

# HOST FORUM

# 2023

cīee<sup>®</sup> | SEASONAL EXCHANGES



# Participant Motivation Retention Word of Mouth

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# Participant Motivation

What motivates participants to take part in the program ?

How can Hosts support participants ?





Six Flags Great Escape. Queensbury, NY

## Financial

- Understanding participants start in the **red**
- Make participants aware of overtime opportunities, if available
- Communicate your policies on second jobs
- Build relationships with businesses in the area who might need part -time support



Deer Valley Resort. Park City, UT

## Career

- Explain processes, day-to-day
- Shadowing opportunities
- When time allows, offer trainings on specific topics to those interested
- Knowledge that can last a lifetime!



Morey's Piers. Wildwood, NJ

## Travel

- Set expectations on day -off requests early on
- Be mindful of the "Travel" aspect of the program
- Help students become locals. Make them love your town!
- Offer resources on local attractions, info on local passes
- Providing those opportunities whenever possible



Aramark Leisure. South Lake Powell, AZ

## Cultural

- Tell your story, as an individual and as a company, they want to know you
- Evaluate your current cultural offerings, get domestic staff involved, create space
- Connect with your Chamber of Commerce
- Provide space for participants to share their culture

# Language

- Patience!
- Increase opportunities to practice English on the job
- Encourage communication in English
- Create the space to encourage practice and discussion. Some ideas: book club, movie night, English classes, themed challenges, trivia night.



Schlitterbahn Waterpark. Galveston, TX



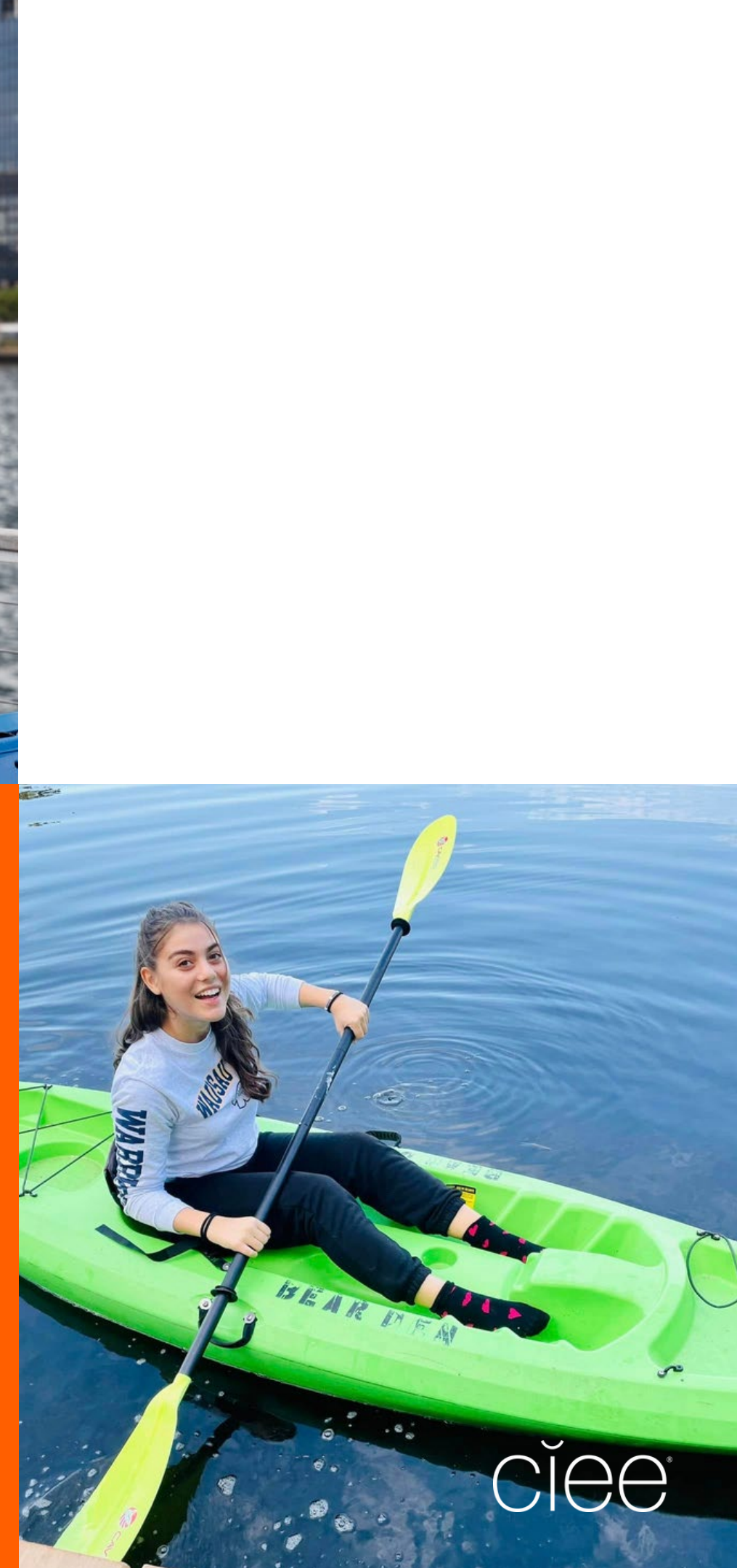
# Takeaways

Get to know your participants!

Set expectations early!

Encourage curiosity

Spread the word



# Retention

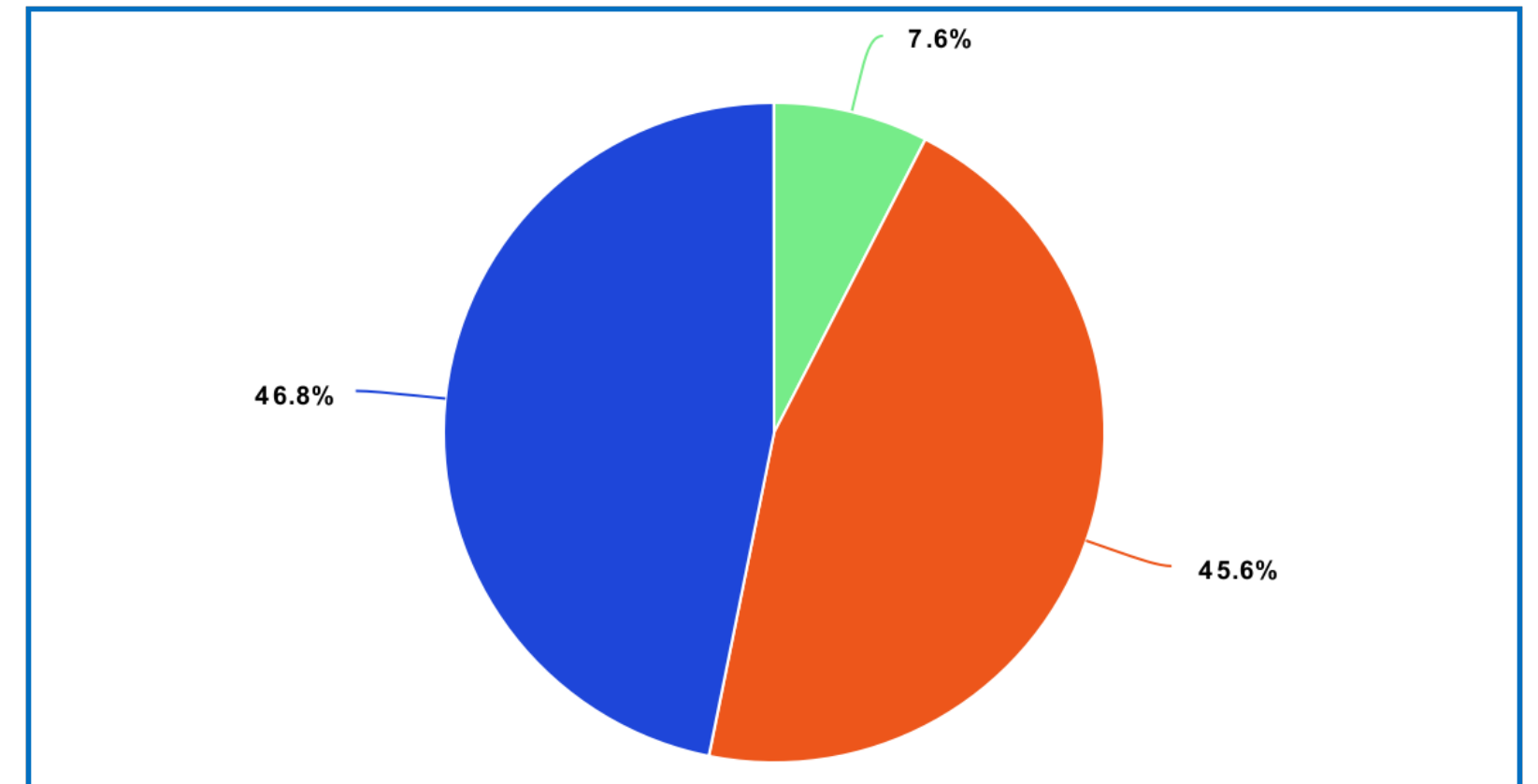
You've made the hires, they've arrived, how do we make sure they thrive on program?

- **Monthly Surveys**
- **Involving Domestic Staff**
- **Communication**
- **Expectation Setting**
- **Mediation**



# Monthly Check-in Surveys

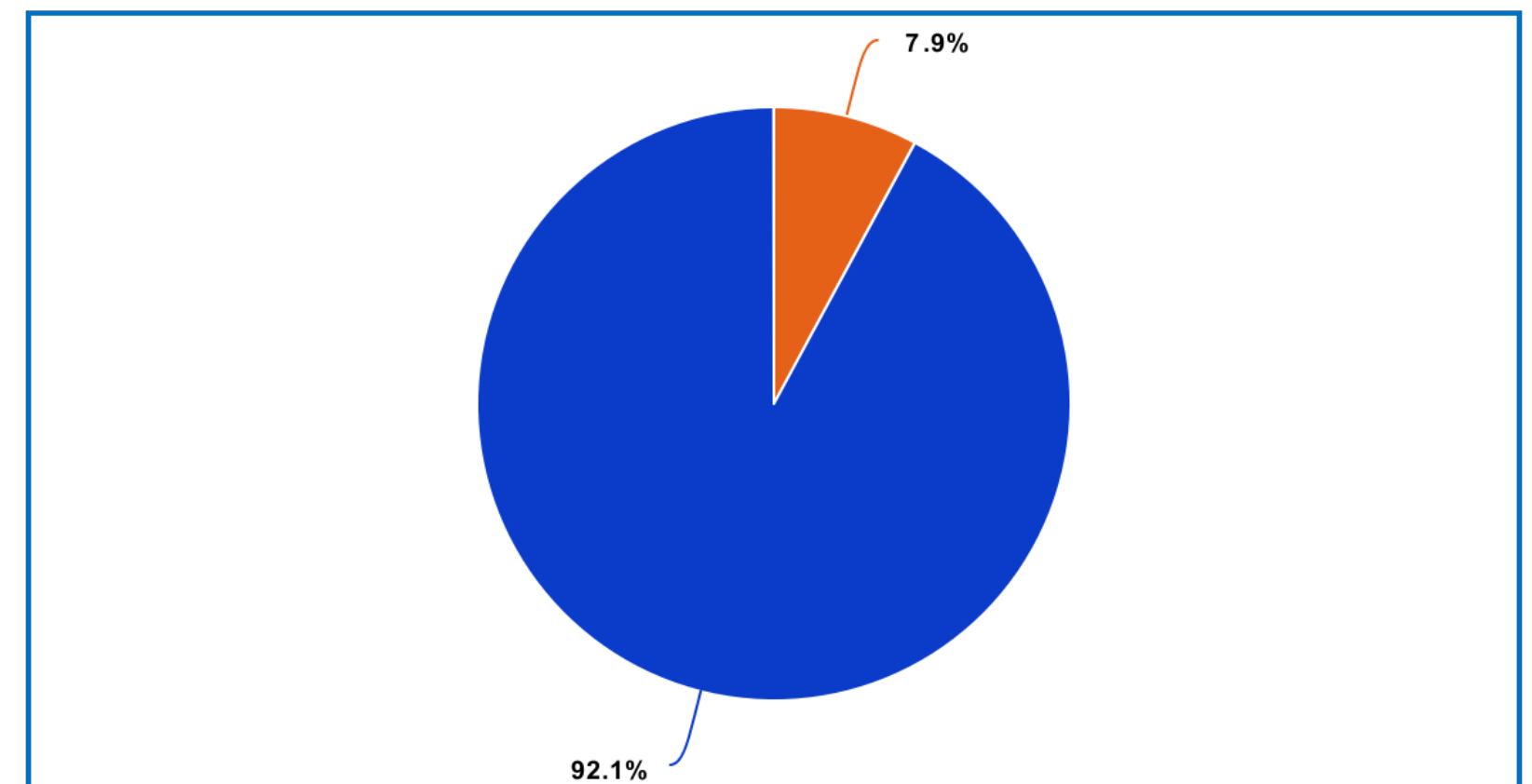
Program Satisfaction - Summer 2023



Does not Meet Expectations Meets Expectations Exceeds Expectations

American Experience - Summer 2023

meta-chart.com



No Yes

- Required by State Department to be completed each month on program
- Provides sponsor with a snapshot of how the program is going
- Things we look out for
  - non-compliant housing
  - Low Hours
  - Job offers not being met
- Any participant that selects “Dissatisfaction” is sent an automatic email asking for them to call us to discuss further

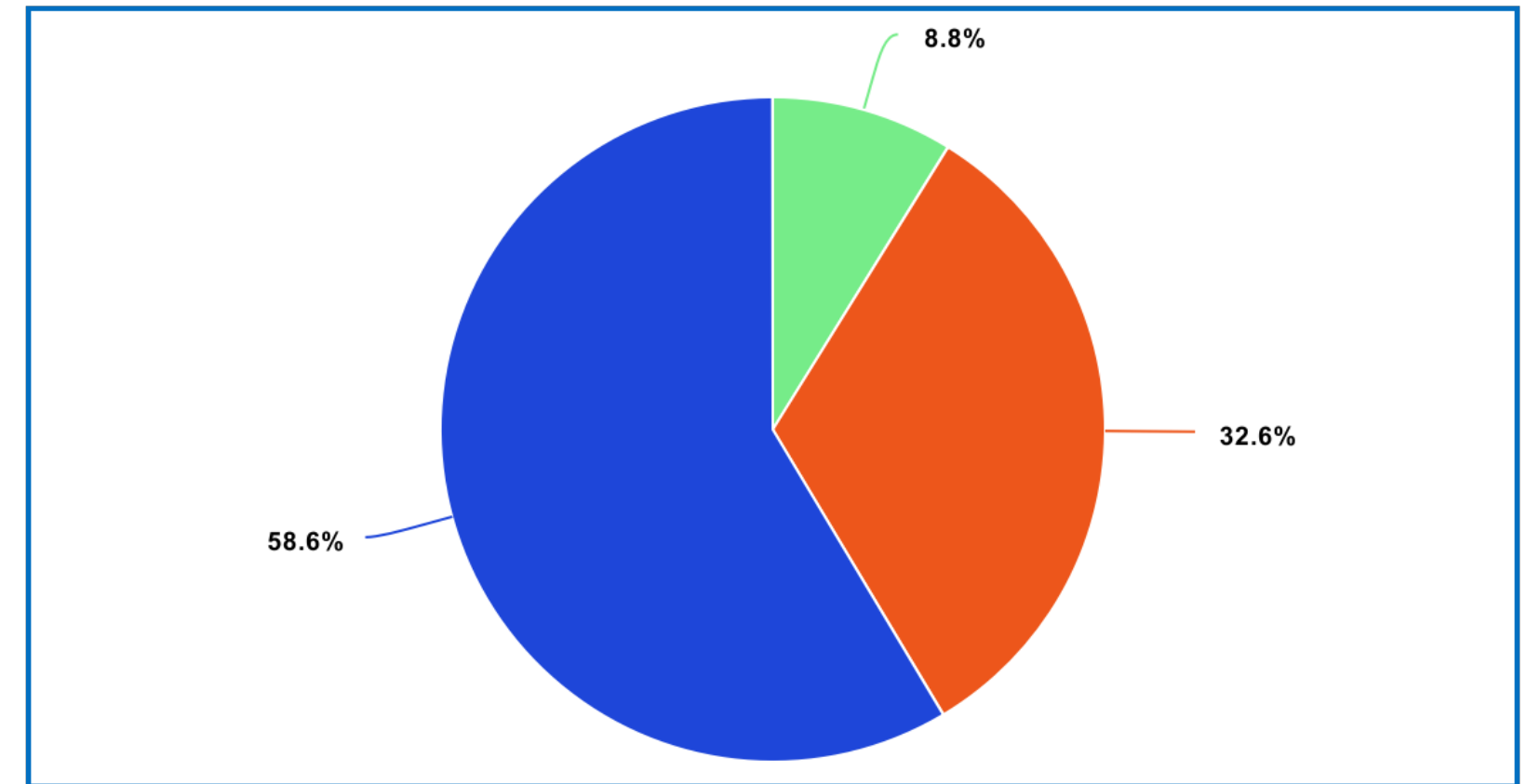
# Common Feedback

## Top General Complaints:

- Expectations not being met
- SSN concerns – starting work late, missing hours
- Not being treated the same as domestic staff
- Not feeling cared for or respected
- Not making enough money
- Things we have no control over –
  - Personal Experience
  - Interpersonal issues
  - Theft
  - Accidents, etc.

## Top Housing Complaints:

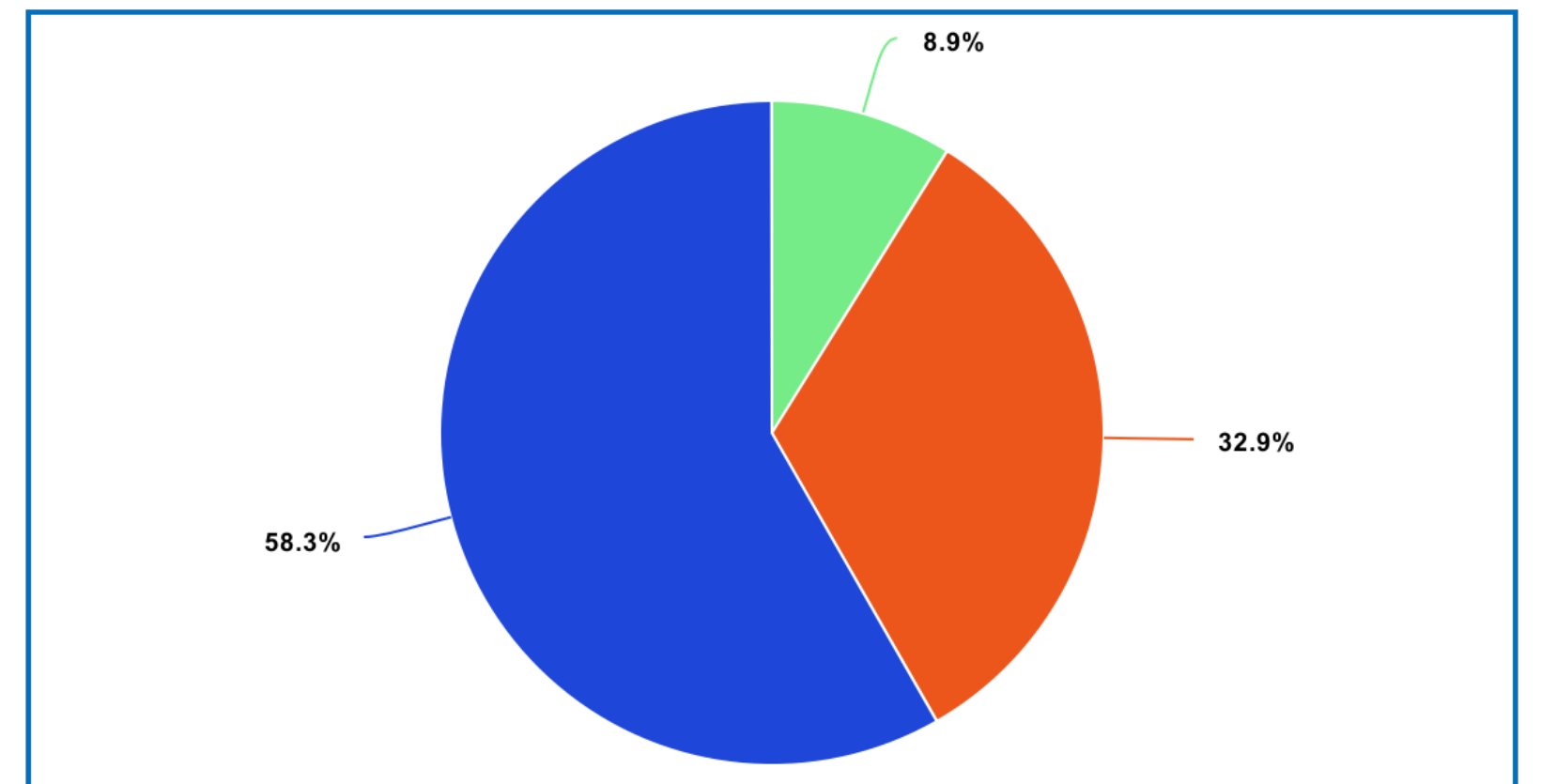
- Cleanliness
- Too far from work
- Too expensive
- Overcrowding
- Unkind housing team



■ Dissatisfied ■ Neutral ■ Satisfied

Housing Satisfaction - Summer 2023

meta-chart.com



■ Does not Meet Expectations ■ Meets Expectations ■ Exceeds Expectations

# What can you do?

- Engage with participants in season
- Train domestic staff on the program and its importance – get buy in prior to participants arriving
- Consistency between domestic staff & BridgeUSA staff
- Get buy-in for the program in the community
- Embrace the BridgeUSA participants and their differences
- Prepare ahead of time
- Hire additional BridgeUSA support staff in season

# THE VALUE OF WORD OF MOUTH

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ONE OF THE MOST  
POWERFUL FORMS OF  
ADVERTISING

CREDIBILITY

LONG TERM VALUE →  
YOUR COMPANY'S  
REPUTATION





## COVID Impact on Positive WOM

- WOM under uncertainty - when uncertainty is high, students tend to search for more credible messages from official sources instead of private ones to avoid risk
- New challenges for students (travel bans, Embassy closures, quarantine, COVID restrictions at workplace) had affected their overall experience which led to negative WOM
- Rebuilding takes time and effort



# What can we do to get positive WOM?

- Let's make the "work" part fun and memorable
- Interact with your students to understand their needs and wants
- Ask for feedback and take actions, show them that you care
- Troubleshoot problems quickly
- Train your staff accordingly
- Social media
- Do something beyond the usual





# What you do makes a difference



PLEASE  
SHARE



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