



FULBRIGHT



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2021-2022

Award Catalog Editing

Julie Taylor,

Director of Academic Relations for Fulbright

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Increasing Applications

- Editing awards = Lowest cost, highest impact method for improving recruitment
- Best Practice: Examine every award through the eyes of the applicant



Who are the Applicants?

- **Average Applicant Age:** 52 years old (Sr. professors tend to be at the higher end of the pay scale and have lower teaching loads)
- **Average U.S. Teaching loads:**
 - Tenure-line position @ Elite Research School 2:1
 - Tenure-line position @ Research School 2:2
 - Lecturer/Instructor @ Research or Teaching School 3:3 or 4:4
 - Professor or Instructor @ Community College 4:4 or 5:5



Who are the Applicants? cont.

Average Faculty Salaries*:

	PUBLIC	PRIVATE
Full	\$130,376	\$176,953
Associate	\$93,785	\$118,236
Assistant	\$81,626	\$103,873
Lecturer/Instructor	\$62,259	\$76,685

**2018 AAUP Survey*



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Why do we need to “market” our awards?

- After all, Fulbright is well known. Those who know us, love us.
- Because we’re trying to reach new audiences (ex. STEM)
- We are neither well known nor competitive with these audiences. They have many fellowship and grant options.



Five Characteristics of Applicants

- 1. They are comparison shoppers**
- 2. They skim the awards**
- 3. They dislike uncertainty**
- 4. They like flexibility**
- 5. They procrastinate**



Applicants are Comparison Shoppers

- They do not limit their search to the Fulbright catalog
- They often examine opportunities to go abroad **AND** to remain in country to complete research
- They look at **BOTH** fellowships and grants
- Given this intense competition:

What sets your award apart and makes it a special opportunity?



They Skim the Award Description

- Applicants compare awards based on skimming.
- Unlikely they will fully read the award until they begin to apply.
- While this may strike you as annoying, many studies indicate that this is human nature and is not limited to professors.
- Nothing we can do to change the situation; **we can only adapt to circumstances.**



They Skim the Award Description, cont.

Given that applicants skim...

- Titles should clearly indicate what the award is about to improve clarity and searchability.
- Use the **U.S. spelling** of words (ex. Defense, not Defence)
- Stipend should be in **U.S. dollars**. You can add language stating that the final total will depend upon the exchange rate.
- Frontload the description with highlights. Save details for the tabs.



Applicants Dislike Uncertainty

- Applicants want to know exactly **what is being** offered and **what will be expected**: Number of teaching hours/classes; What is the advising load; Is housing included?
- **Clarity**: What does “collaboration with host faculty” entail?; What does “Appropriately qualified professionals will be considered” mean?; Does “year-long” refer to an academic year or 12 months? What does “Any appropriate institution” mean?



Applicants Dislike Uncertainty, cont.

- **Consistency:** We receive many calls from applicants about inconsistencies. We can assume that many experiencing the same confusion do not apply. For example, “PhD Required” in one section, “PhD preferred” in another
- Use **active voice** to clarify who is responsible for what. (Ex. who determines the 50/50 teaching research breakdown?)



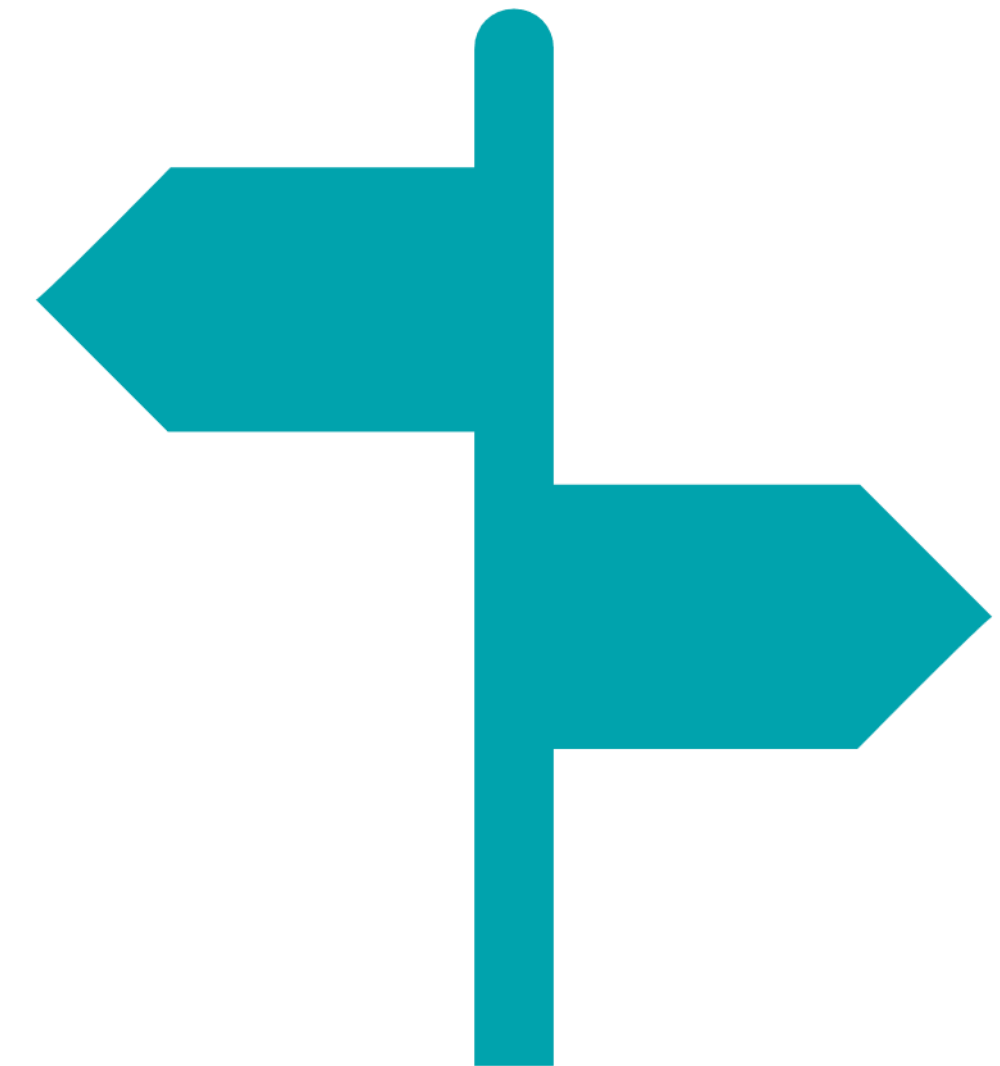
Applicants Dislike Uncertainty, cont.

- Dislike needing to negotiate terms with the host university
 - Negotiation is uncommon
 - Applicants want terms in writing
- Discouraged by discipline/topic preferences
 - Assume their chance of acceptance is low if their subject is not mentioned
 - Better to eliminate preferences in award descriptions and instead provide IIE with preferences to shape the recruitment strategy



They Like Flexibility...to a Point

- **LIKE:** Flexible award durations, scholar categories, and award activities...the big items
- **Yet:** Overwhelmed by too much choice
 - Too many options introduces uncertainty. They cannot visualize what the experience will be like.
 - If many options, at least explain how the options are made available and who selects.



Applicants Procrastinate

- More applications = Better quality awardees
- While no one likes rushed applications, it's best to make it easy for procrastinators to apply.
- **Ease time-intensive requirements:** Letters of Invitation and external language evaluations
- If Lol is a must, ensure a working link and/or email to an institutional contact who is accessible and responsive—**especially in August!**



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Appropriate Issuing of Letters of Invitation

- Best practice is to not require a LOI for partnership awards located at one specific institution.
 - Hosts can describe preferences in the award description
 - They may discuss preferences with applicants
 - If a partnership institution withholds a LOI, it can be seen as a pre-selection of sorts, so we recommend not requiring this for partnership awards.
- Gaming selection by restricting LOIs undermines Fulbright's broader effort to curb bias and promote diversity.
- Better practice is to bring the host university into the selection process of the recommended candidates rather than requiring a LOI up front.



Once each award has been reviewed...

- Be certain that everyone at the Post or Commission who answers applicant questions has read and understands the awards to ensure consistency in your responses.
- Update award information on your website.
- Take down old information and web pages.



Timeline

Catalog Available to Posts and Commissions for Edits	Friday, November 15, 2019
Webinar for Posts, Commissions and ECA on Award Best Practices: register here.	Wednesday, November 20, 2019, 9:30AM EST
Post and Commission Edits Due	Friday, December 13, 2019
ECA Approvals Due	Friday, January 17, 2020
IIE Review completed	Friday, January 31, 2020
Go Live!	Monday, February 3, 2020

- We will review your awards and provide specific suggestions by early December.
- Please reach out to your IIE Program Officer to arrange a meeting for individualized assistance.

