

2019 ACE/AIEA INTERNATIONALIZATION COLLABORATIVE

Preparing for Tomorrow's Student

Saturday, January 19, 2019
San Francisco, CA



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[IES Abroad](https://www.iesabroad.org/student-diversity-access) (see <https://www.iesabroad.org/student-diversity-access>)

Gretchen Cook-Anderson is the award-winning Director of Diversity Recruiting & Advising at IES Abroad. She is a marketing and PR professional with 13 years of experience in international education marketing and 25 years' in the marketing field. Her efforts over nearly 8 years have led to 78% growth in enrollment diversity in IES Abroad programs. Gretchen manages the Initiative to Diversify Education Abroad (IDEA), which is marking its 10th anniversary in 2018-19 through a series of special [#WorldOfDifference](https://www.iesabroad.org/world-of-difference) <<https://www.iesabroad.org/world-of-difference>> activities to celebrate the impact global education has had on the lives and careers of IES Abroad alums of various diverse identities.

Gretchen's work garnered the nationwide Excellence in Diversity & Inclusion in International Education Award (The EDIIE Award) in 2014 and 2016, and an IES Abroad Achievement Award in 2018. She holds a B.A. in political science from Spelman College and M.A. in international economics/Japanese Studies from Johns Hopkins University SAIS.