

# “Did you read my email?”

## Communicating with International Millennial Students

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# Who are Millennial Students?

## What are some challenges in engaging Millennials?

*“...the millennial lifestyle is mostly about multitasking, accelerated communication, constant connection, and immediate gratification.”*

- March, 2014 Vision Critical blog (Vision Critical is a research and community engagement consulting company)

## **What do Millennials expect, in terms of communication?**

- **Brevity**
- **Relevance**
- **Online**
- **Organized for scanning**
- **Smart phone friendly**
- **Engagement**

## **How do I keep Millennial students engaged?**

- **Keep your communications short**
- **Set a tone that is fun, visual, and social**
- **Use conversational language**

**What do we know about  
communicating with  
international students?**

- Reduce idioms, explain jargon and acronyms
- Consider language barriers and be mindful of cultural differences
- Be positive and direct
- Use active voice

## **MILLENNIAL + INTERNATIONAL: How do we combine the two?**

- Communicate through a variety of online sources
- Keep communications short when possible
- Ask other students to review
- Be engaging

# Design Considerations

- Organized for scanning
- Smart phone friendly
- Leave some white space
- **Use icons or pictures where possible**
- Use free software
- Be engaging

## WEB PAGE

From *Pre-Arrival* to *getting an F-1 visa*:

[NYU's Immigration Services Office](#)

## EMAIL

BEFORE & AFTER Email handout

## WEB CONTENT ACTIVITY

handout

**THE END!**

## **Questions or Comments?**

**Feel free to email (or text 😊 us!**

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