You Are Welcome Here

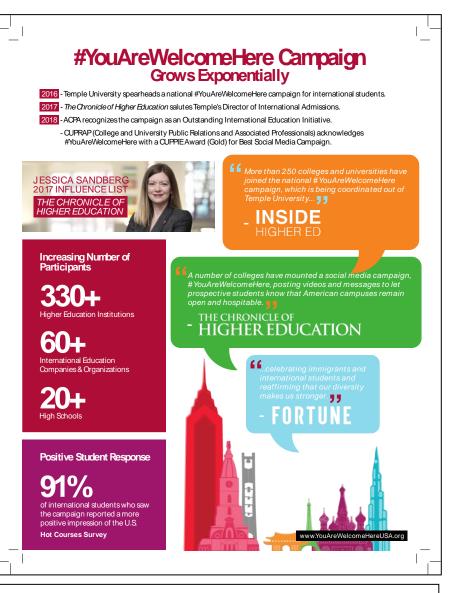
A few days ago, while waiting in the lobby Beury Hall, your editor watched a compelling video produced by the Office of International Affairs. The following is the impressive story of its creation, provided by Lisa Meritz, Director of Communications, Office of International Affairs.

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 Insight, Spring 2018, published by Temple University's Office of International Affairs

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 <u>https://events.temple.edu/you-are-welcome-here-week</u>.