



Annual Report

2023

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As we reflect on the remarkable journey of 2023, it is my pleasure to share insights and celebratory milestones in this annual report.

This year, Campus B has not only grown in numbers but also deepened its impact on the lives it touches – students, faculty members, and partner organizations alike. While this report meticulously details our achievements and growth through quantitative measures, it's imperative to remember that each figure represents a vibrant story of learning, discovery, and personal growth. **Our mission to transform lives through global learning has never been more alive.** In these pages, you'll find stories and testimonials that bring to life the profound impact of our programs. Our commitment to growth is unwavering, driven by the pursuit of expanding our reach and deepening our impact on global education.

Amidst our accomplishments, a pivotal question guided our journey this year: **What defines the Campus B way?** In a world brimming with global learning opportunities, what sets us apart? I believe our distinctiveness lies in three fundamental pillars:

Flexibility: Our agility as a compact organization intimately connected with our region allows us to tailor our offerings to meet the unique needs of partner universities. This approach ensures that our programs are not only relevant but also responsive to the evolving demands of global education.

Inclusion: At the heart of Campus B is the belief that global learning should be accessible to all. By integrating local students into our programs, we bridge worlds, bringing international perspectives to students who may not have the opportunity to study abroad. This inclusivity enriches the experience for visiting students as well, fostering genuine cultural exchange and mutual understanding.

Project-Based Learning: Our commitment to real-world learning is manifested through projects that serve as catalysts for change. By partnering with organizations to address tangible challenges, our students become agents of transformation, applying their knowledge to initiate real impact.

As we continue to pave the "Campus B Way," our focus remains on delivering quality programs that not only educate but inspire. Our vision extends beyond traditional boundaries, championing the Global South as a pivotal hub for study abroad experiences. Looking ahead to 2024, we are filled with anticipation and excitement for the opportunities that lie before us. Together, we will continue to break new ground, challenge the status quo, and enrich the tapestry of global education.

Thank you for being a part of this incredible journey. Here's to a future replete with learning, growth, and boundless possibilities.



DANIEL AMGARTEN *Co-founder and Director, Campus b*

An aerial photograph of a coastal city, likely Sydney, Australia, showing a dense urban area with numerous high-rise buildings, a large harbor, and a green sports field. The image is used as a background for the text.

ABOUT US:

Our mission is to develop international education programs that are inclusive and meaningful to society.

For this reason, we specialize in experiential learning programs, which encourage learners to connect with the environment and people outside their usual surroundings. This connection catalyzes rich and impactful forms of learning often inaccessible in traditional classroom settings.

Company at a glance

- Year founded: 2010
- Number of programs to date: 277
- Number of employees: 16
- Number of students impacted: 4958
- Number of universities served: 92



"The Campus B team was fantastic—they were our eyes and ears on the ground in Brazil and experts in providing educational services for our group. From logistics, to clear communication, quality presenters, and flexibility, they helped make the USC experience both valuable and memorable."

Ken Rubin

University of Southern California

Global Executive Doctor of Education 2023 Program





Our 2023 Impact

The year 2023 marked a significant milestone for Campus B, as it not only represented a return to pre-pandemic levels of operations but also ushered in a new wave of innovation and strategy.



In 2019, prior to the onset of the pandemic, we operated 32 programs in three different countries, all of which were conducted in-person. Now we have surpassed these numbers while also expanding our portfolio.

We closed out 2023 with 41 programs operated across nine countries—28 on-site, 6 hybrid and 7 virtual.

Beyond having recuperated the growth rate that was interrupted by the pandemic, this disruption allowed us to innovate the way we reach students through these new delivery models. **Through our hybrid programs, we have been able to offer more in-depth, meaningful applied projects.**



The combination of virtual and in-person content has allowed us to enrich and optimize the learning that students experience with us. In addition, through our entirely virtual programs, we have been able to open up avenues for a broader contingent of students and universities, making international education more accessible to a wider audience.

The challenges of the past years have not only tested our resilience but also unveiled numerous opportunities for growth. **New countries, new programs, and a diverse range of students and universities have emerged on our radar.** This influx of possibilities has led to a reevaluation of our strategic priorities and the path of growth. The roadmap ahead is paved with opportunities, and with a newfound vision, we are poised to continue our commitment to excellence, innovation, and inclusivity in education.

PROGRAM HIGHLIGHT:

"Brazilian Language & Culture", in partnership with Rice University

From May to June 2023, we welcomed a group of nine students from **Rice University** to study the Portuguese language and Brazilian culture at the Federal Fluminense University (UFF) in Niterói, Rio de Janeiro.

Get a glimpse into what students' journey was like and how it impacted them in this video!



#INTERNATIONALEUCATION #CAMPUSB

"Brazilian Language & Culture" - an international education experience w/ Rice University & Campus b



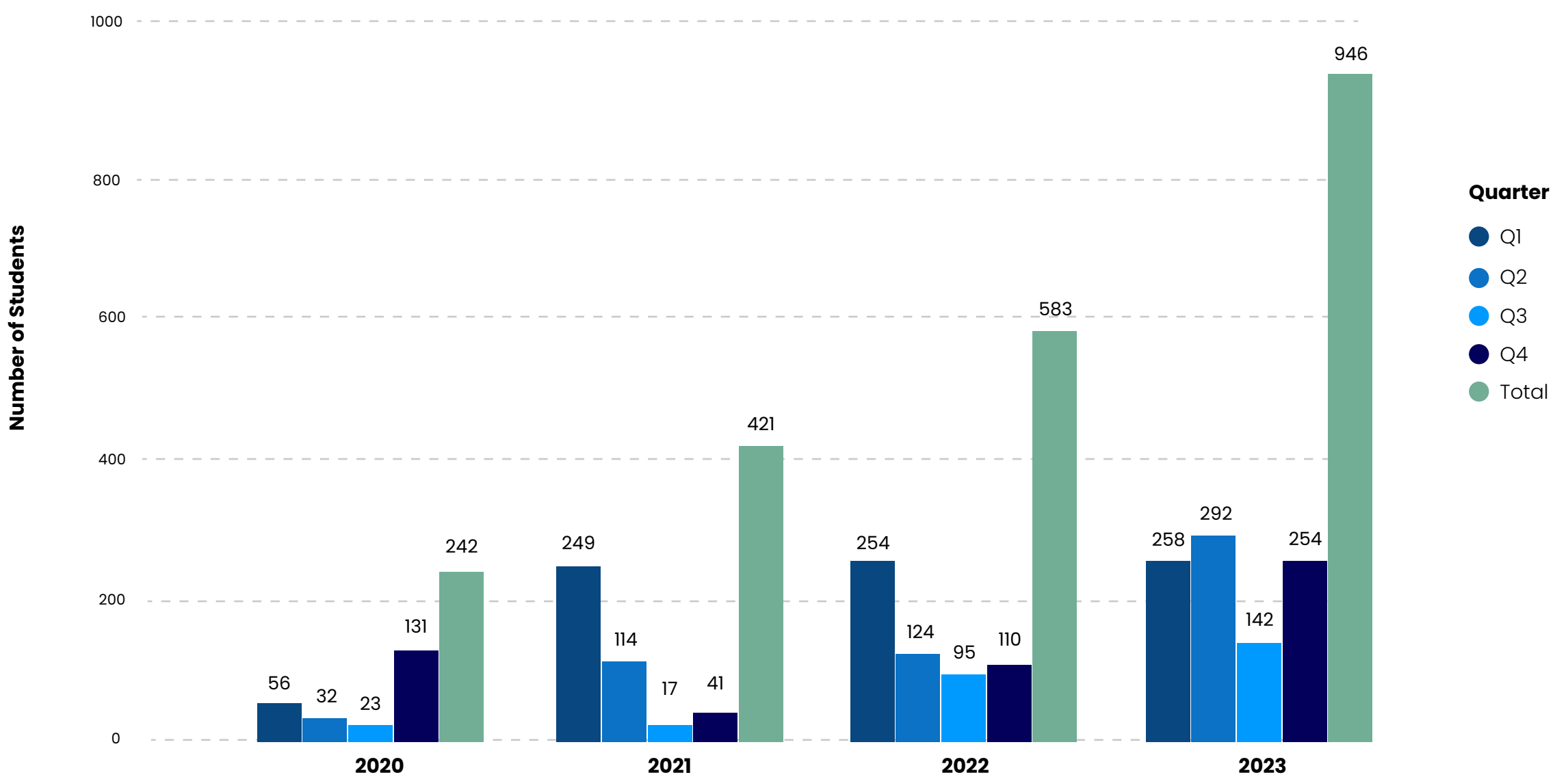


➤ Our Programs:

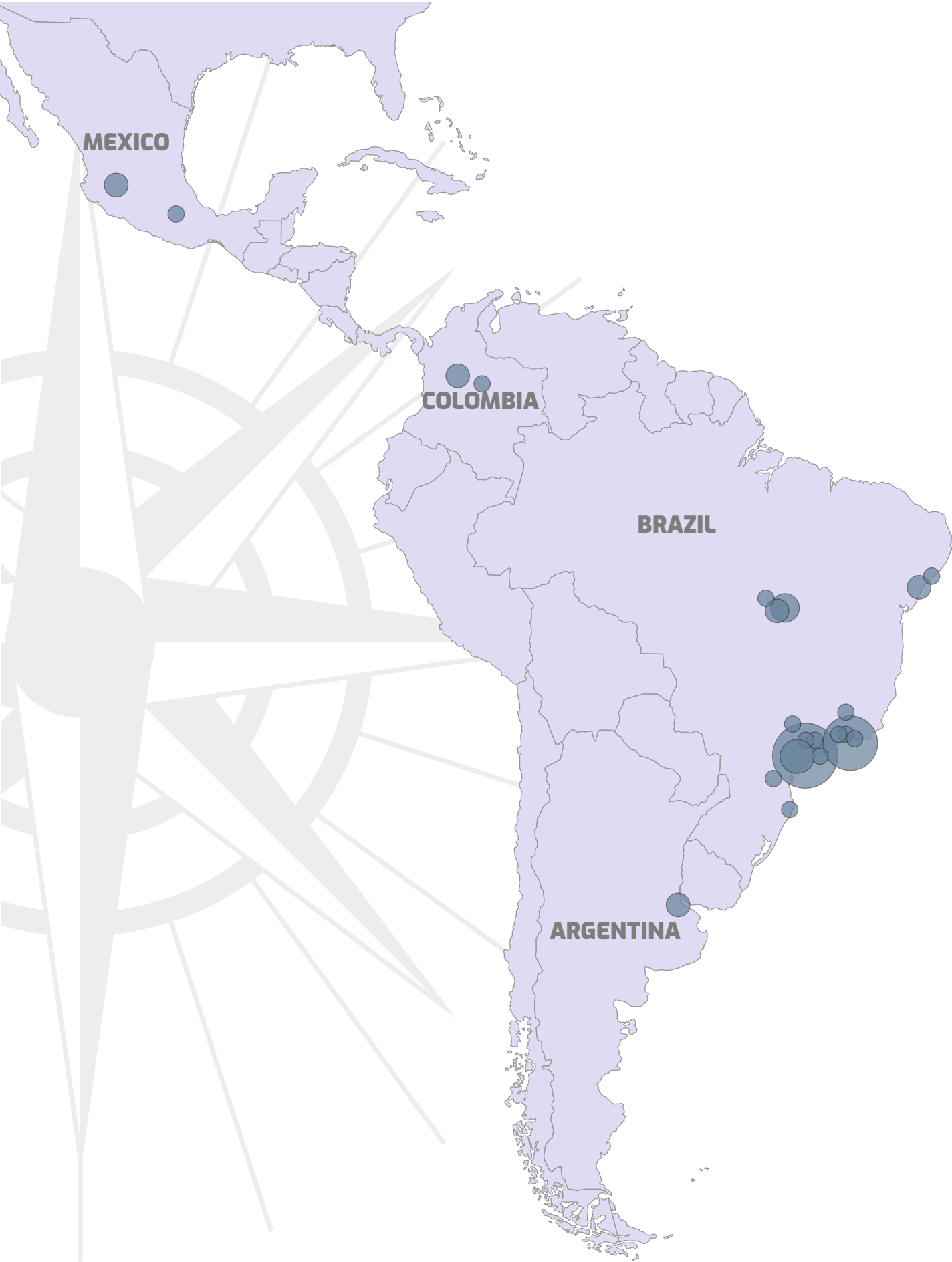
In 2023, we operated a total of 41 programs across nine different countries.

In addition to short-term programs throughout Latin America, we also organized learning journeys in North America and Europe for Latin American universities and companies.

Due to the growth in our program offerings and reach, we were able to reach a record number of participants in 2023: **946 students from around the world partaking in our learning journeys.**



We were able to impact **31 different institutions**—universities and companies—through our educational experiences.



Our Projects:

Experiential learning lies at the heart of our work. By engaging students in real-world projects with local organizations and companies, we offer them the opportunity to put their classroom learning into practice and develop practical skills.

Over the course of 2023, we coordinated **20 different projects** with organizations across **four different countries.**

Of these 20 projects, 55% were impact projects—those which seek to have a positive social, economic, or environmental impact on the local community.





➤ Our Local Students:

We recognize that international education cannot be a one-way street. In order to provide a more holistic and immersive view into the local culture and context, we often bring local students into our programs.

In 2023, we welcomed 561 local students from all over the world to participate in our programs alongside our program participants.

“This program not only promoted academic excellence **but also fostered a spirit of collaboration among participants from diverse backgrounds.** It reinforced the importance of global perspectives and innovative problem-solving.”

Isabella Fernandes

Inspere Institute of Education and Research (Brazil)

Brazil MBA Consultancy 2023 Program



These local students that joined our programs represented 114 different universities.

QUALITY INDICATORS:

Beyond the breadth and reach of our work, we are committed to ensuring that our programs are inclusive, transformational, accessible, and enriching.

We track a series of different quantitative and qualitative indicators to guarantee that we are staying true to this commitment.



When asked to evaluate the support that campus b provides throughout our experiences, students rated us **9.4 out of 10.**

“I had an absolutely amazing experience during my global immersion in Brazil led by Campus B! It was a perfect mix of learning about business practices and engaging in cultural activities and team work. I am confident I will be able to apply much of what I learned in my future career!”

Amira Fleyshmakher

Indiana University

Brazil MBA Consultancy 2023 Program



Over 90 percent of our students reported that our programs **met or exceeded their expectations.**

WHAT DO UNIVERSITIES SAY?



“Here's what you get when you work with Campus B”,

a testimonial from Emmeline Watson, Assistant Professor of Practice, University of Nebraska–Lincoln



1. OVERALL ASSESSMENT

“As the faculty leading the study abroad program in Brazil, I am delighted to share the profound impact **this experience has had on our students**. Our journey to this captivating country has not only broadened their horizons but also empowered them to embrace new cultures, expand their academic knowledge, and cultivate personal growth.

2. ACADEMIC COMPONENTS

Throughout their academic journey, **our students had the privilege of attending a prestigious university in Brazil, renowned for its commitment to excellence and global engagement**. The passionate professors not only shared their expertise but also encouraged our students to **think critically, challenge assumptions, and embrace intercultural perspectives**.

3. CULTURAL SERVICE

Beyond the academic realm, our students were immersed in the rich tapestry of Brazilian culture. They marveled at the electrifying energy of Rio de Janeiro and explored the awe-inspiring wonders of the Amazon rainforest. These experiences allowed our students to **develop a profound appreciation for the cultural diversity and social resilience of Brazil.**

4. LOCAL STUDENTS

A significant aspect of our study abroad program was the opportunity for our students to interact with students from the Universidade Federal do Ceara in Fortaleza. This experience facilitated cultural exchange, language acquisition, and personal connections that enhanced their overall immersion in the Brazilian way of life.

5. GLOBAL SKILLS

The impact of this study abroad program extended far beyond the boundaries of Brazil. **Our students returned home with a newfound sense of confidence, resilience, and a broader global perspective.** They gained valuable skills in adaptability, intercultural communication, and problem-solving, which will undoubtedly benefit them in their future endeavors.

I must express my deep appreciation for Campus B's dedicated team that supported our study abroad program in Brazil. Their commitment to ensuring a safe, enriching, and transformative experience for our students was unwavering. From meticulous program planning to on-the-ground support, their expertise and dedication were instrumental in making this journey a resounding success. To any faculty or students considering a study abroad program in Brazil, I **wholeheartedly endorse this life-changing experience."**



Emmeline Watson

Assistant Professor of Practice, University of Nebraska–Lincoln



What do project hosts say?

“Being a partner of Campus B has been a great victory for us at Toca. Being connected with an organization that practices sustainability in all of its initiatives through education is a source of pride and a sure sign of learning for our team. Campus B brings together countries, students, communities, cultures, and transformation agents that lead the ship towards a more regenerative future. Through our partnership, we have been able to connect college students from the US with Brazilians from quilombos, and the rich exchange between them proved that there exists a universal language when the topic of conversation is guaranteeing **a more sustainable future.**”



Rafael Brasileiro

Managing Director, **Toca**

“We are so happy to have been chosen by Campus B as a reference of an impact business and model to be shared with three US universities that went through a learning journey organized by them. The exchange of experiences was key to inspiring the new [undergraduate] entrepreneurs to seek to generate social impact with their businesses and for the [MBA] students with a more experienced background to find new ways of designing their solutions, which then positively impacts their work in the job market.”



Carolina Muccida

New Business Manager, **MOL Impacto**

OUR WORK IN ACTION: ACADEMIC LEARNING JOURNEYS

Connecting the world to Latin America:

Gies Scholars Entrepreneurship Program

We are driven by questions of how to maximize the impact of student learning and **growth while abroad**. Given that most students are unable to spend extended periods of time in other countries, we constantly aim to optimize the time they have in country in order to catalyze learning that goes beyond the limits of the program itself. This impetus set the foundation for the design of our 2023 edition of the **Gies Scholars International Immersion**, conducted in partnership with **the University of Illinois Urbana-Champaign**.



The program focused on the impact of global social and economic differences on entrepreneurship and the ways in which entrepreneurship can be used to shape and address social and economic problems. **It was delivered in a hybrid format, with 14 weeks of online coursework throughout the semester followed by a 10-day in-person experience across three different cities in Brazil.**

In addition to academic and cultural content and activities, **UIUC students had the chance to work with local Brazilian students** on applied projects centered around the theme of social entrepreneurship.

After working together on these projects virtually all semester, **students had the chance to come together, meet one another, and deliver their final presentations.**



Over the course of the semester:

- *47 UIUC students collaborated with 20 Brazilian students from 7 different universities;*
- *Students presented 8 different business models for social impact businesses that could be launched in Brazil;*
- *Students engaged in 5 different visits and activities with local social entrepreneurs on the ground in Brazil.*

This program highlights the tools that we have as international educators to maximize the contact that students have with local cultures and communities—both in depth and breadth. By offering content virtually prior to the in-person component of the trip, we were able to provide a wider range of content about the cultural context of Brazil and its social entrepreneurship scene.

This, in conjunction with the integral involvement of local students throughout the entire experience, in turn produced **a deeper level of immersion that is quite rare for short-term experiences.**

To learn more about how students experienced this immersion, check out our blog here!

OUR WORK IN ACTION: ACADEMIC LEARNING JOURNEYS

Connecting Brazil to the world:

Global Leadership Program, in partnership with YDUQS

As an international education provider, our vision is to serve as a reference for making international education accessible to all. The innovations that we made to our program offerings have allowed us to reach a wider array of students around the world, reducing the barriers that limit access to international education experiences. **No program exemplifies this better than our 2023 Global Leadership Online Course, conducted in partnership with the Brazilian university system YDUQS.**

This course, conducted in Spanish and English, brought together Brazilian students from YDUQS's network, including universities such as Universidade Estácio de Sá and Wyden, and Latin American students from universities across the region, such as the Universidad Cooperativa de Colombia and Universidad Siglo 21 (Argentina).

Over the course of the two editions of the course, we had the opportunity to:



Cover four major themes related to global leadership;



Reach over 270 Brazilian students;



Reach over 220 Latin American and global students;



Engage these students in 12 different applied projects related to global leadership.

This course in particular highlighted how this formula—local and international students learning and working together in a virtual format—can benefit students academically, professionally, and personally. As we enter into 2024, we are excited to continue expanding this type of programming in order to widen the reach of virtual international programming.

For more information on the program itself and the impact on student participants, check out our blog here!



LOOKING AHEAD:

2024–2027 Strategic Plan

At the end of 2023, Campus B unveiled a three-year strategic plan to determine the key priorities that will guide its growth and development from 2024 to 2027.

The years prior to the pandemic marked a period of considerable growth for Campus B, as we grew into new markets and reached more and more university partners. **When the pandemic came along and disrupted our market, we entered into survival mode.** Through these unexpected developments, we acquired new skills, experimented with new programs, and came out stronger on the other side.

Now that we have officially surpassed our pre-pandemic levels of operations, **we are ready to use this knowledge that we have acquired in recent years to build the company in an intentional and sustainable manner**—thus allowing us to expand international education to a wider audience.

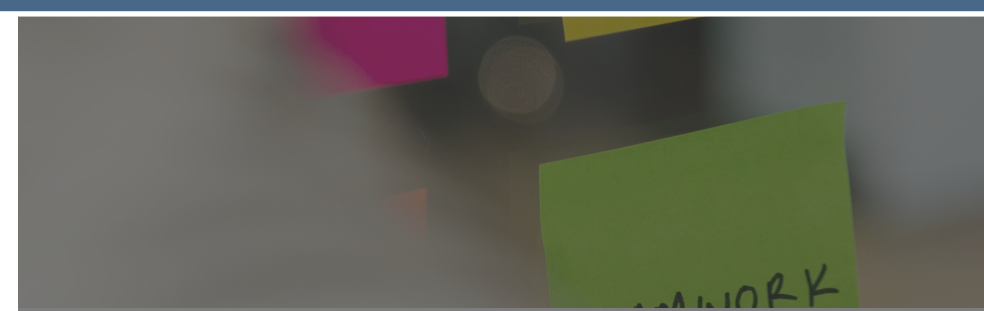
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“Going to Brazil was one of my life's most transformative, grounding and beautiful experiences. I don't have the words to express how much this experience has changed my life for the better. Campus B enabled us to foster meaningful connections with each other (and) the communities we visited.”

Ruby Macomber

University of Auckland

Indigenous History and Rights in Brazil 2023 Program





Our strategic plan is centered around three main pillars:

1. CUSTOMER & REVENUE GROWTH

We have defined a series of goals that aim to increase the volume of programs we operate on a yearly basis in a sustainable and intentional manner. In increasing our work volume, we are able to reach more students, offer more impactful experiences, and elevate Latin America in the global study abroad scene.

2. INSTITUTIONALIZATION OF THE CAMPUS B STANDARD

We have identified a series of elements that define our gold standard—elements that exemplify our values in our programs. By identifying these components, we have a clear roadmap of how to continue elevating the inclusivity, applicability, and accessibility of our programs.

3. REVENUE DIVERSIFICATION

We have established a series of benchmarks to develop a more robust and shock-proof business model. Among other lessons, the pandemic taught us that having a diverse portfolio of service offerings is key to making a business resistant to external risks.



With these key priorities defined, we now embark on the implementation of this plan, using an OKR-based approach.

We are confident that this plan will bring us one step closer to achieving our vision: **to serve as a reference around the world for making international education accessible to all.**





THANKS FOR READING OUR

Annual Report 2023

“Spending a week in Brazil reminded me of what it is like to truly live.

It wasn't the extravagant excursions we went to but rather the innocuous moments like eating dinner with live music playing in the background. It was those small moments of walking and exploring the night life (...) Those are the things I'll remember for years to come.

Those are the special moments that can't be replicated.”

Jason Mei

University of Illinois Chicago

Education, Globalization & the Child 2023 Program



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