International Student Recruitment on a Budget

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Jessica Horowitz
Associate Dean, Loyola University Chicago

Christopher Medalis
Advisor for Institutional Relations, Institute of International Education

Sanjiv Sarin
Dean, Graduate School North Carolina Agricultural & Technical State University

Margaret Wenger
Senior Director of Evaluation, Educational Credential Evaluators
Outline

- Background data on international students (Open Doors)
- Low Cost Recruiting Strategies
  - General strategies
  - Focused strategy: Working with EducationUSA
  - Focused strategy: Transcript evaluation
- Break
- Group exercises 1a, 1b
- Group exercise 2
Background data on international students (Open Doors)
International students in 2014-15

- 974,926 total (+10%)
- 69,523 associate’s (-0.1%)
- 329,301 bachelor’s (+9.4%)
- 208,355 master’s (+14.9%)
- 118,104 doctoral (+2.9%)
- 93,587 non-degree (+17.8%)
- 120,287 OPT (+13.5%)

In 2014/15 international students increased 10% over the prior year, the highest rate of growth since 1978/79.

* Open Doors 2015, Institute of International Education
### Institution type
- Doctoral: 643,707 (+10.1%)
- Master’s: 169,695 (+14.3%)
- Bachelor’s: 36,405 (+8.8%)
- Associate’s: 91,648 (+4.2%)

### Largest % increase 13-14 to 14-15

<table>
<thead>
<tr>
<th>Country</th>
<th>% Increase</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>39.3</td>
<td>85,055</td>
</tr>
<tr>
<td>Brazil</td>
<td>31.8</td>
<td>4,110</td>
</tr>
<tr>
<td>Iraq</td>
<td>25.0</td>
<td>1,176</td>
</tr>
<tr>
<td>Nigeria</td>
<td>20.5</td>
<td>3,339</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>15.6</td>
<td>3,261</td>
</tr>
<tr>
<td>Spain</td>
<td>15.3</td>
<td>1,928</td>
</tr>
<tr>
<td>Vietnam</td>
<td>14.4</td>
<td>2,931</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>13.3</td>
<td>12,584</td>
</tr>
<tr>
<td>Australia</td>
<td>9.3</td>
<td>1,143</td>
</tr>
<tr>
<td>Nepal</td>
<td>8.9</td>
<td>3,309</td>
</tr>
<tr>
<td>Iran</td>
<td>8.5</td>
<td>8,953</td>
</tr>
<tr>
<td>Pakistan</td>
<td>8.4</td>
<td>2,134</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8.3</td>
<td>2,637</td>
</tr>
<tr>
<td>Ghana</td>
<td>7.1</td>
<td>1,400</td>
</tr>
<tr>
<td>Italy</td>
<td>6.3</td>
<td>1,954</td>
</tr>
<tr>
<td>Venezuela</td>
<td>5.6</td>
<td>1,218</td>
</tr>
<tr>
<td>France</td>
<td>4.8</td>
<td>2,464</td>
</tr>
<tr>
<td>China</td>
<td>4</td>
<td>120,331</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>4</td>
<td>1,496</td>
</tr>
<tr>
<td>Indonesia</td>
<td>3.3</td>
<td>1,576</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>3</td>
<td>1,028</td>
</tr>
<tr>
<td>Singapore</td>
<td>2.9</td>
<td>1,563</td>
</tr>
</tbody>
</table>

Business:
- Vietnam
- Indonesia
- China
- Germany
- France
- Venezuela
- Spain
- Hong Kong
- Malaysia
- Thailand

Engineering
- Iran
- Kuwait
- India
- Malaysia
- Turkey
- Saudi Arabia
- South Korea
- Taiwan
- Thailand
- Vietnam
- United Kingdom
- Venezuela

Health professions
- Canada
- Nigeria
- Nepal
- Saudi Arabia
- South Korea
- Taiwan
- Thailand
- Vietnam
- United Kingdom
- Venezuela

Humanities:
- Spain
- United Kingdom
- Germany
- Japan
- France
- South Korea
- Colombia
- Canada
- Mexico
- Turkey

U.S. Destinations of International Students

1 out of 3 international students studies in California, New York, or Texas.
Country specific information

- Brazil
  - 17% graduate; STEM, business
- China
  - 40% graduate; STEM, business, social sciences
- India
  - 64% graduate; STEM, business
- Korea
  - 28% graduate; STEM, business, fine and applied arts, social sciences
- Saudi Arabia
  - 21% graduate; STEM, intensive English, business
- Vietnam
  - 34% graduate; business, STEM, social sciences, intensive English
- Mexico
  - 28% graduate; engineering, business, environment/energy
Low Cost Recruiting Strategies
Webpage for international students
Easy application instructions

**Supplemental Information**
- Certificate of Finances
- Country-Specific Requirements
- English Language Proficiency Requirement
- Financial Documentation
- Submitting Official Documentation
- Visa Documentation

**Admissions Requirements**
- Admissions Requirements
- Supplemental Info for Int’l Applicants
- Application Procedures
- Deferring an Application
- Communication
- Application Fee

**Argentina**

**Required Academic Transcript:**
Documents must be submitted in both Spanish and English. Spanish documents must bear the original stamp of the issuing institution. English translations must bear the original stamp of the issuing institution or the original stamp/credential of the certified translator.

**Required Proof of Degree:**
An official copy of the Licenciado or Título, which bears the original stamp of the issuing institution. An English translation is required and must bear the original stamp of the issuing institution or the original stamp/credential of the certified translator.

**U.S. Bachelor’s Equivalency:**
Licenciado or Título from a recognized institution. Required.
Offices/services for international students

- Immigration services
- Pick up from airport
- Assistance with applying for SS number
- Short term housing arrangements
- International student organization
- International cultural events
- Local host families or volunteers
Welcoming tone in general webpages
Global websites

Study in California

So why do so many non-California residents and international students want to study in California? Quite simply, California has it all. California boasts one of the largest economies in the world and is an international epicenter for the entertainment, information, education, and technology industries. Nationally, California is a significant contributor in the agricultural, aerospace, and manufacturing sectors, which is why many universities, like National University in Los Angeles or their sister school John F. Kennedy University in San Francisco, have created high-quality and affordable programs that focus on Engineering and Technology—among other fields as well. Because of its size, California is a large state allowing students to choose just about any field of study.

While California is synonymous with American culture, it is also famous as a socially diverse state that boasts a large and culturally diverse population, including a growing Hispanic population. With many students coming from countries like India, Japan, Korea, China, and Canada year after year and choosing to study in California, California remains one of the most active and inviting American states in recruiting international students. Many foreign students have relocated California from their number one pick. In fact, the University of Southern California enrolls more international students each year than any other university in the entire United States. Because of this, living in California means experiencing and embracing new and novel languages, foods, cultures, peoples, ideas, celebrations, and activities on a daily basis. If you choose to

USA School Search

- Public
- California
- College Level

Search Now

Find your perfect course

Enter subject name

Choose a study level

Choose a destination

Unsure what to study?

Have a look here...
East Carolina University

Located in Greenville, North Carolina, East Carolina University (ECU) is one of the leading universities in the state. ECU is renowned for its strong academic programs, particularly in the fields of healthcare, business, and the arts. The university is home to several distinguished schools including the ECU Brody School of Medicine and ECU School of Dental Medicine. ECU is also a member of the Coastal Plain Conference, which is an NCAA Division I conference.

North Carolina State University

Established in 1887, North Carolina State University (NCSU) is a public research university located in Raleigh, North Carolina. NCSU is one of the top public universities in the country and is known for its strong programs in engineering, agriculture, and business. The university is home to several notable schools and colleges, including the College of Agriculture and Life Sciences and the College of Veterinary Medicine.

Both East Carolina University and North Carolina State University are highly regarded institutions with a rich history and diverse academic offerings. Whether you are interested in medicine, business, agriculture, or technology, these universities offer a wide range of programs to help you achieve your academic goals.
Social Media

- “Connect individuals to and through website using social media” – Karen DePauw, CGS Conference, 2016, Savannah
  - SEO for Google
    - Website words, metadata
    - Baidu SEO for China
  - International students’/alumni accomplishments
  - Optimize for mobile display
  - Links to blogs, tweets, facebook posts on one page
  - Storify
- Paid ads: Geo-target/Demo-Target
- China: Facebook --> RenRen; Whatsapp --> WeChat; Twitter --> Weibo
Other Strategies

- In-country outreach
  - Advertising in local media
  - Current US students studying abroad
  - Faculty traveling abroad
  - International alumni
- GRE name search
- Webinars
- Virtual tour of campus
- International students as ambassadors
- Governments scholarships
- Education USA
- Transcript evaluation
Working with EducationUSA: a Focused and Low-Cost Recruitment Solution
What is EducationUSA?

- A State Department-supported network of educational advising centers, staff, and services that promotes U.S. higher education and U.S. public diplomacy.

- More than 500 advisers work in more than 400 centers in 170 countries.

- A team of professionals at the State Department, IIE, American Councils, and AMIDEAST in Washington, DC, and abroad with REACs and advisers.
▪ Promotes U.S. higher education to international students.

▪ Provide accurate, comprehensive, and current information on the full range of study opportunities available at accredited U.S. institutions of higher education to help international students find a school that is a good fit.

▪ Assist in developing and executing international student recruitment and retention plans.
Regional Educational Advising Coordinators (REACs)

- REACs provide guidance, leadership and training to advisers and host institutions.

- REACs provide policy guidance and counsel to U.S. Embassy and Consulate Public Affairs Offices in support of international student mobility and educational advising.

- REACs serve as a regional resource, providing advice on international student recruitment and retention to U.S. higher education institutions.
EducationUSA Advisers

- **Advising**
  - First point of contact to potential international students
  - Clarifying admissions process
  - Guidance on application process and components
    - Essays, recommendations, test prep
  - Pre-departure orientations
  - Competitive College Clubs and Opportunity Funds

- **Communicators and Promoters**
  - Outreach and marketing of U.S. higher ed
  - Speakers at fairs, institutional visits
  - Extensive virtual presence
    - Webinars, social media
    - Organize fairs
  - Organize U.S. education fairs
Facilitators of Connections
- Full range of in-country contacts: ministries, university leadership, international offices
- Institutional visits
- Partnership liaison
- U.S. Embassy: Public Affairs, Commercial, Consular
- Communications with parents, alumni

Experts
- Understanding of local and U.S. systems
- Advice and guidance on your presence, marketing, communications
- Credentials review and certification of authenticity
EducationUSA Advisers
Working with EducationUSA: On the Ground
How to Work with EducationUSA

- Strategically deploy your limited outreach
- Get to know the EducationUSA advisers in your target markets
- Distribution of your information
- Identify Opportunity grantees
- Connect with alumni
- Use whole university (coaches, undergraduate, law school, etc.)
- Country based/academic scholarships
How to Work with EducationUSA

- Individual visits to centers: use as base, offer presentations
- Visits to universities, presentations
- Meet with faculty and alumni
- Great intro for your leadership
- Group travel on EducationUSA tours & fairs
EducationUSA Center Fairs
REGISTRATION IS OPEN
(please note updated deadlines)

Deadlines:
Early registration discount: June 15, 2016 at $1400
Regular registration: August 5, 2016 at $1600

The EducationUSA advising centers and U.S. Embassy in Kazakhstan invites accredited U.S. higher education institutions to the 2016 EducationUSA Fall Tour through Almaty, Karaganda, and Astana. Last year, 31 U.S. institutions participated and met with over 1,000 students across three cities.

Note: due to space constraints, EducationUSA Kazakhstan Tour can accommodate up to 35 representatives (one per institution). Priority will be given to representatives traveling from accredited institutions in the U.S.

Tentative Itinerary:
Astana – 8-9-10 Oct. (Saturday-Sunday-Monday)
Karaganda– 11-12-13 Oct. (Tuesday-Wednesday-Thursday)
Almaty – 14-15-16 Oct. (Friday-Saturday-Sunday)
On the Ground Conversations

**Students**
- Student Life/Activities
- Diversity
- Program Strengths
- Research Opportunities
- Flexibility of American Education
- Location
- Ranking concerns
- International Student Support Services

**Parents**
- Ranking
- Cost
- Scholarships
- Safety
- Housing
- Program Strengths
- Peer groups
- Job Placement
Stakeholder Connections

- Ministries, higher ed bodies and organizations
- Foreign government scholarships
- Universities: leadership, international offices, faculty
- Potential partnerships and institutional linkages
Foreign Government Scholarships

- Africa: Angola, Botswana, Ghana, Mauritius, Nigeria, Rwanda

- Asia: Australia, Indonesia, Japan, Kazakhstan, Malaysia, Pakistan, South Korea, Vietnam

- Europe and Eurasia: Austria, Azerbaijan, Cyprus, Czech Rep., Estonia, France, Georgia, Macedonia, Netherlands, Norway, Romania, Russian Federation, Slovak Republic, Slovenia, Sweden, Switzerland, Turkey, Ukraine

- Latin America: Barbados, Brazil, Chile, Colombia, Dominican Rep., Ecuador, Panama, Peru

- Middle East and North Africa: Bahrain, Egypt, Iraq, Kuwait, Libya, Oman, Qatar, Saudi Arabia, United Arab Emirates
Working with EducationUSA: Virtual
### Reaching International Students

#### Number of Virtual/Social Media Contracts, by Type

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social networks</td>
<td>page likes and group members</td>
</tr>
<tr>
<td>Video/Video channels</td>
<td>video views</td>
</tr>
<tr>
<td>Skype Contacts &amp; IM</td>
<td>advising calls</td>
</tr>
<tr>
<td>Blogs</td>
<td>followers</td>
</tr>
<tr>
<td>Twitter/microblog</td>
<td>followers</td>
</tr>
<tr>
<td>Digital Video Conferences (DVCs)</td>
<td>participants</td>
</tr>
<tr>
<td>EdUSA newrow sessions</td>
<td>attendees</td>
</tr>
<tr>
<td>EducationUSA Interactive Sessions</td>
<td>participants</td>
</tr>
<tr>
<td>Virtual fairs</td>
<td>EdUSA booth &amp; session</td>
</tr>
<tr>
<td>Mobile App Users</td>
<td>users</td>
</tr>
<tr>
<td><strong>Subtotal</strong></td>
<td></td>
</tr>
<tr>
<td>Unique website visitors</td>
<td>center and flagship websites</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>
## Contacts Made through Virtual Platforms

<table>
<thead>
<tr>
<th>Region</th>
<th>Social Media</th>
<th>Webinars</th>
<th>Virtual Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Saharan Africa</td>
<td>70,368</td>
<td>527</td>
<td>70,895</td>
</tr>
<tr>
<td>East Asia/Pacific</td>
<td>956,841</td>
<td>835</td>
<td>957,676</td>
</tr>
<tr>
<td>Europe/Eurasia</td>
<td>512,408</td>
<td>1,214</td>
<td>513,622</td>
</tr>
<tr>
<td>Middle East/North Africa</td>
<td>154,509</td>
<td>783</td>
<td>155,292</td>
</tr>
<tr>
<td>South and Central Asia</td>
<td>1,709,292</td>
<td>1,126</td>
<td>1,710,418</td>
</tr>
<tr>
<td>Western Hemisphere</td>
<td>167,262</td>
<td>5,131</td>
<td>172,393</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>3,570,680</strong></td>
<td><strong>9,616</strong></td>
<td><strong>3,580,296</strong></td>
</tr>
</tbody>
</table>
Since 2013 — **290%** growth in phone and tablet use to access EducationUSA information

From 2012 to 2013 — **107%** growth in phone/tablet use (versus .8% on desktops)
How to Engage

- Offer webinars w/centers on newrow, embedded on EducationUSA Facebook pages
- Use the #EducationUSA hashtag
- Tweet at accounts – news, intl. student highlights
- Post on EducationUSA Facebook Walls
How to Engage

- Apply for login access
- Add campus and program news
- Highlight international student financial aid opportunities
How to Engage

▪ Analyze mobility data and use reports for international student recruitment planning
▪ Learn about fairs and events
▪ Visit website frequently for news and updates
Working with EducationUSA: Special Initiatives
Special Initiatives for U.S. HEI Involvement

- Competitive College Clubs
- Opportunity Funds
- EducationUSA Forum, Regional Forums
- Hosting: advisers, Training Institutes, Leadership Institutes, Academies
Competitive College Clubs

- Cohort advising model
- 1-2 years
- Undergraduate and graduate level
Competitive College Clubs
The EducationUSA Opportunity Funds program assists highly qualified students who are likely to be awarded full financial aid from U.S. colleges and universities but lack the financial resources to cover the up-front costs of obtaining admission, such as testing, application fees, or airfare.
Education USA
Opportunity Funds Program

- EducationUSA advisers work with Opportunity Funds students from approximately 50 countries.

- EducationUSA provided over $900K in FY 2015 to more than 700 Opportunity students, who received offers of millions of dollars from U.S. institutions of higher education.
Participating Countries FY16

- **Africa**: Botswana, Burkina Faso, Cameroon, Cote d’Ivoire, Ethiopia, Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, South Africa, Swaziland, Togo, Uganda, Zambia, Zimbabwe

- **Asia**: Cambodia, India, Kazakhstan, Kyrgyzstan, Mongolia, Nepal, Pakistan, Sri Lanka, Tajikistan, Turkmenistan, Vietnam

- **Europe**: Armenia, Belarus, Bosnia, Bulgaria, Kosovo, Macedonia, Romania, Russia, Serbia, Turkey, Ukraine

- **Latin America/Caribbean**: Argentina, Barbados, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Paraguay, Peru, Uruguay, Venezuela

- **Middle East and North Africa**: Egypt, Lebanon, Tunisia
Special Initiatives for and with the U.S. Higher Ed Community

- Forum annual conference: DC, August 2-4, 2016
- Hosting:
  - Training Institute: adviser training
  - Leadership Institute: foreign education leaders training
  - EducationUSA Academy: college prep pipeline
- Market Intelligence: website, country fact sheets, Global Guide
- EducationUSA website: https://educationusa.state.gov/
Advice on how to connect

- Connect with advisers in places you don’t travel in, do webinars or other types of virtual presentations with them.

- Connect with the competitive college clubs some centers run-offer to speak on general topics, not just your school.

- Participate in EdUSA Training Institutes, campus visits and other ways of bringing advisers to your campus.

- Your REACS are the best sources of information about the market in the region-get to know them.

- Above all, develop relationships with advisers: work together to bring some of their best students to your campus.
Concrete and easy next steps for you

• Meet or contact as many advisers and REACs as you can to develop new strategies for regional recruitment and new ideas to work with their global network

• Subscribe to the HEI newsletter to stay up to date on opportunities for collaboration

• Attend a Regional Forum in a high priority recruitment region and participate in EducationUSA tours and fairs

• Submit Weekly Updates; research EducationUSA country & center fact sheets

• Upload your recruitment video to the EducationUSA YouTube channel

• Join EducationUSA Facebook and Twitter and other social media
Transcript Evaluation
Basic Principles of Applied Comparative Education

▪ In every geographical area, the range of human intellectual ability can be described by the standard bell-shaped curve of normal distribution.

▪ One educational program can be considered equivalent to another educational program, even if the two are not identical.

▪ Completion of one year of full-time academic work in one country is the equivalent of one year of full-time academic work in another country.

▪ There are significant differences between basic and secondary education, and between secondary and tertiary education.

▪ Experienced, reasonable people can reach different conclusions concerning the equivalence, or lack thereof, between two educational programs.
Evaluation Process

▪ Determine the level of institution or program
▪ Determine whether the institution is a recognized institution (or examination body)
▪ Determine whether the documents are authentic
▪ Determine whether the credentials represent completion of academic work in a degree program
▪ Determine whether the academic work was successfully completed
▪ Determine the overall equivalency
▪ Determine grade and weighting (credit) conversions
Documentation types

▪ Original documents sent directly by issuing institution
▪ Original documents submitted by student
▪ Photocopies submitted by student
  ▪ Verified by contacting institution
  ▪ Verified by checking database
  ▪ Verified by checking prototype documents
Types of Fraud

▪ **Alteration**: information on a legitimate academic document has been changed
▪ **Fabrication**: a completely fake academic document has been created
▪ **In-house document manufacture**: fraudulent credential produced by an institutional representative; blank document stock made available for sale
▪ **Misleading translations**: Translations can be interpretive rather than literal.
▪ **Diploma Mills**: Academic degrees that are bought and based on little or no coursework
Note the address stamp and university logo...
Fake Diplomas, Real Cash: Pakistani Company Axact Reaps Millions

By DECLAN WALSH   MAY 17, 2015
Other issues and concerns

▪ English skills
▪ Educational culture
▪ Countries in crisis
▪ Transnational programs
Additional Information

- IIE Institute of International Education: [www.iie.org](http://www.iie.org)
- NACAC National Association for College Admission Counseling: [http://www.nacacnet.org/](http://www.nacacnet.org/)
  - Commission on International Student recruitment
- NAFSA Association of International Educators: [http://www.nafsa.org/](http://www.nafsa.org/)
- EducationUSA: [https://educationusa.state.gov/](https://educationusa.state.gov/)
- StudyUSA: [https://www.studyusa.com/](https://www.studyusa.com/)
- Connection for International Credential Evaluation Professionals: [https://theconnection.ece.org/](https://theconnection.ece.org/)
Group Exercise 1
1a: Transcript evaluation
1b: Partnership building
Group Exercise 2
Low cost plan for international recruiting
2a: $0 - $5,000 per year
2b: $5000 - $10,000 per year
2c: $10,000 - $25,000 per year