

INTERNATIONAL STUDENT RECRUITMENT RETENTION

Best practices in strategies for the recruitment and retention of international students at U.S. higher education institutions



Housekeeping

*Audio problems – please email <u>cshort@hanoverresearch.com</u> or call (202) 559-0034.

*Recorded version of this presentation will be made available next week. All registrants will be emailed a copy (and additional materials) as well.

*Please take a few moments to complete the survey that will be sent following the webinar. Average completion time is under 3 minutes!



Q+A Discussion

Please email questions to: <u>cshort@hanoverresearch.com</u> with your questions.

We will try to get to as many of these as we can at the conclusion of the presentation.

Outline

Part I

International Student Recruitment

Part II

International Student Retention

Part III Question and Answer/Discussion



STATS AND TRENDS ADDED VALUE OF INTERNATIONAL STUDENTS

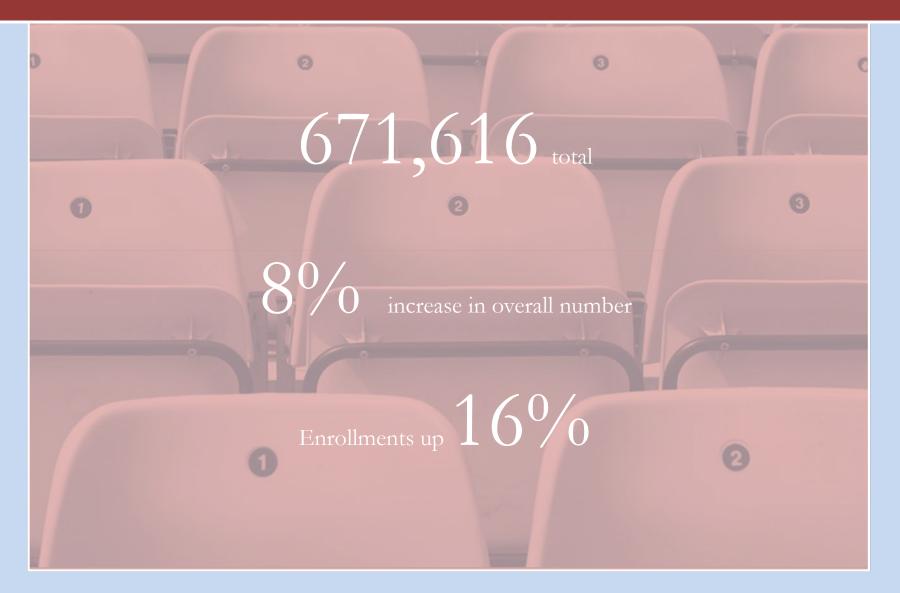


+17.6B United States, 2008-2009 +13.6B United Kingdom +11.7B Australia +6.5B Canada +2.1 B New Zealand

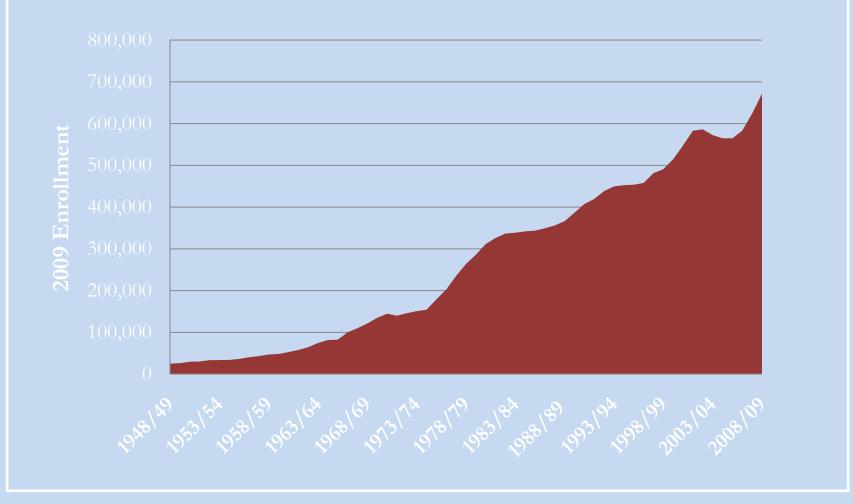
Keeping a Global Edge

Sources: Department of Commerce, Indian University

US ENROLLMENT TRENDS (2008-2009)



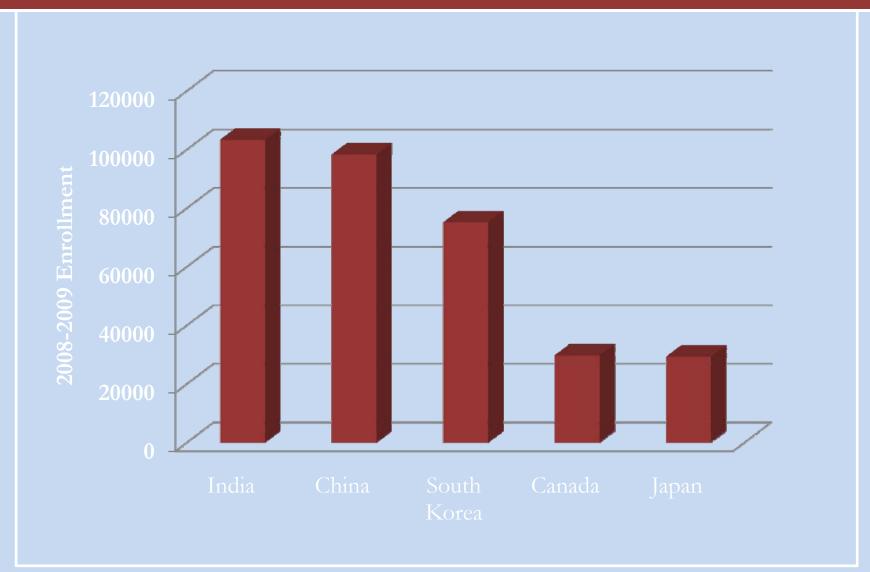
INTERNATIONAL STUDENT ENROLLMENT SHIFTS



Who are Today's International Learners?

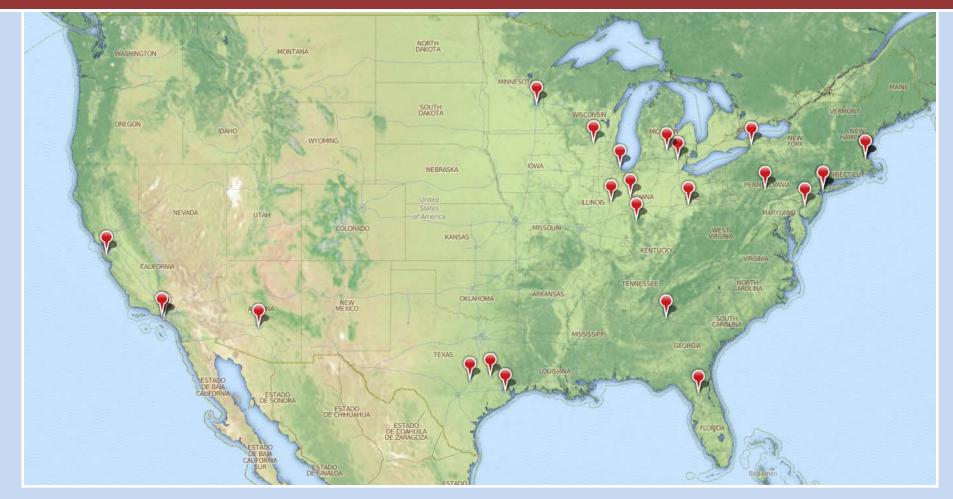


TOP 5 PLACES OF ORIGIN



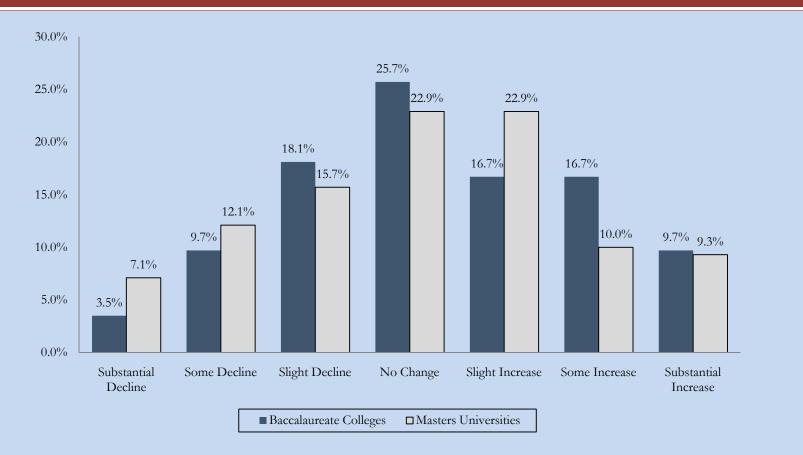
TOP DESTINATIONS:

UNIVERSITIES

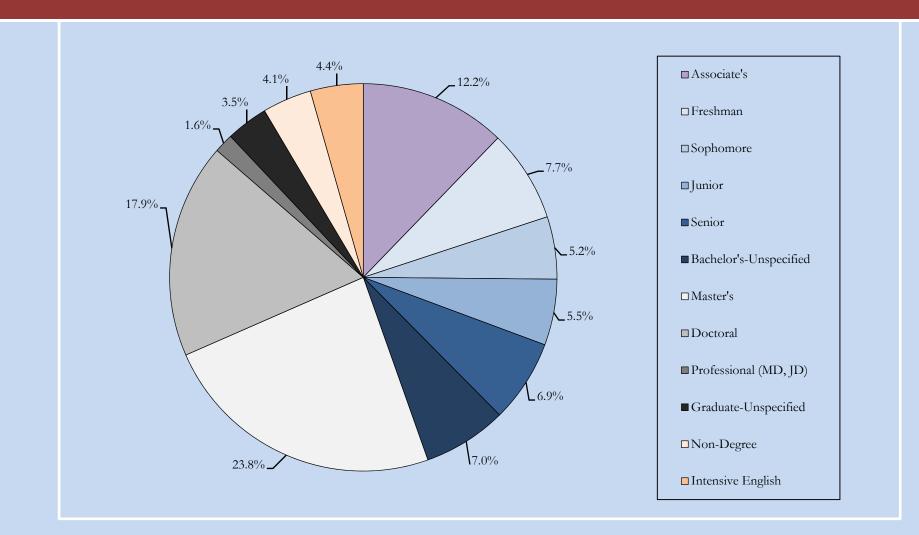


CARNEGIE CLASSIFICATION:

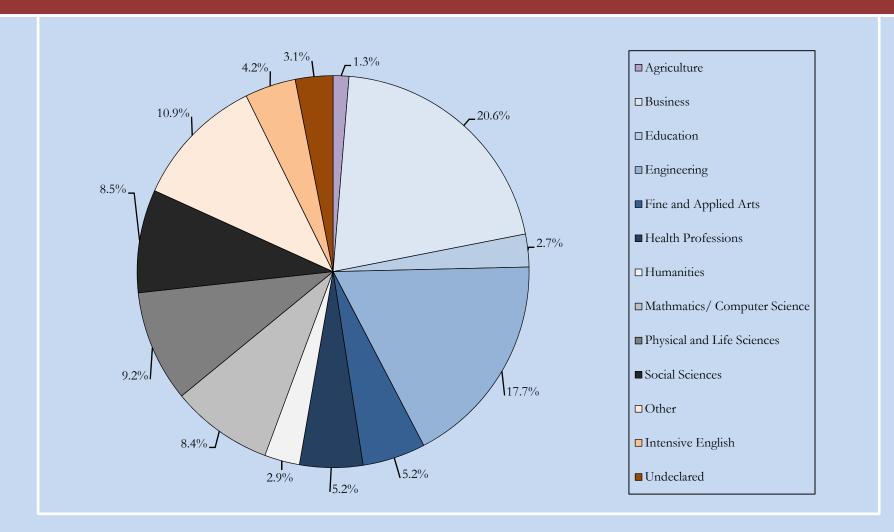
PERCENTAGE OF BACCALAUREATE AND MASTER'S LEVEL INSTITUTIONS REPORTING INCREASES AND DECREASES IN NEW INTERNATIONAL ENROLLMENTS, AY 2007-08 TO AY 2008-09



BREAKDOWN OF INTERNATIONAL STUDENTS BY DEGREE TYPE, AY 2008-09



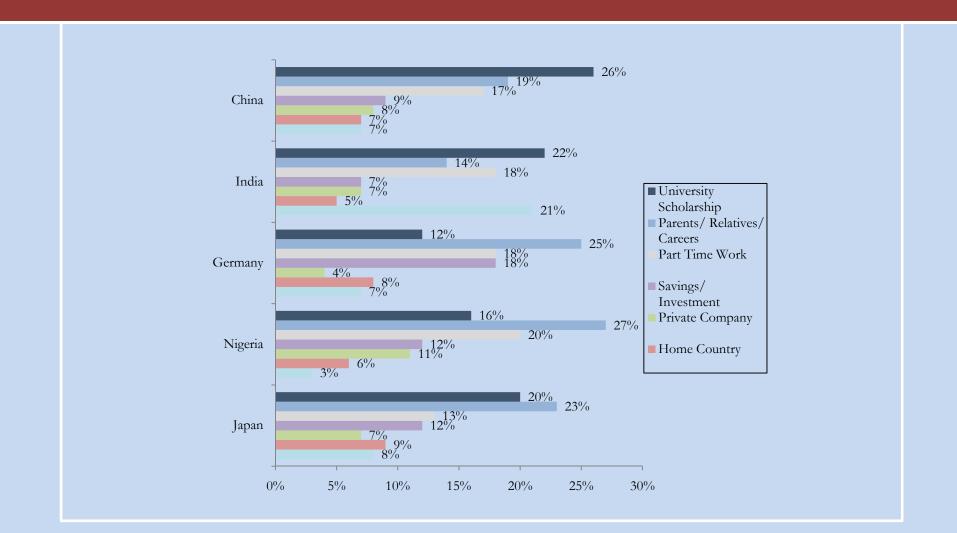
WHERE TO FOCUS ACADEMICALLY



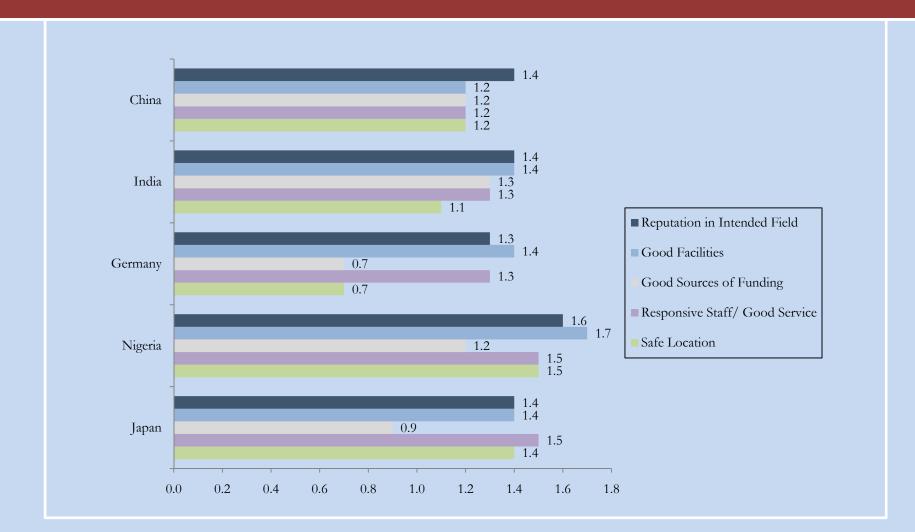
WHERE TO FOCUS GEOGRAPHICALLY

Rank	Country	%	Rank	Country	%
1	India	15.4%	14	Thailand	1.3%
2	China	14.6%	15	United Kingdom	1.3%
3	South Korea	11.2%	16	Hong Kong	1.2%
4	Canada	4.4%	17	Indonesia	1.1%
5	Japan	4.4%	18	France	1.1%
6	Taiwan	4.2%	19	Colombia	1.0%
7	Mexico	2.2%	20	Nigeria	0.9%
8	Turkey	2.0%	21	Malaysia	0.9%
9	Vietnam	1.9%	22	Kenya	0.9%
10	Saudi Arabia	1.9%	23	Pakistan	0.8%
11	Nepal	1.7%	24	Russia	0.7%
12	Germany	1.4%	25	Venezuela	0.7%
13	Brazil	1.3%			

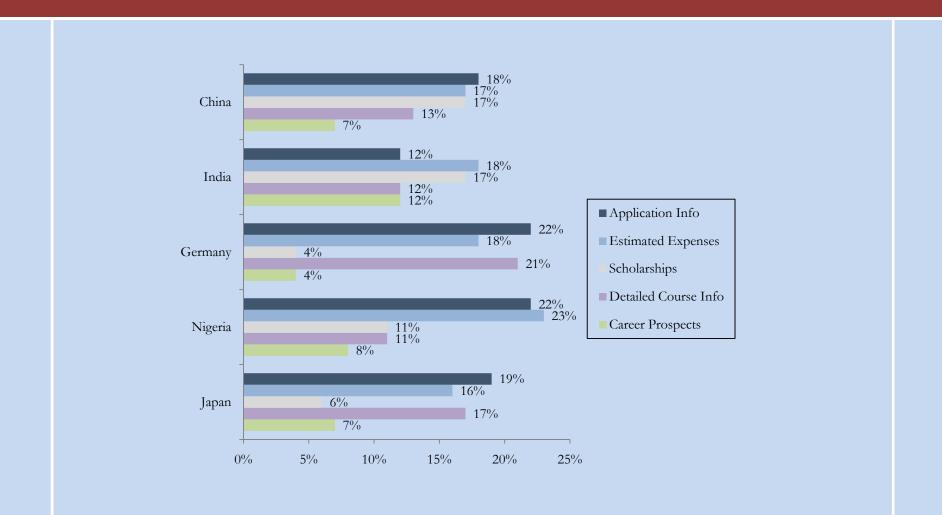
MOST COMMON SOURCES OF FUNDING



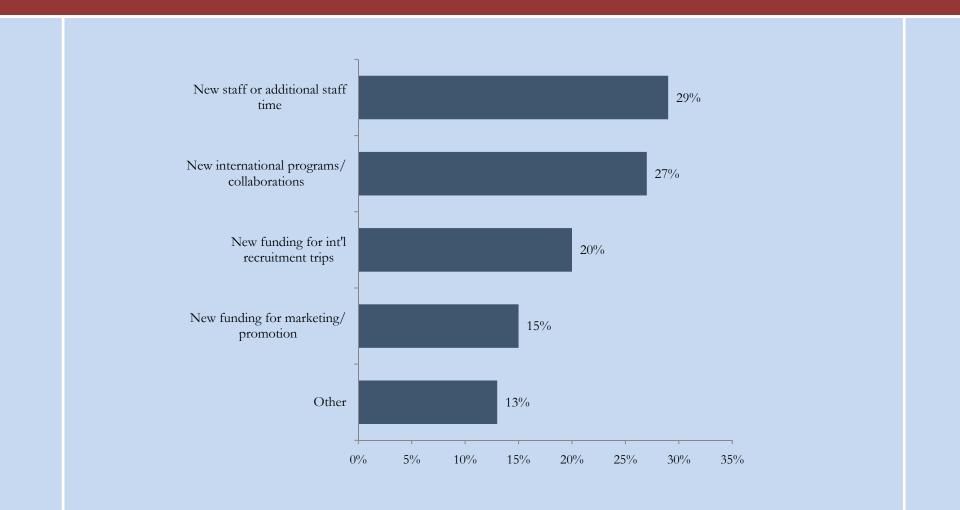
MOST HIGHLY VALUED INSTITUTIONAL CHARACTERISTICS



MOST COMMON INFORMATION SOUGHT FROM INSTITUTIONS



FAVORED RECRUITING STRATEGIES



FAVORED RECRUITING STRATEGIES

- •Networking Unofficial Channels
- •Online Recruiting
- •Articulation Agreements and Academic Partnerships

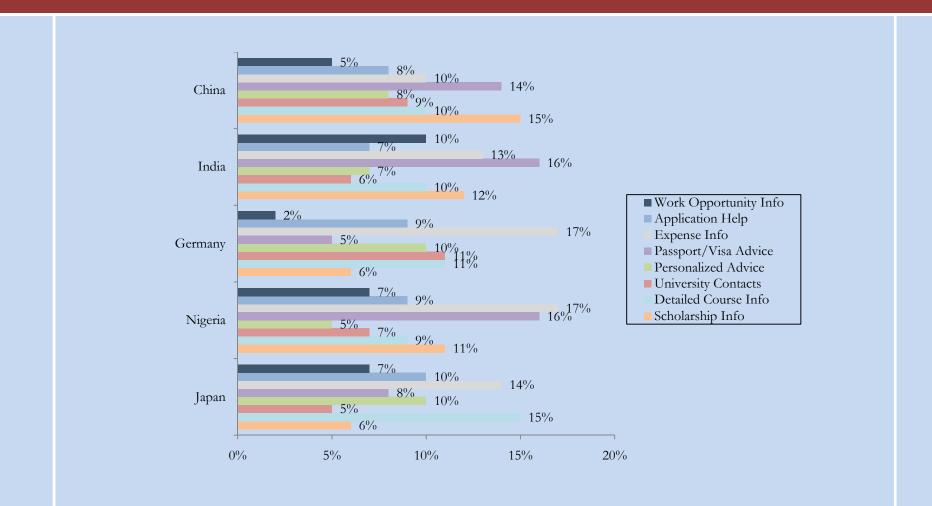
•Partnerships with Private For-Profit Education Firms

•International Recruiting Agents

ONLINE RECRUITING: SUGGESTIONS FOR LINKS AND RESOURCES

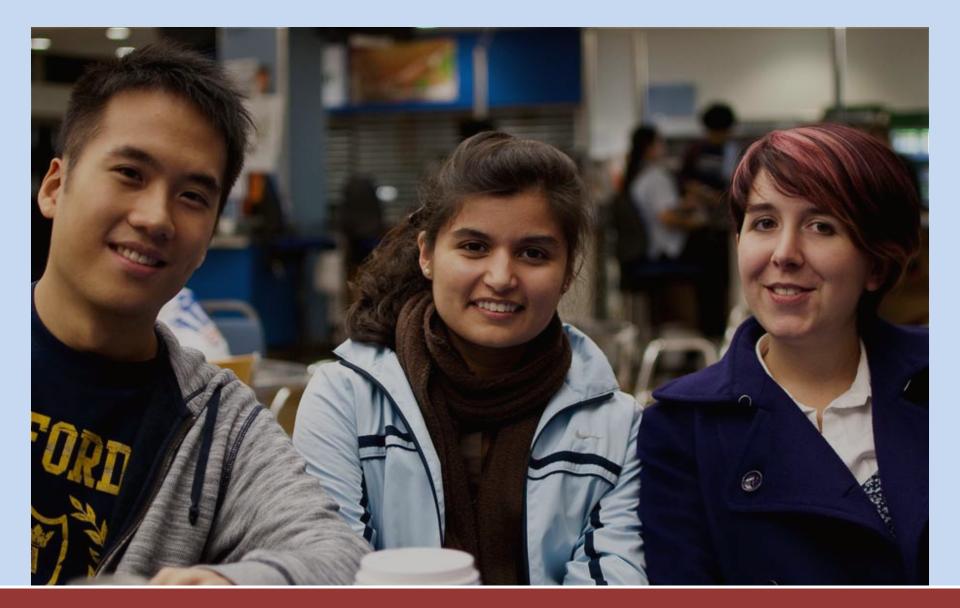
- •A description of the institution including a cost breakdown and housing information
- •Proportion of international students at the university and class profiles
- •Quotes and profiles of current international students
- •Accreditation details for the institution
- •Course catalog with course descriptions and the number of credit hours necessary to be enrolled full-time
- •Contact information for international student offices and administrators
- •International undergraduate and graduate admissions information including reporting methods, score requirements, deadlines, mailing addresses, letter of recommendation guidelines and application fee payment methods
- •Up-to-date information on student visas and how to receive an I-20. Any new SEVIS regulations are located at http://travel.state.gov
- •An FAQ and checklist section to facilitate the application process
- •Local information such as the campus size in hectares, average local temperatures in
- Celsius, distances in kilometers, local points of interest or nearby major metropolises
- •A downloadable application in a variety of formats
- •International student applications should not ask for social security numbers, GPAs, zip codes, use the terms fall and spring, include 800 phone numbers which are not toll free outside the U.S. or have automated responses, use college to refer to university-level programs, or require original copies of academic certificates and define certified

SERVICES MOST OFTEN PROVIDED BY EDUCATION AGENTS



FAVORED INTERNATIONAL STUDENT RECRUITMENT STRATEGIES

Rank	Strategy
1	Merit Scholarships
2	International Brochures
3	Interviews
4	Articulation Agreements
5	Express Mail of Acceptance Letters
6	Independent Travel (Fall)
7	Small Group/Tour Travel (Fall)
8	Information Sessions



RETENTION STRATEGIES



INTERNAL SUPPORTS AND CUSTOM PROGRAMS

INTERNAL SUPPORTS

Strategy: Develop materials and supports dedicated to International students, like an International Student Office

Strategy: Educate faculty and students about the internationalization process and make international-friendly campuses

Strategy: Provide ongoing English language support

CUSTOM PROGRAMS

Strategy: Bridge Programs Strategy: Mentoring Programs Strategy: Forums and Discussion Groups Strategy: Community Involvement Programs Strategy: On-going English Language Support Strategy: Keep Students up-to-date on Financial Opportunities

Strategy 2: BRIDGE PROGRAMS

Strategy 3: MENTORING PROGRAMS

Strategy 4: FORUMS AND DISCUSSION GROUPS

Strategy 5: COMMUNITY INVOLVEMENT PROGRAMS

Strategy 6: PROVIDE ONGOING ENGLISH LANGUAGE SUPPORT

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Strategy 7: KEEP INTERNATIONALS UP-TO-DATE ON FINANCING OPPORTUNITIES

Part III

Question & Answer Discussion

