

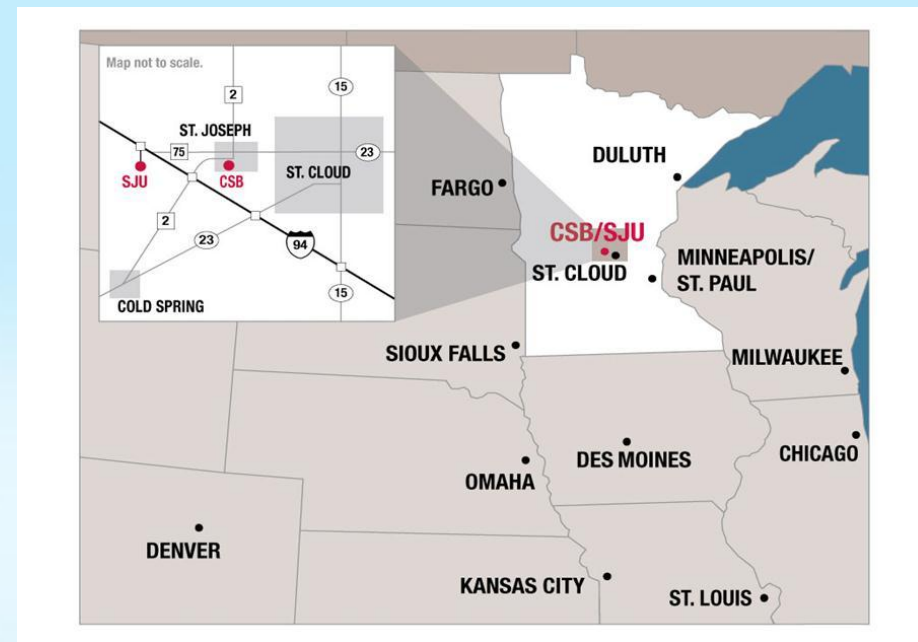
# **International Enrollment Management: It's Not Just the Recruiting**

**Alex Schleper & Paul Hofmann**

**College Board Midwest Regional Forum  
February 14, 2012**

# Session Presenters

- Alex Schleper has been the Director of the International Student Program Office at the College of Saint Benedict and Saint John's University in central Minnesota since the summer of 2009.



# Session Presenters

- Paul Hofmann has been the Director of the Center for International Programs at Bowling Green State University since the summer of 2006. Paul works on both the international student services and education abroad sides.



# Objectives of this Session

- Understand **major trends** impacting student mobility to U.S. and international universities, particularly within the Midwest Region
- Flesh out **perspectives, insights, strategies, and skills** that will help your institution reach and attract more matched/ best-fit students from outside the U.S.
- Build **awareness** about topics impacting international recruitment and retention efforts

# Audience Profile Questions

- If you are from a college/university--Private School? Public School?
- Size of School?
  - Small (up to 5,000 students)
  - Medium (5,000 to 10,000)
  - Large (10,000+)
- Number of International Students?
  - 0-100
  - 101-300
  - 301-1000
  - 1000+

# Audience Profile Questions

- If you do not work with international students, what is your role?
  - Domestic Recruitment and Admissions?
  - Guidance/College Counselor?
  - Other?
  
- If your role is to work with international students, is your main responsibility in:
  - Recruitment and Admissions?
  - International Student Advisor?
  - Some of both?

# International Enrollment Management

International Enrollment Management should be ...

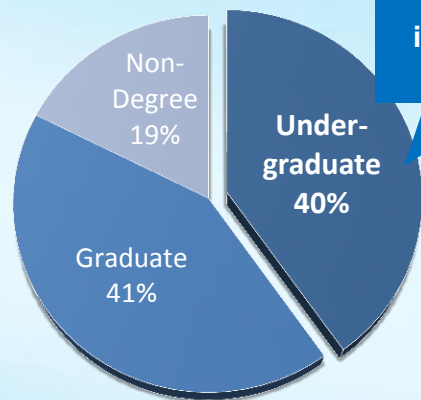
- Data Driven
- Strategic and Intentional
- Integrated into a larger Enrollment Management Plan
- Supported by Resources, Services, and Effective Programming
- Evolving and Iterative
- Supported at the Highest Levels of the Institution



# Enrollment of International Students at U.S. Universities is at an All-Time High

- International student mobility continues to be high despite economic challenges.
- In academic year 2010-2011, more than 723,000 students from other countries were enrolled at U.S. universities.
- **The number of Chinese students enrolled in U.S. undergraduate programs grew 43% last year.**
- **South Korea, Vietnam, and Saudi Arabia also experienced impressive gains.**

Top 10 Places of Origin of International Undergraduate Students Studying in the U.S. (2011)



Breakdown of International Students Coming to US

>291,000, a 6% increase over 09 driven by Asia



Undergraduate Students Coming to U.S.

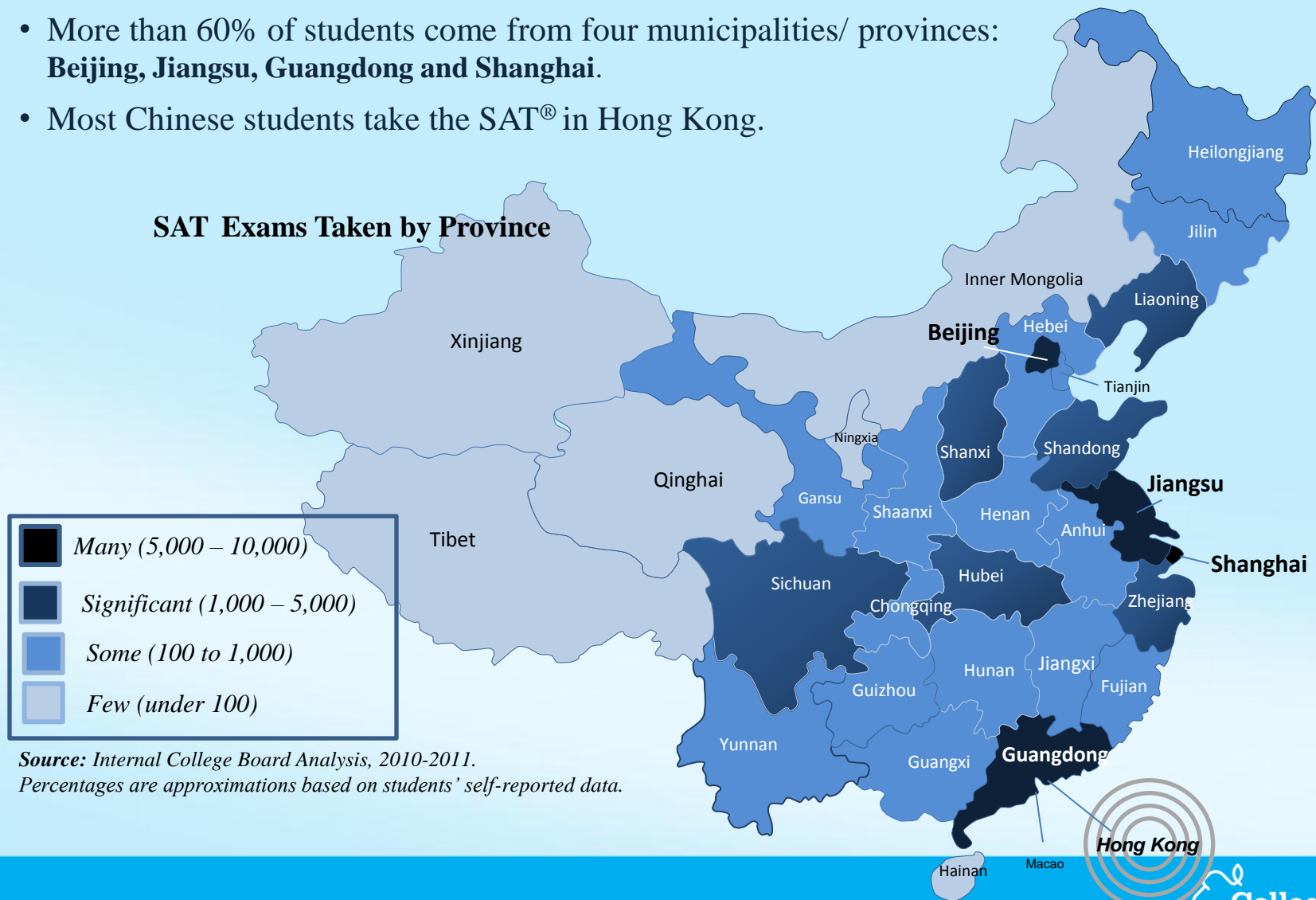
1	CHINA	57,000
2	SOUTH KOREA	38,000
3	INDIA	14,000
4	CANADA	13,000
5	VIETNAM	11,000
6	SAUDI ARABIA	11,000
7	JAPAN	11,000
8	MEXICO	8,000
9	NEPAL	7,000
10	TAIWAN	7,000



# Chinese SAT® Takers Come from Every Province

- More than 60% of students come from four municipalities/ provinces: **Beijing, Jiangsu, Guangdong and Shanghai.**
- Most Chinese students take the SAT® in Hong Kong.

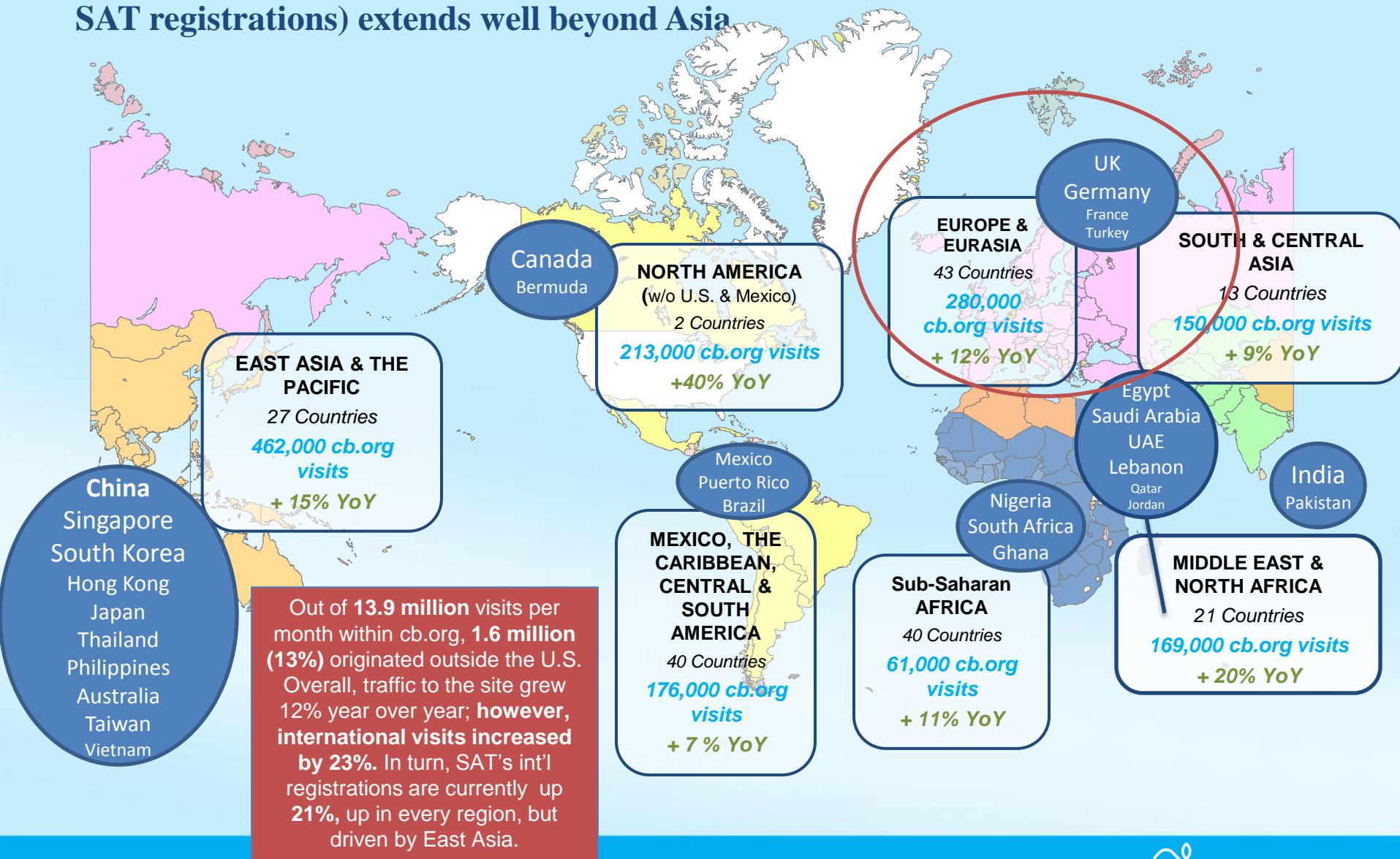
**SAT Exams Taken by Province**



**Source:** Internal College Board Analysis, 2010-2011.

Percentages are approximations based on students' self-reported data.

However, the aspiration to go to the U.S. (evidenced by college searches online and SAT registrations) extends well beyond Asia



# Topic 1: Why Recruit International Students? And Why Now Among Universities within Midwest Region?

- Adds diversity
- A source of revenue
- Capacity in China and India can't keep pace with demand
- Midwest is an ideal educational destination
  - World-class universities
  - Language environment

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

## The New York Times Asia Pacific

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

AFRICA AMERICAS ASIA PACIFIC EUROPE MIDDLE EAST

### Squeezed Out in India, Students Turn to U.S.

By NIDA NAJAR  
Published: October 13, 2011

**The New York Times Education**

NEW DELHI — Moulshri Mohan, a top private high school graduate, received a \$15,000 scholarship from Smiley College, made any ambitious to Wesleyan, Barnard and

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION


POLITICS EDUCATION BAY AREA CHICAGO TEXAS

**LINK**  
Painting Network

Find the experts you need to create an environment y

FIND A PROFESSIONAL

Enlarge T




Graham Crouch for The New York Times

Moulshri Mohan, a top New Delhi student, enrolled at Dartmouth scholarship after elite Indian colleges rejected her.

### India Ink

Notes on the world's large democracy.

### The China Boom



Fred R. Conrad/The New York Times

AMERICANIZED Li Wanrong, a Drew University freshman from southern China, says her New Yorker roommate is helping her adjust to Western ways.

By DAN LEVIN  
Published: November 5, 2010

IN her ballroom dance class, Li Wanrong has learned to tango and cha-cha. At lunch one day, she tried a strange mix of flavors — pepperoni pizza, the spicy sausage and oozing cheese nearly burning

f RECOMMEND  
t TWITTER  
e SIGN UP TO E

## Topic 2:

# What are the Major Trends Impacting our Work to Attract International Students to Midwest Region?

- Competition within the US and worldwide
- Changing immigration regulations (SEVIS II)
- Technology (reaching students when, where, and how they want to be reached)
- Preoccupation with rankings



SAT





## **Topic 3:**

# **What Strategies & Resources Can Universities Within Midwest Region Use to Enhance International Recruitment?**

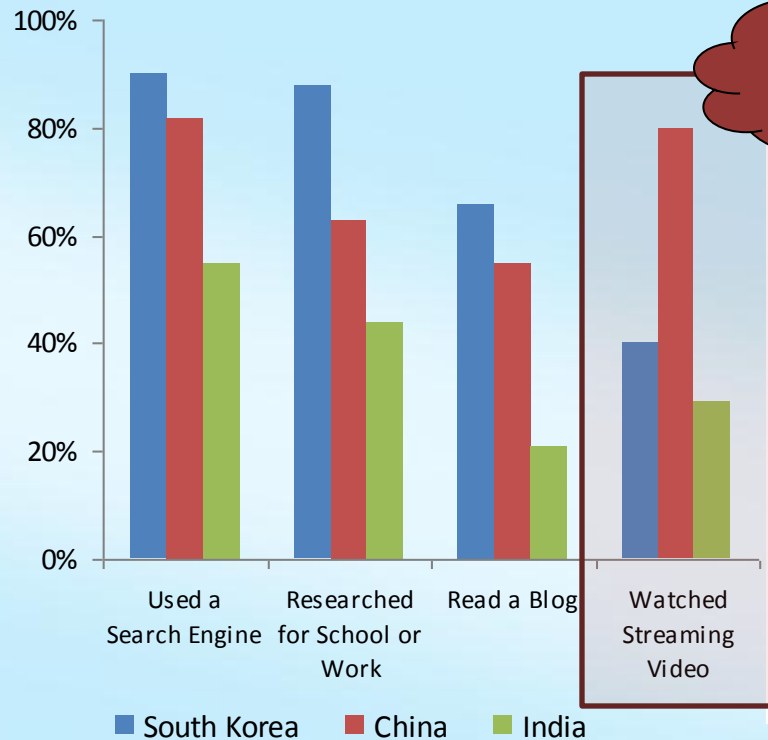
- Increase international recruitment activities (fairs, agencies, etc.)
- Build base of satisfied international alumni
- Utilize alumni overseas
- Commission-based recruitment - ? ? ?
- Innovative partnerships that create pipelines of students
- Incorporate technology into the recruitment plan
- Streamline the international admissions process

# Where they go: Different platforms rule in different countries

	India	South Korea	China	Japan
Top Search Engines	  	 		 
Top Social Media Sites	  	 	   	 
Top Video Site			  	  
		Local social networking & video sites dominate	Local search engines and SM networks dominate space	Not very social; Mobile dominates

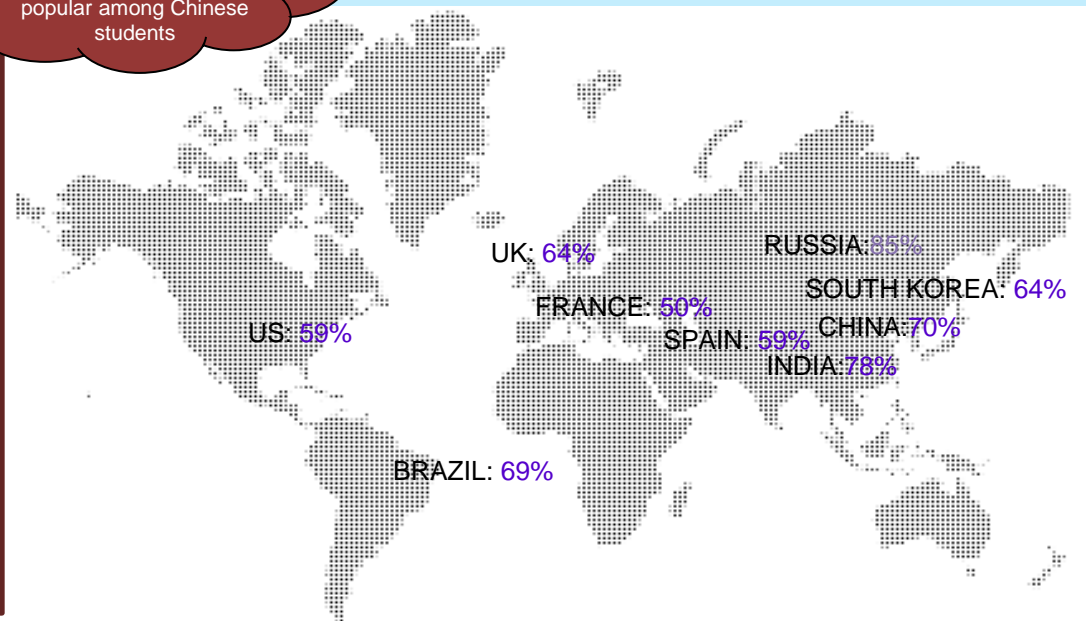
# While the web is where the international youth are, a digital strategy will need to be more than just a website...

% of teenagers with online access that have engaged in following activities- 2010<sup>(1)</sup>



Note that video streaming – which is more difficult to be censored – is extremely popular among Chinese students

% Of Internet Users in Select Countries with a Social Network Profile - 2009 <sup>(2)</sup>





## **Topic 4:**

### **Where is the Future of International Recruiting Going? Where Are Opportunities to Find, Attract & Retain Beyond East & South Asia?**

- Constantly evolving landscape (forward thinking strategies)
  - Social Realities
  - Political Realities
  - Economic Realities
- Sponsored students (Embassies, Ministries of Education, Companies)
- Innovative International Partnerships
- Efficient delivery of international student services

# **International Enrollment Management Supported by Appropriate Services**

- International Student Orientation and support adjustment
- Semester-long orientation class
- Cultural, Social and Functional Programming
- International Student Immigration Advising (SEVIS)
- Campus consultant/collaborator/connector with varying departments in support of international students
- Day to Day Advising/ “Counseling”/ Problem-Solving
- English as a Second Language support

# International Student Orientation

- Work closely with International Admissions and Academic Advising in planning
- ISPO staff will meet them as they arrive to campus
- 3 day orientation before students attend general orientation



# Orientation Class

- Each session is topic-specific
  - Cultural Adjustment Cycle
  - F-1 Visa Regulations and Responsibilities
  - Safety, Behavioral Expectations, Healthy Living
  - U.S. College Classroom Experience/Study Skills/Expectations/Plagiarism
  - Writing and Math Lab Info
  - CSB/SJU Common Curriculum/Registration
  - U.S. and Campus Athletic Programs, Resources and Traditions
  - Personal Finance, Credit Card and Bank Account Management
  - Minnesota Winter Preparedness and Health Resources
  - Benedictine Traditions and Values

# Cultural Programming

- Mentor Program
- International Friendship Program
- Festival of Cultures
- Support other campus events such as Chinese Moon Festival, Asian New Year Celebration, MN-China Business Conference





# Social (“Fun”) Programming

- Trips to Metropolitan Areas / Sites
- Movie Trips
- Inter-Campus Transportation
- Sporting Events
- “Taste of ...” Events
- And more...



# Functional Programming

- Trips to local Social Security Office and Department of Motor Vehicles
- Optional Practical Training (OPT) and Curricular Practical Training (CPT) Info Sessions and Individual Application Consultations
- Income Tax Workshops
- Career Fairs Transportation



# Day-to-Day Individual Student Support

- Problem Solving
- “Counseling” / Advising
- Crisis Intervention
- Travel Consultation
- Student Advocate
- etc.

# ISPO Information System

- ISPO Student Information Database
- Manage Events
- Manage Orientation Class
- Electronic Student File System
- Student Photos
- Name Pronunciation Info
- Office Visit and Issue Tracker
- Meeting Notes
- Reports Capability

The screenshot displays the ISPO Student Information Database interface for Saint John's University. The header includes the university's name and a navigation menu with links: Home, A-Z Index, Tools, Directory, Make a Gift, Admission, About CSB & SJU, Student Life, Academics, News, Events & Sports, and Arts & Culture. The main title is "The International Student Program Office Management System".

A sidebar on the left contains a search bar and a list of menu items: Student Information, Documents, Visits, Events, Employment Authorization, Emergency Contacts, Medical Information, Mentor Notes, Reports, Manage Events, and Manage Classes.

The main content area shows a student profile for Hanna, Nibras Aziz. It includes a photo, a "Change Picture" button, and a "Notes" section. The profile is organized into several sections:

- General:** Name (Hanna, Nibras Aziz), Preferred Name (Nibras), Pronunciation (Change), Phonetics, ID Number (900182186), Gender (M), Date of Birth (1/28/1985), Age (26), Citizenship (US - United States), Country (I2 - Iraq).
- Academic:** Class Year (SR), Major (CSCI), Minor (MGMT), Minor 2 (MGMT), Currently Enrolled? (True), Transferred? (No), Graduated? (No), Enrollment Date (Fall 2007), Graduation Date (Spring 2011), Credits taken this semester (16).
- Contact:** Phone Number (320-290-3052), Phone Number 2 (320-290-3052), Email Address (nahanna@csbju.edu), Email Address 2 (nibras85@yahoo.com), Home Address (31175 Portside Dr, Apt: 10110, Novato, CA 94947), Campus Address (SJU, FLACID 108), Campus Box (1702).
- Visa:** Visa Type (dropdown), Visa Exp. (4/3/2015), Passport Exp. (dropdown).
- Other:** Status (U.S. Permanent Resident), Mentor Name (Hanna, Nibras Aziz), International (Yes).
- Friends:** (empty list).

At the bottom of the profile, there are buttons for "Delete Student" and "Submit Changes". The footer contains contact information for Saint John's University and CollegeBoard, along with a copyright notice for 2011.

# Questions ?

