



Best Practices in International Recruitment: Low Cost/No Cost* **and** Effective

Mark Riley, Dean
Florida State University

* Net Cost! LOL!!



New Models of Recruiting and Mentoring, New Modes of Research: Internationalizing the Graduate Experience

Suzanne T. Ortega
President

Conference of Southern Graduate Schools
March 3, 2023



Conference of Southern Graduate Schools

Rebuilding Bridges for International Students

Peter Harries, Dean of the Graduate School, North Carolina State University

Suzanne T. Ortega, President, Council of Graduate Schools

Lidia Kos, Associate Dean Graduate School and Associate Vice President for Research, Florida International University

Steve Bergman, Director of Sponsored Programs, Office of Global Engagement, North Carolina State University



Lots of Ted Lasso jokes! 😊



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Outline

- Brief from Suzanne and great session from CSGS!
- International recruiting at FSU and the Graduate School Team
 - modes to reach out/engage in the application process
 - help in the admissions process
 - helping with their arrival/integration at the institution
 - Center for Global Engagement (CGE)
 - Center for Intensive English (CIES)
- GradWorld FSU, an interactive website to reach out globally
- What about you? Share Your Best Practices! 😊 Collective Wisdom! 😊



Earth: The Pale Blue Dot!
Frighteningly Fragile!!!



E
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No matter what
people tell you,
words and ideas
can change
the world.

~Robin Williams

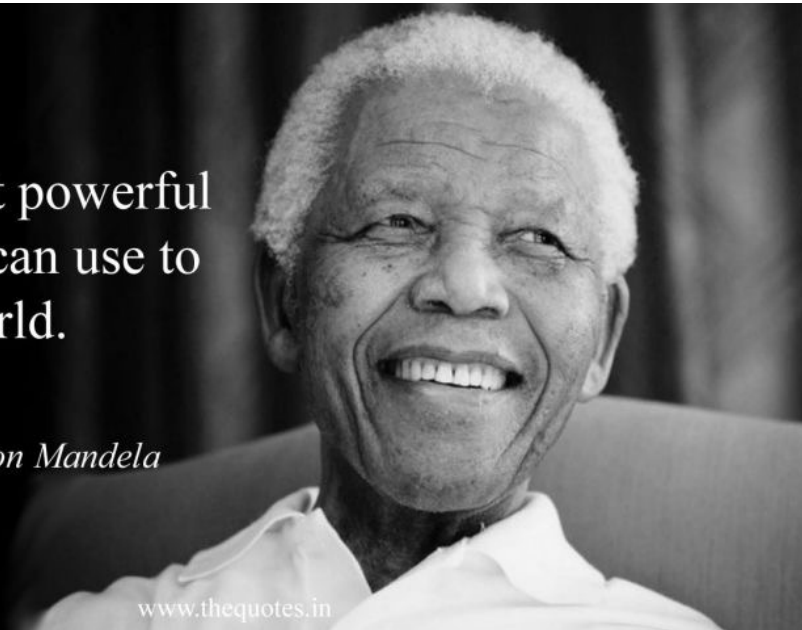


Education Matters!

Education is the most powerful
weapon which you can use to
change the world.

Nelson Mandela

www.thequotes.in



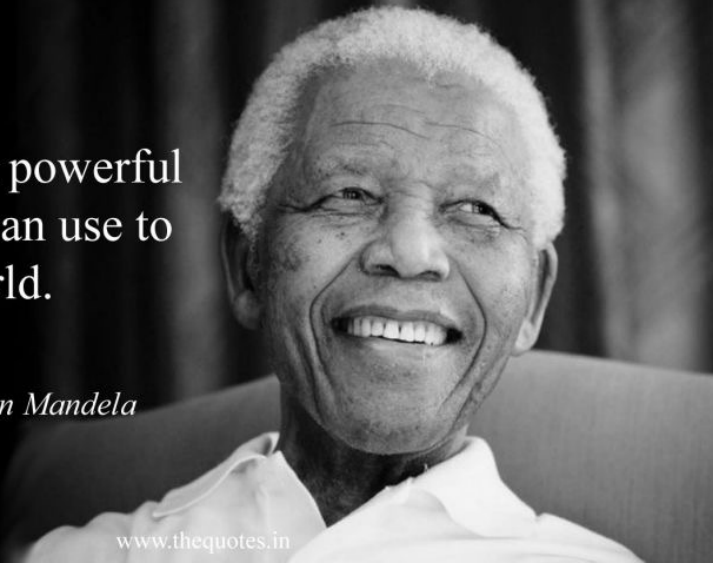


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Artist
Harold
Riley: my
beloved
Uncle ☺





TUESDAY, MAY 3, 2016
TALLAHASSEE DEMOCRAT
PROMOTING DEMOCRACY SINCE 1905 | TALLAHASSEE.COM
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Sir Harold Walter Kroto
OCTOBER 7, 1939 – APRIL 30, 2016

*'He wanted to
educate the world'*



Sir Harold Kroto, a Nobel Prize-winning chemist, teaches Seale Elementary School fourth-graders about buckyballs.
MICHELLE EDMUNDS / FSU PHOTO LAB

Opening of GEOSSET Studios at FSU with Bill Nye



Sir Harry really was MEGA-KOOL!
Check-out links in GradWorld FSU!



It's about PEOPLE!!

A Future Graduate Student!



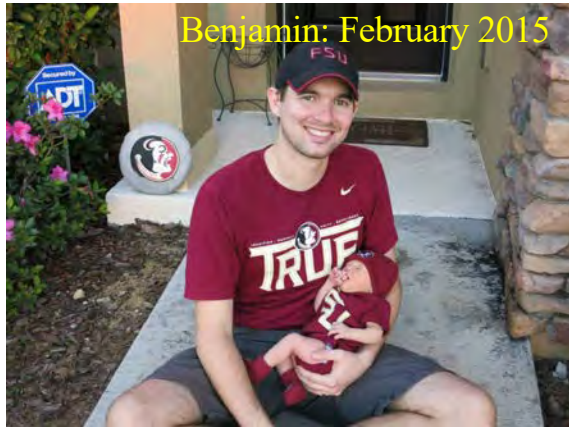


And having fun! 😊
Orientation at FSU! ↓





IT'S ALL ABOUT FAMILY!





Our recruiting is so good ...My son is a graduate student at FSU now!! 😊😊😊



It's about MENTORING and EDUCATION!



FSU: A Unique Combination of the Arts and Sciences



- 44k students
- 33k undergrads
- 11k grads
- 3.1k international
- 132 countries



FSU Campuses & Locations

- Tallahassee, FL
- Panama City, FL
- Panama City, Republic of Panama
- Ringling Museum, Sarasota
- International Learning Sites (next slide)



Florida State University Study Center

London, England

Established in 1971



Florida State University Study Center

Florence, Italy

Established in 1966



Florida State University Study Center

Panama City, R.O.P

Established in 1957



Florida State University Study Center


Valencia, Spain

Established in 1997



HISTORICAL RANKS

- 2015 – 43rd
- 2016 – 38th
- 2017 – 33rd
- 2018 – 26th
- 2019 – 18th
- 2020 – 19th
- 2022 – 19th
- 2023 – 19th

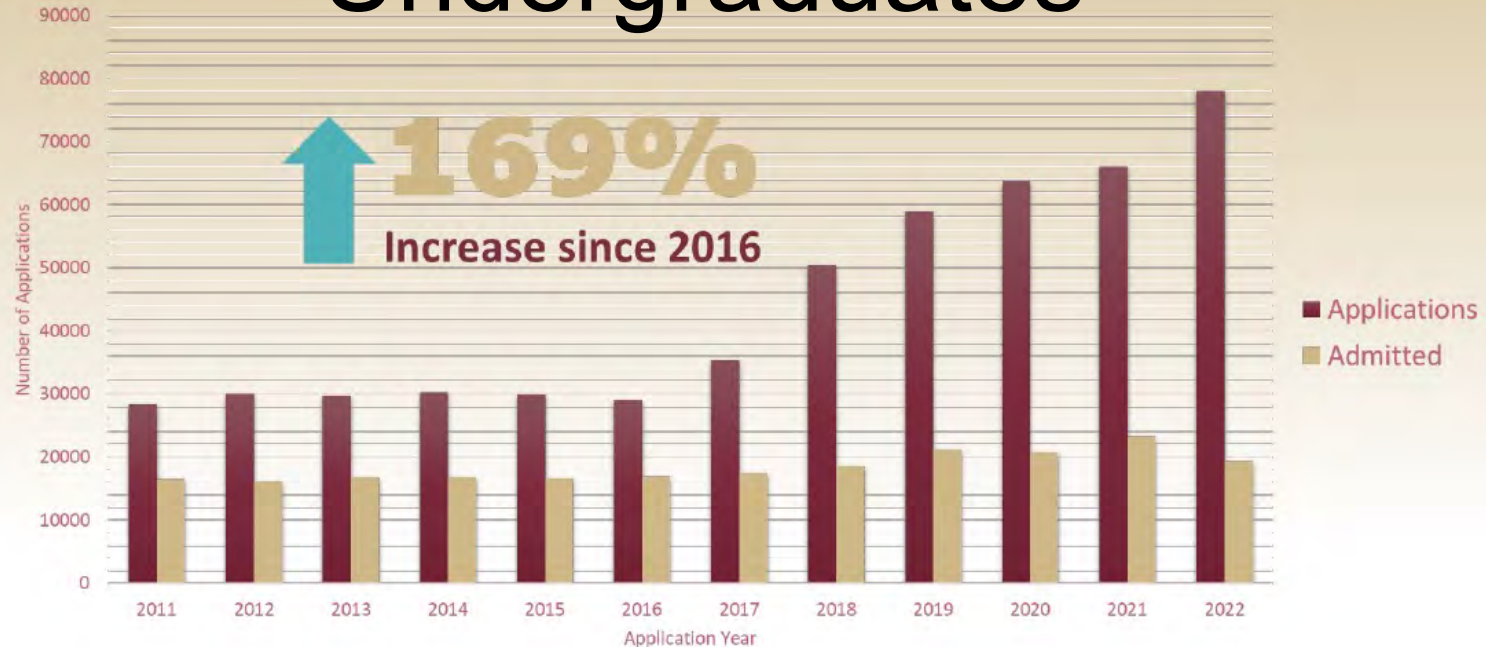


FLORIDA STATE UNIVERSITY
— A TOP —
20
NATIONAL PUBLIC UNIVERSITY
2023 U.S. NEWS & WORLD REPORT



FIRST-YEAR APPLICATION NUMBERS

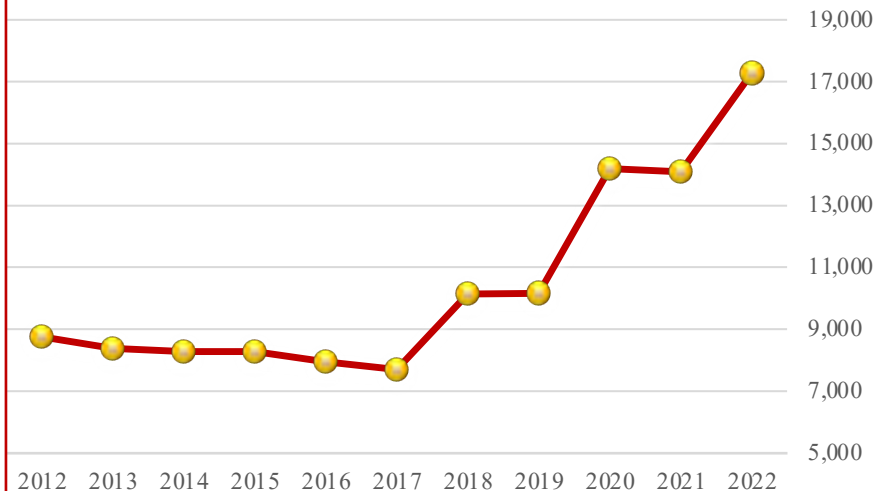
Undergraduates



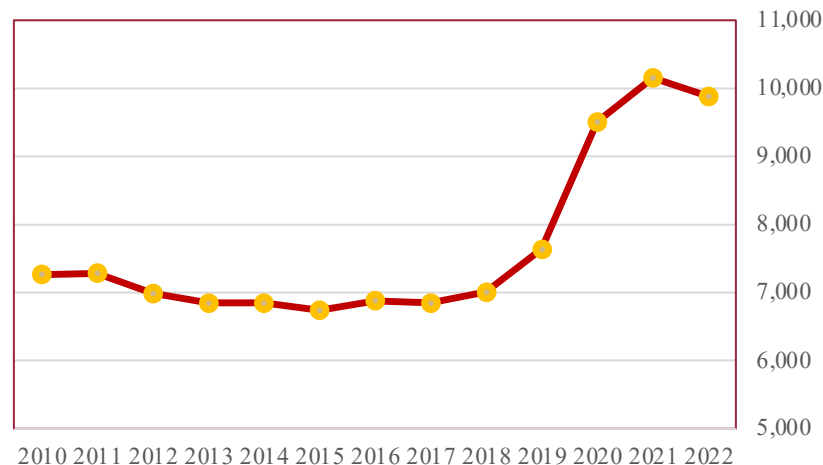


Graduate Applications & Enrollments: People want to join the FSU Family!

**Fall Graduate Applications
(excluding Law+Medicine)**



**Fall Graduate Enrollment
(excluding Law+Medicine)**

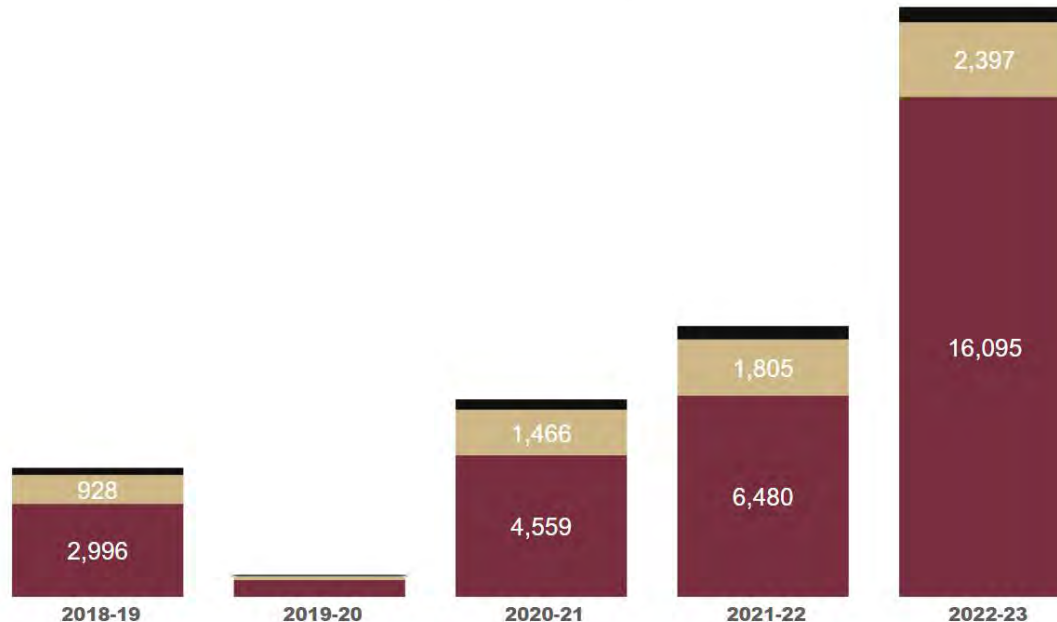




International Graduate Applications

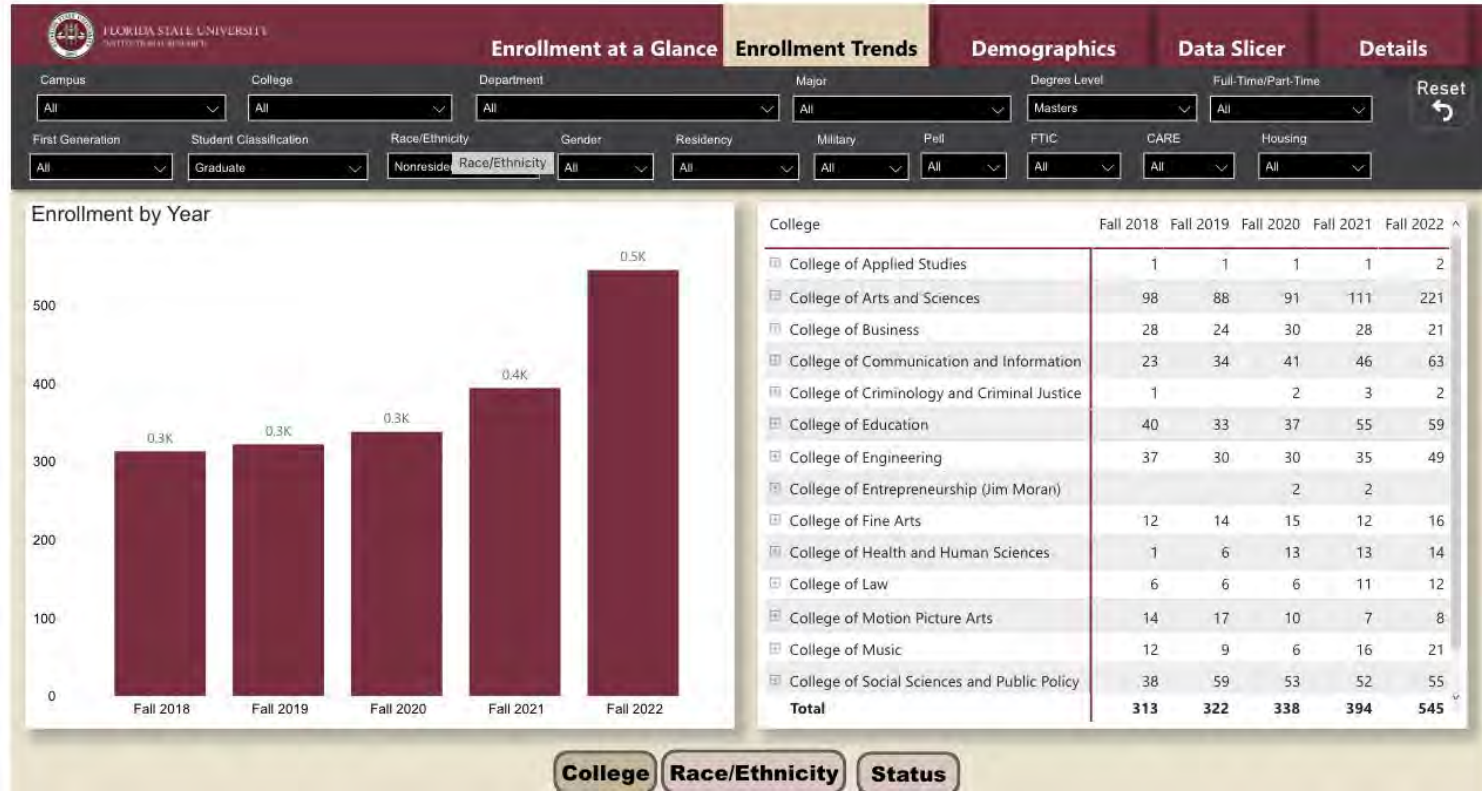
Graduate Admission

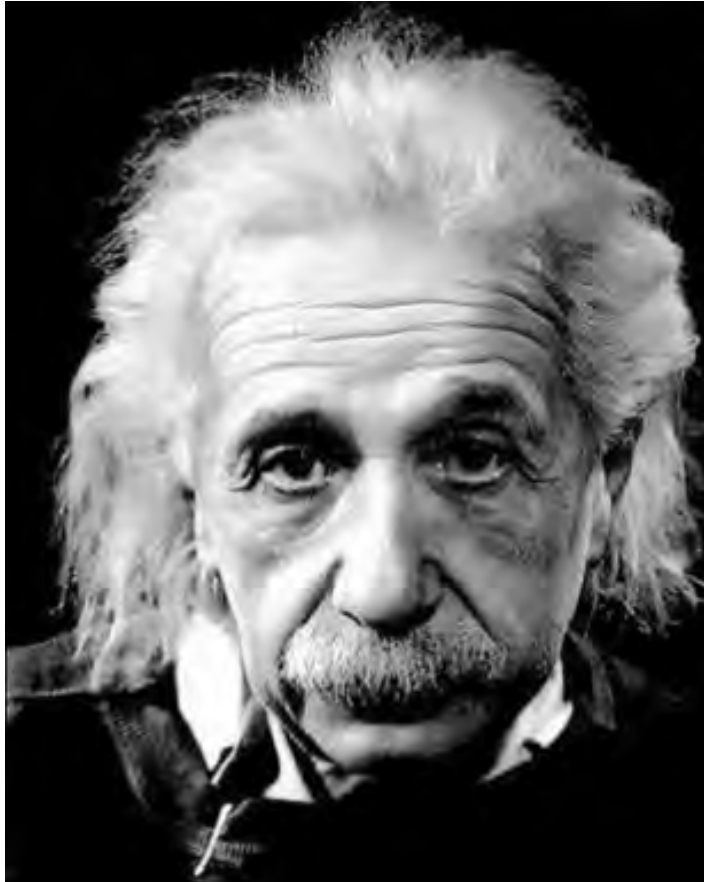
● Applied ● Admitted ● Enrolled





Enrollments: International Masters





**ANYONE WHO
HAS NEVER MADE
A MISTAKE HAS
NEVER TRIED
ANYTHING NEW.**

Albert Einstein

Slate

- Slate improves efficiency for everyone!

- Gives department reps flexibility
-

Allows you to set up email campaigns and business rules so you can concentrate more on marketing your programs

- Advanced info at your fingertips
-

Slate has a robust reporting component that allows you to look at data such as click data and device usage. In one area you can see all of the interactions with an applicant (including applications and supporting documents)

- Slate make the faculty experience easier
-

Has online viewing of the application and allows for collaborative review





Building a coherent campus ☺



- Lots of strategic meetings with Provost Office plus Deans and their teams.
- Graduate Enrollment Management Committee (GEMC).
- Developed a brilliant alliance of the new (2017) Graduate School Enrollment Team with colleges and units that has added great synergy and value to our recruitment efforts.
- The Graduate School Team was there to help and the College/Department reps realized this!
- IT'S ALL ABOUT TEAMWORK!!!





Graduate School Recruitment and Admissions Team

- **Recruitment & Application Management/Support: 6 Staff Members** 
- **Admissions & Transcript Processing: 4 Staff Members**



- Have used a couple of GA helpers too!



Key Recruitment Efforts

- Virtual Recruitment Fairs / Recruiting Webinars
- Targeted Marketing Campaigns
- Extensive International Student Focused FAQs
- Increased Efficiencies in Application Processing
- Comprehensive Customer Support (email and phone)



Key Recruitment Efforts

- Virtual Recruitment Fairs / Recruiting Webinars
 - 27 webinars given with special break-out rooms
 - 8 departments on average to provide customized interaction
 - **2,539** people attended
 - Attendees were on for an average of 46.6 minutes
 - **855 applicants completed** their application post webinar
 - Departments report building lasting relationships with prospective applicants



Services Offered This Year

- 23,977 email messages responded to from prospects and applicants
- 3,765 phone calls from applicants needing assistance
- 32,139 applications processed and decisions released
- 8,126 official transcripts processed
- 914,324 mailings in Slate



GRADWORLD FSU

HOME

VIDEOS

CREATE A VIDEO

| APPLY NOW TO FSU

REQUEST FSU INFO

<https://gradworld.fsu.edu/>

ENTER GRADWORLD FSU

Mark Riley & James Beck (The Graduate School)

Rodney Johnson (Univ. Comms) & Mike Meth, Tom Cruz (Univ. Libr and GEOSET Studios)

Megan Crowe (The Career Center) .. (inspiration from Nobel Laureate Sir Harry Kroto!)



GRADWORLD FSU

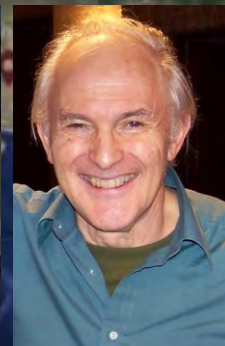
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Sir Harold Kroto, a Nobel Prize-winning chemist, teaches Sealey Elementary School fourth-graders about buckyballs.



Sir Harry really was MEGA-KOOL!
Check-out links in GradWorld FSU!



Harry hung out with famous people but ...





He loved to work with young people, they are the FUTURE, and show them
“the ways of science”! And that it is FUN!!





Welcome to GradWorld FSU!-



Watch later



Share



The Graduate School at Florida State University Presents

GRADWORLD**FSU**

<https://gradworld.fsu.edu/>

SHOW GRADWORLD FSU MOVIE



- A global community of students, scholars, researchers and alumni.
- GradWorld FSU videos showcase graduate student achievements.
- Another goal by highlighting scholarly activities at FSU is to attract potential graduate students to apply and join our community.
- And to help students find employment after graduation: A video resume!



- We embarked on this initiative about 5 years ago
- Launched as part of International Education Month in November 2019.
- We have more than 400 videos representing over 30 countries and ~70 different degree programs.
- The database is sortable by country of origin, language, college, degree program and degree level.
- And also acknowledgements are given to the funding agencies! Funding managers and scholarship donors love these highlights too 😊 Where their \$\$\$ are going! Use them in grant reviews and renewals ... win-win for everyone!
- To increase the website's global reach, international participants are asked to record two videos — one in English and one in their native tongue — 😊



- GEOSET records our annual Masters in 4, 3 Minute Thesis and 5 Minute Research (postdocs) competitions to put into GradWorld.
- The GradWorld FSU website is closely linked with the Career Center and already students have reported its positive role in employment opportunities.
- Students are realizing the extraordinary professional benefits to creating a video.
- Career Center offers professional development workshops related to GradWorld FSU.



GRADWORLD FSU

HOME GRADUATE VIDEOS CREATE A VIDEO | APPLY NOW TO FSU REQUEST FSU INFO QUICK LINKS

COLLEGE DEGREE PROGRAM DEGREE LEVEL COUNTRY LANGUAGE ORDER LAYOUT

- All - - All - - All - - All - - All - Date ☐ List

ICON LEGEND: QUESTIONNAIRE GEOSSET RESEARCH VIDEO DIGITAL NARRATIVES

SEARCH BY NAME:

Map Satellite

LEGEND

- Graduate
- Faculty
- Postdoc

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- Students are realizing the extraordinary professional benefits to creating a video.
- We offer a professional development workshop related to GradWorld FSU.
- *“In today’s competitive job market, it’s all about thinking outside of the box. By creating one of these short videos, graduate students, postdoctoral scholar, even alumni, are building up their professional portfolios with something that is both unique and inspiring. Employers are looking for this and it could be a deciding factor that helps them land their dream job!”*

The image shows the exterior of a red brick building, likely a university center. A large tree with Spanish moss hangs from its branches is on the left. The entrance features a large glass door and windows. The text "CENTER FOR GLOBAL ENGAGEMENT" is overlaid in large white letters.

CENTER FOR GLOBAL ENGAGEMENT

FLORIDA STATE UNIVERSITY



INTERNATIONAL STUDENT SERVICES



- **EXPERIENCED & DEDICATED IMMIGRATION ADVISING STAFF FOR F AND J STUDENTS WITH REGULAR CONTACT WITH STUDENTS**
- **IN-PERSON ORIENTATION SESSIONS, OPTIONAL PRACTICAL TRAINING, EMPLOYMENT AND TAX WORKSHOPS**
- **AVAILABLE DAILY FOR WALK-IN OR ZOOM ADVISING APPOINTMENTS**

FSU CENTER FOR GLOBAL ENGAGEMENT



INTERCULTURAL PROGRAMS



➤ **INTERNATIONAL
COFFEE HOURS**

➤ **GLOBAL CAFE**

FSU CENTER FOR GLOBAL ENGAGEMENT



LICENSED KITCHEN

Food = Community!



FSU CENTER FOR GLOBAL ENGAGEMENT



INTERNATIONAL BAZAAR



- **ANNUAL EVENT TO SHOWCASE STUDENTS' CULTURES**
- **OVER 2,000 CAMPUS COMMUNITY ATTENDEES**
- **SAMPLING OF CULTURAL FOODS**



BANGLADESHI STUDENT ENROLLMENT

- **5 STUDENTS IN 2005**
- **64 STUDENTS IN 2022**
- **DOCTORAL STUDENTS
IN STEM AREAS**
- **STUDENT-LED
RECRUITMENT**





Center for Intensive English Studies

- Run as an auxiliary unit within Graduate School
- Great pathway into Graduate School
- How many of you have one?





International Recruitment: Leveraging your Intensive English Program

Many universities around the nation have an intensive English program (IEP) on their campus, see <https://www.uciep.org/> or <https://www.englishusa.org/>

The Center for Intensive English Studies born in 1980 and in Graduate School since 2010.

We have been able to enhance our recruitment of international graduate students by:

- **Conditional Admission**
- Summer-Bridge program (ACES)
- **English for Academic Purposes (GA's)** program
- Spouses- Study at CIES-IEP program
- Activities- International Education Month



Conditional Admission- A proven success

- School of Communication (Working with CIES since 2010)
- TOEFL Requirement- 100
- Over 100 Master's students (all initially rejected)
- Attended CIES for one semester before transferring to School of Communication.
- Students finished the program with an average GPA 3.55
- 97.4% completion rate
- Generated approximately millions of \$\$ in tuition for FSU



English for Academic Purposes Program

- Accesses speaking proficiency in English for GTAs
- TA support- Take classes while teaching....International Students can receive funding while receiving training on how to effectively, and successfully, teach undergraduate students.
- Video: <https://cies.fsu.edu/programs/eap>



CIES-IEP program

- The foundation for an international student's pursuit of a graduate degree
- Family-like atmosphere
- Student learn English, cross-cultural communication, and study skills
- https://youtu.be/Au_kt9CwnUk



Now let's hear from you!

- Do you have any unique international recruiting programs?
- Ideas to share?
- We all need to educate/learn from each other!
- We need more empathy in the world!

A photograph of a Gothic-style stone wall. At the top, there is a decorative frieze featuring a central diamond-shaped medallion with a green floral motif, flanked by two circular medallions containing blue and green designs. Below this, a horizontal band of colorful carvings depicts various birds and foliage. The main part of the image shows a Latin inscription in gold lettering on a light-colored stone background. The inscription reads: "The half of knowledge is to know where to find knowledge". Below the text, there are two small, square decorative elements, each featuring a yellow cross on a red background.

The half of knowledge is to
know where to find knowledge

THANK YOU!