New to International Admissions? Tips for Growth in the Field
Presenters

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Outline

I. How to Get Started

II. Identify and Develop Resources

III. Conferences and Committee Work

IV. Publishing, Research, and Travel Opportunities

V. Takeaways
How to Get Started
Conduct an Initial Evaluation

• **Begin by asking yourself these questions:**
  • What’s your institution’s position on the enrollment of international students?
  • Are there key academic programs or areas of study that will interest international students?
  • How can you contribute to the growth of international students at your institution in your given role?

• **Analyze your institution’s position in the market:**
  Conduct a SWOT analysis that takes into consideration the following factors:
  • Established strategic goals in terms of enrollment
  • Budgeting restraints
  • Data mining needs
  • Resources
U.S. International Admissions Market

• **Develop an understanding the U.S. international admissions market**
  • Institute of International Education (IIE) - Open Doors report
  • NAFSA
  • EducationUSA
  • SEVIS by the Numbers

• **These resources provide pertinent data about:**
  • Enrollment Numbers and Trends
  • Geographic Distribution
  • Country of Origin
  • Field of Study
Our Experience @ Marymount University

• Findings from the Initial Evaluation
  - Capacity to grow M.S. in Information Technology and M.S. in Cybersecurity programs
  - Enrollment data showed a trend of international students enrolling in IT related programming

• Marymount’s Position in the Market
  - With a location in the D.C. area, Marymount hasn’t always had to aggressively recruit international students
  - Adjust marketing and recruitment methods to meet this enrollment goal.
Identify & Develop Resources
Leverage Your Connections

• **On-campus:**
  - International Student Services
  - Enrollment Management (Undergraduate and Graduate)
  - Global Studies Program
  - Intensive English Language Programs
  - Faculty

• **In the Higher-Ed community:**
  - Sponsoring organizations and embassies
  - Local four-year institutions
  - ESL schools and/or programs
Developing Your #1 Resource – Your Students

- **Identify where the largest population of your international students come from:**
  - Is it a specific region or several different countries?

- **Learn about the pathway your currently enrolled students took to get to your institution:**
  - What led them to enroll at your institution?
  - Did they earn a bachelor's degree in the U.S.?
  - Were there any significant barriers they had to overcome to attend your institution?

- **Identify International Student Ambassadors:**
  - Be intentional about involving international students in any student ambassador programming
    - Social Media
    - Targeted marketing collateral
    - Webinars
Free Online Resources: Country-Specific

- Ministry Websites
- NUFFIC Country Modules
- IQAS Country Guides
Free Online Resources: Multi-Country

- World Higher Education Database (WHED)

- ENIC-NARIC Network
Print Resources: Country-Specific

- PIER / World Education Series
- ECE Publications
- Stand-alone’s (for purchase)
Print & Video Resources: Multi-Country

IERF Publications & Video Library

ENTER THE VAULT
Message Boards and Listervs

- NAFSA ACE / Admissions & Credential Evaluation Network (free)
- The Connection (free)
- inter-L yahoo (free)
- SECCUS-L (free)
EducationUSA

- US Government sponsored resource which is a great point of contact for exploring a new market.
- Education USA offices are all over the world and the counselors in each city are very knowledgeable.
- Often are able to connect you with schools and help you find other contacts.
Our Experience @ Marymount University

• Leveraging our Connections
  • Worked with partner language schools in the D.C. area
  • Supportive faculty and staff that understand our international student recruitment goals for their program(s)
  • Used our peer institutions as a resource for guidance and best practices

• Finding the right mix of resources
  • NAFSA and EducationUSA
  • SECUSS-L
  • Marymount students and alumni
Conferences & Committee Work
Professional Organizations

• **NAGAP**, The Association for Graduate Enrollment Management [www.nagap.org](http://www.nagap.org)

• **International ACAC**: International Association for College Admission Counseling [www.oacac.com](http://www.oacac.com)

• **NAFSA** – Association of International Educators [www.nafsa.org](http://www.nafsa.org)
Professional Organizations - Continued

• **AACRAO**: American Association of Collegiate Registrars & Admissions Officers  [www.aacrao.org](http://www.aacrao.org)

• **TAICEP**: The Association for International Credential Evaluation Professionals  [www.taicep.org](http://www.taicep.org)

• **AIRC**: American International Recruitment Council  [www.airc-education.org](http://www.airc-education.org)
Volunteering & Committee Work

• You get as much as you put in.
• While your office may support it, it cannot compromise your day job (= time outside office hours).
• As a newbie, may start at the state or regional level for larger organizations like NAFSA and AACRAO.
• Professional organizations eager for new blood.
NAFSA KC’s (Knowledge Communities)

- Education Abroad
- International Education Leadership
- International Enrollment Management (IEM)
- International Student and Scholar Services
- Teaching, Learning and Scholarship
NAFSA: IEM

• Admissions and Credential Evaluation (ACE)
• Intensive English Programs (IEP)
• Recruiting, Advising, Marketing and Admissions (RAMA)

• [http://www.nafsa.org/Connect_and_Network/Volunteer/Volunteer_Leadership/NAFSA_Leadership_Open_Positions/](http://www.nafsa.org/Connect_and_Network/Volunteer/Volunteer_Leadership/NAFSA_Leadership_Open_Positions/)

• ALSO State and Regional Teams
AACRAO

- Group 1: Admissions and Enrollment Management
- Group 2: International Education
- Group 3: Records and Academic Services
- Group 4: Leadership and Management Development
- Group 5: Access and Equity
- Group 6: Information Technology
AACRAO: Group 2 International Ed

• International Admissions Committee
• International Publication Advisory Committee
• International Recruitment and Marketing
• Study Abroad Committee

• http://www.aacrao.org/about/committees
• ALSO State and Regional Committees
NAGAP - Committees

- Conference Committee
- Communications and Marketing Committee
- Education Committee
- External Relations Partnership Committee
- International Relations Advisory Council
- Diversity, Equity & Inclusion Advisory Council
- Membership Committee
- Professional Development Committee
- Publications Committee
- Research Committee
- Leadership Cultivation & Elections Committee
Examples…

- BAGAP (Bay Area)
- CAPGAP (Chesapeake & Potomac Area)
- MAGAP (Midwestern Region)
- NEGAP (New England)
- BioGAP (Biomedical Research Programs)
- JGAP (Jesuit Universities)
• Conference Session Facilitator / Moderator
• Conference Session Recorder
• Session summary goes in summer issue of NAGAP Perspectives Newsmagazine
TAICEP

- Webinars, Newsletter, and Annual Conference
- Foundation Certificate Program (new)
  - Online Examination
  - Professional Development Activities (essay required)
  - Capstone Examination (with set of credentials)
- Committees
  - Standards
  - Professional Development & Training
  - Resources for Members
  - Membership Outreach
  - Conference Planning
  - Marketing & Communications
Networking

• Attending conferences and meeting peers
• Don’t be afraid to ask questions and compare notes
• Everyone is collegial
• Also, finding mentors and taking advantage of the opportunity
Publishing, Research & Travel Opportunities
It happens organically...

- facilitating / poster
- committee work
- newsletter article
- presenting
- co-presenting
- book chapter
- newsletter article
- newsletter article
- book (editor)
Research Opportunities:
Student Research Awards

- **NAGAP**
  - NAGAP Graduate Student Research Grant ($2500)
  - Research focus on graduate enrollment management

- **AIRC (American International Recruitment Council)**
  - Marjorie Peace Lenn Research Award ($500)
  - Research focus on international trade in education and international student mobility
Research Opportunities:
IERF Sepmeyer Research Grant

• Sponsors research that supports work in credentials evaluation, up to $1000
• Deadlines: February 15 and August 15, requiring research proposal and CV
• Can lead to papers, conference presentations, publications
• [http://www.ierf.org/for-institutions/research-grants/](http://www.ierf.org/for-institutions/research-grants/)
Research Opp: AACRAO IESC Fellow

- International Education Standards Council
- Oversees the AACRAO EDGE Database
- Fellows observe the Council & participate in related research projects
- 1-year term, up to 2 selected each term
- [https://form.jotform.us/71414714474152](https://form.jotform.us/71414714474152)
- Also the Gloria R. Nathanson Fund for Research in International Education ($1000 grants)
Travel Opportunities: Baden-Württemberg Seminar

- 1-week educational tour of state of Baden-Württemberg, in southwest of Germany
- 14 US admissions officers, registrars, study abroad coordinators from US
- In Fall of each year (October 20-27, 2018)
- Apply through AACRAO or NAFSA (June 15, 2018)
Travel Opp: Fulbright International Ed Administrators (IEA) Seminar

• 2-week program visiting schools and meeting with various government and educational officials

• France, Germany, India, Japan, Korea, Russia, & Taiwan

• Includes travel and accommodations

• Deadlines vary.

• [http://www.cies.org/program/fulbright-international-education-administrators-seminars](http://www.cies.org/program/fulbright-international-education-administrators-seminars)
Takeaways

• Conduct a SWOT analysis of your current institution

• Leverage: Students → Connections → Resources

• Networking through volunteering and committee work

• Getting involved