and international students and reaffirming that our diversity makes us stronger."

Increasing Number of Participants

- 330+** Higher Education Institutions
- 60+** International Education Companies & Organizations
- 20+** High Schools

Positive Student Response

- 91%** of international students who saw the campaign reported a more positive impression of the U.S. (Hot Courses Survey)

www.YouAreWelcomeHereUSA.org

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