

# **Strengthening Graduate Education through Global Talent: Data, Trends, and Action**

Council of Graduate Schools  
Annual Meeting 2025  
Washington, DC

# Speakers

**Edward Pohl**, Dean, Graduate School and  
International Education, University of Arkansas

**Elizabeth Wentz**, Vice Provost and Dean, Graduate  
College, Arizona State University

**Wojtek Chodzko-Zajko**, Vice Provost, Graduate  
Education and Dean, Graduate College, University of  
Illinois Urbana-Champaign

# International Graduate Students in the United States (2024–25)

- Total international students in the U.S.: 1,177,766 (↑5% from 2023–24)
- Graduate-level international students: 488,481 (↓3% from previous year)
- Graduate students account for ~41% of all international enrollments
- Top fields: Engineering, Computer Science, Business, and Physical Sciences

# Top 10 Sending Countries (2024-2025)

1. India – 363,019
2. China – 265,919
3. South Korea – 42,293
4. Saudi Arabia – 29,903
5. Vietnam – 25,584
6. Nepal – 24,890
7. Taiwan – 23,263
8. Nigeria – 21,847
9. Pakistan – 20,156
10. Colombia – 10,213

# International Graduate Students Matter

- Provide over one-third of U.S. graduate STEM enrollment (50%+ in CS and Engineering).
- Drive U.S. research productivity and innovation output.
- Sustain graduate programs facing domestic enrollment declines.
- Bring global perspectives and enhance diversity in academic settings.

# The Current Moment

- Visa and immigration uncertainty
- Heightened geopolitical tensions
- Campus free speech and national security debates
- Domestic polarization — political rhetoric makes the U.S. appear less welcoming.
- Competition from other destinations

# 2025 Open Doors Report

- Overall international student population in the United States fell by 1%.
- The number of international graduate students decreased by 12%.
- The international undergraduate population increased by 2%.
- The number of international students participating in Optional Practical Training (OPT) following completion of their degree programs increased by 14%.

# University of Illinois Urbana Champaign

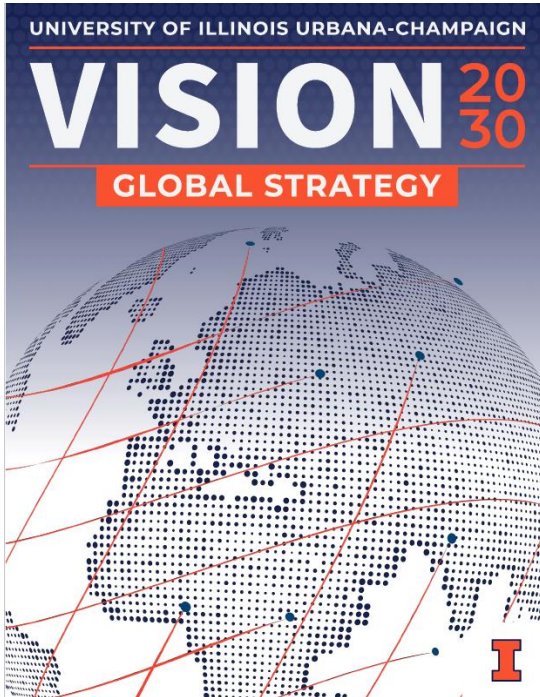
## International Graduate Education Overview

- Illinois ranks among top U.S. institutions for international enrollment.
- Fall 2024: 13,000+ international students, with 6,000+ graduate students.
- International students represent nearly 39% of UIUC's graduate population.
- Leading countries: China, India, South Korea, Taiwan.
- Key fields: Engineering, Computer Science, Physics, Agricultural and Biological Sciences.



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## International Education Strategy



- Education for Global Citizenship
- Engagement for Impact in the Global South
- Innovative Partnership Development
- Education for Inclusive Excellence
- Global Excellence for the State of Illinois

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## International Education – Current Moment

- **Visa uncertainty** – Shifting policies and delays hinder recruitment and research continuity.
- **Geopolitical tension** – Heightened scrutiny strains key international partnerships.
- **Unwelcoming climate** – Polarization and rhetoric deter global applicants.
- **Global competition** – Other nations may offer clearer, more attractive pathways.
- **Support strain** – Expanding needs for visa, wellness, and inclusion services.

# Arizona State University

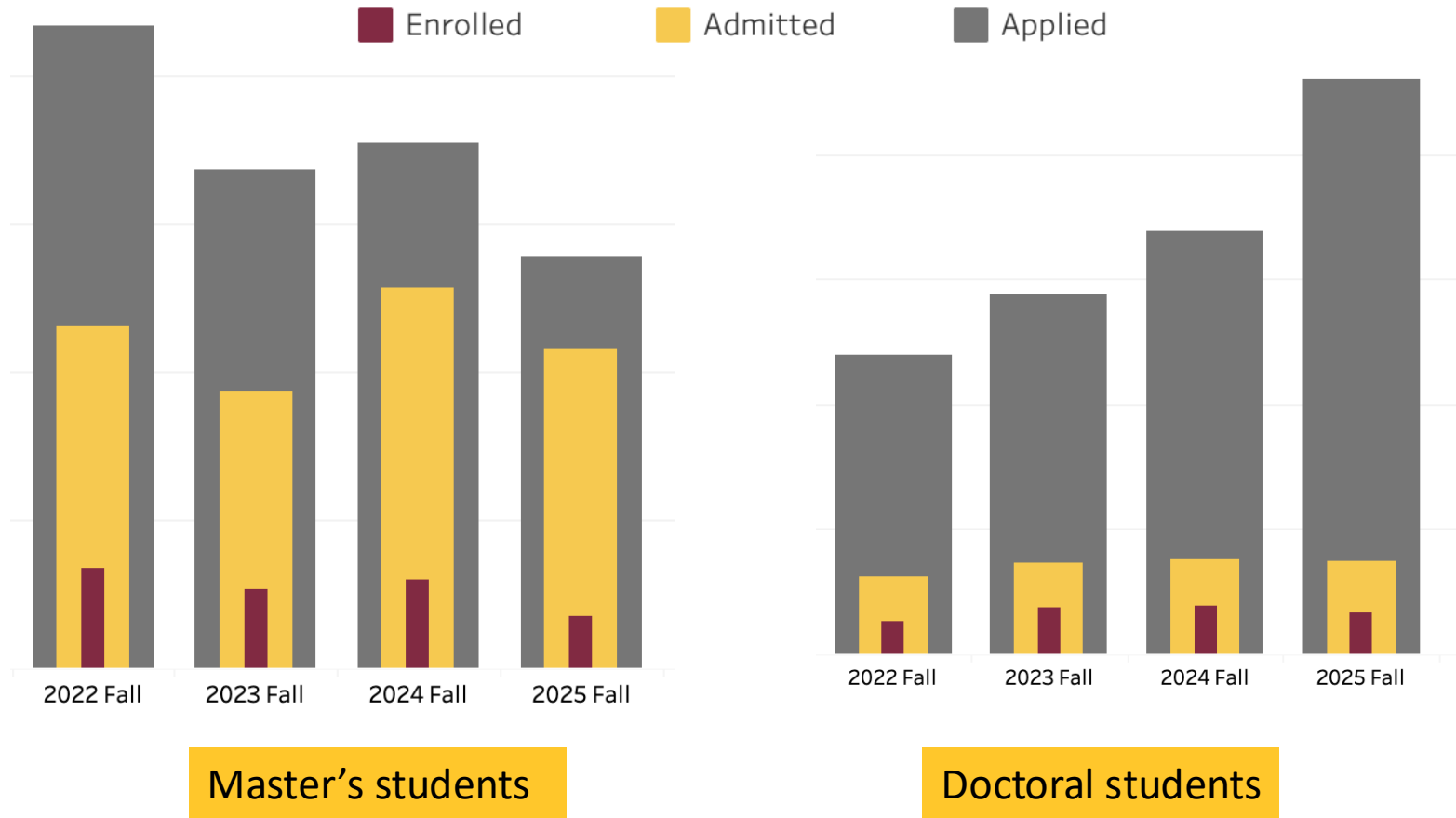
## Participating countries

### Country of Citizenship



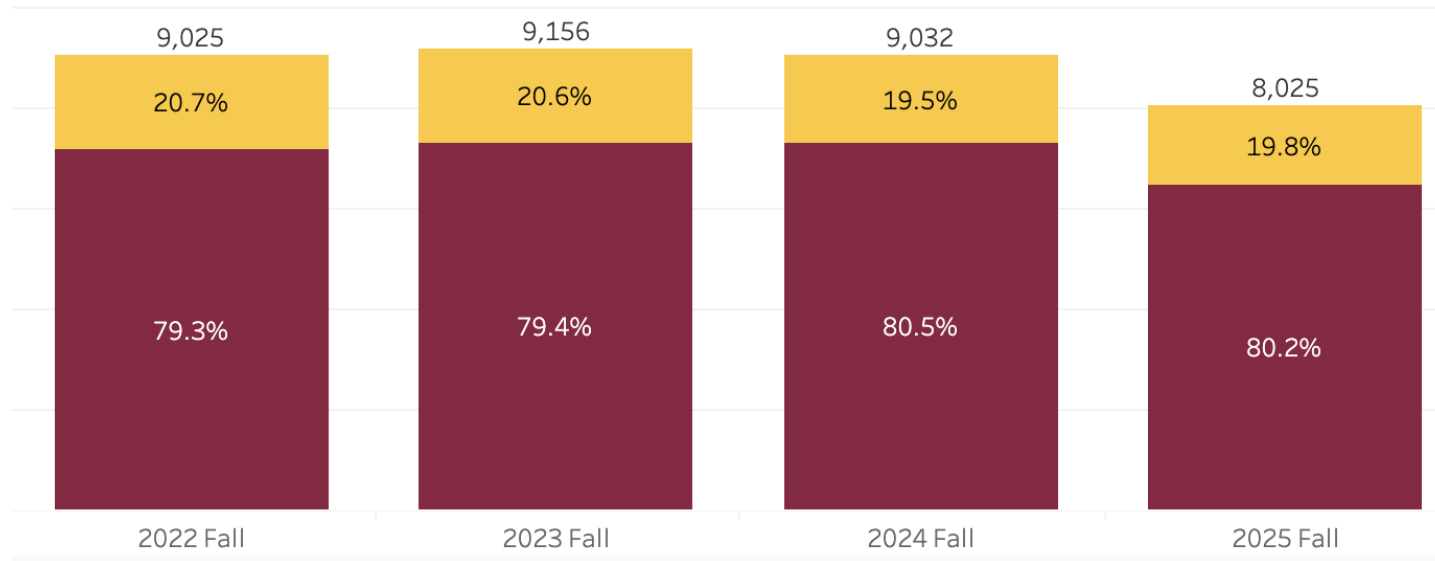
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## International Student Application Trends



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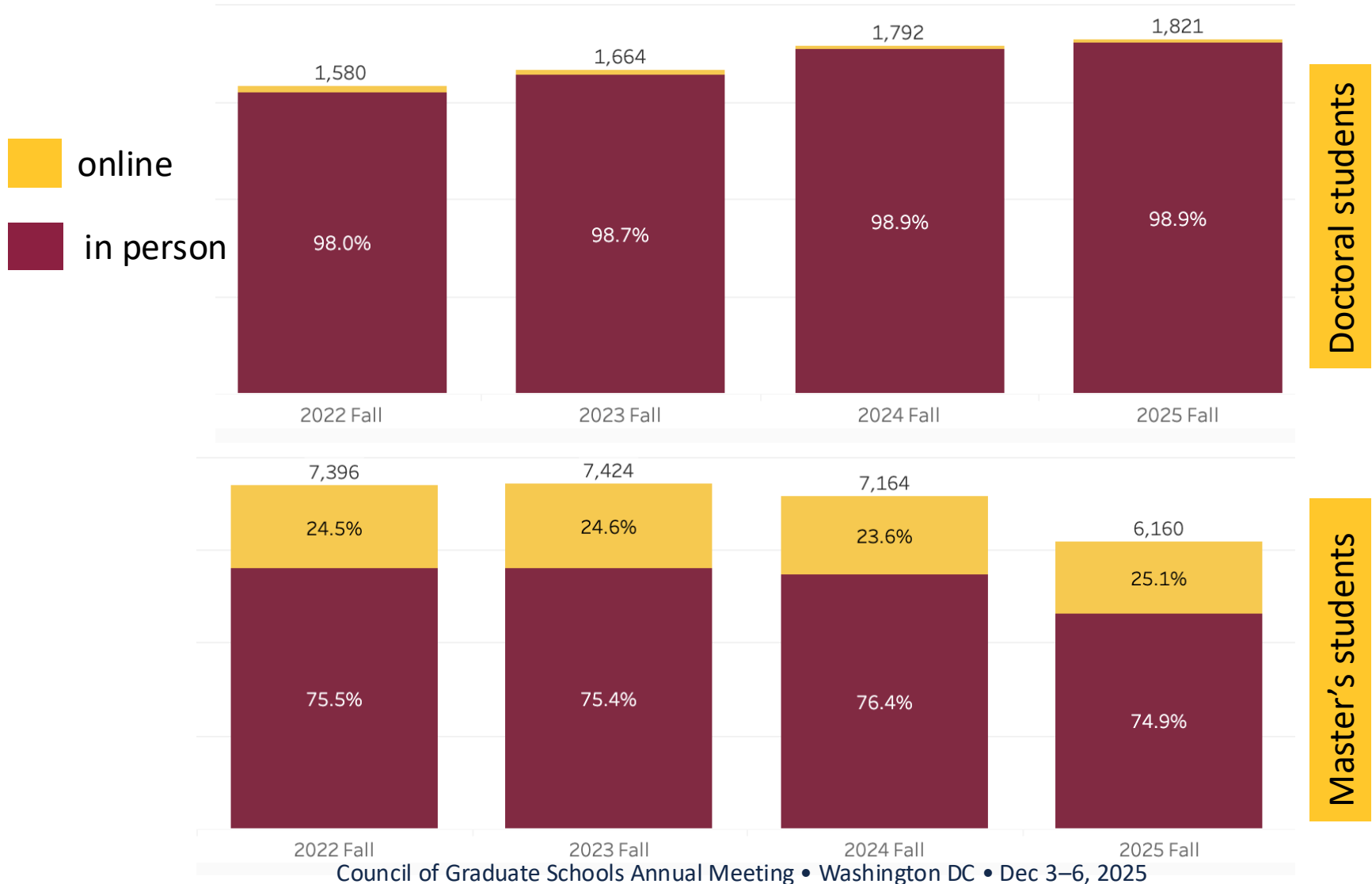
## International Enrollment by Immersion Type



International Enrollment

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## International Enrollment by Degree Level



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## International Enrollment Strategies



**Benke with  
Degree  
Certificate**

**Benke with  
Graduation Certificate**

**Zhuanke**

**CINLEARN**

**CinLearn教育**

**Graduate  
Earned  
Admission**

**ASU London**

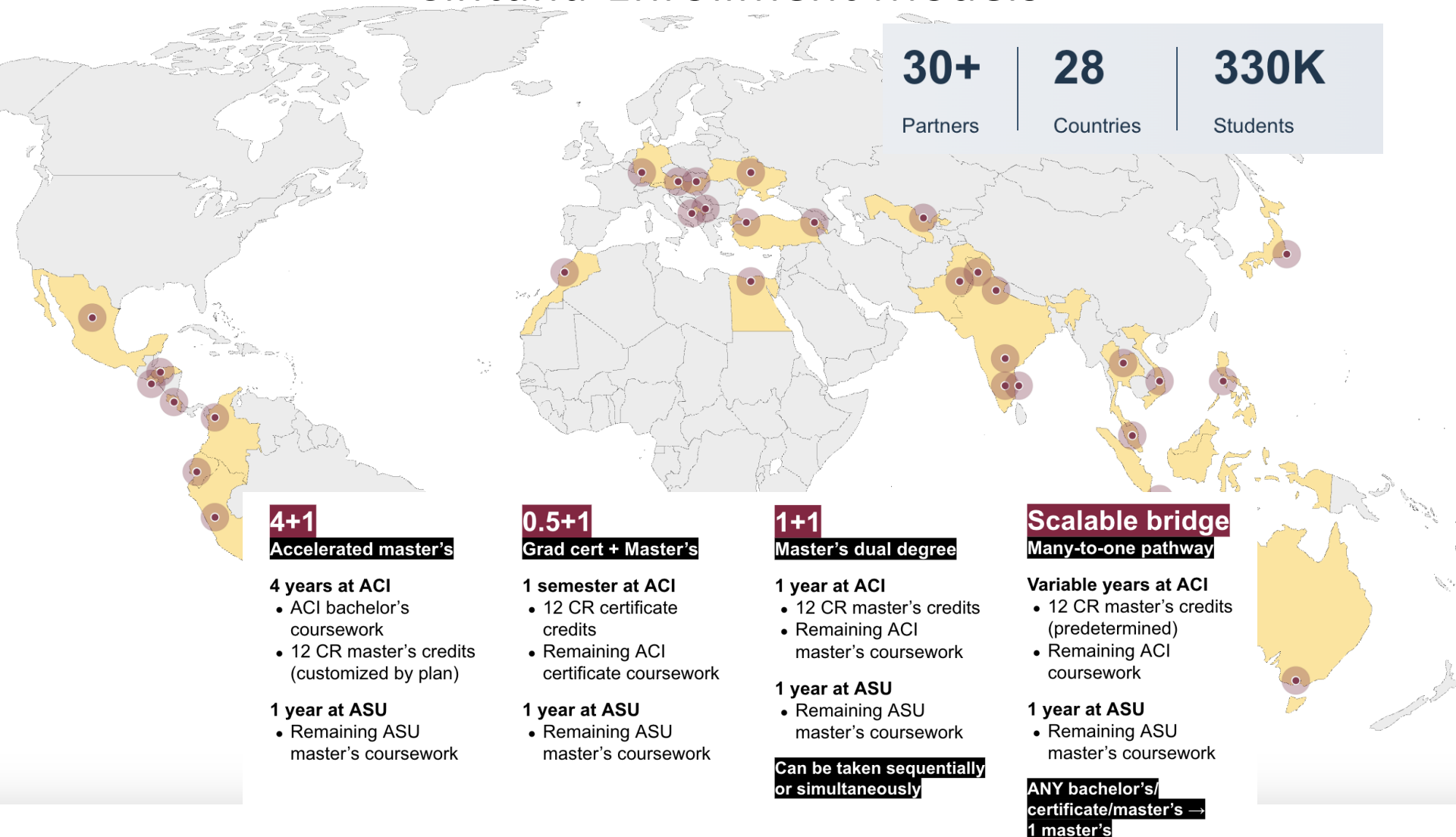


**ASU Personalized  
Graduate Admissions**

**International  
Launch  
Pad**

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## *Cintana* Enrollment Models







# INTERNATIONAL EDUCATION UPDATE



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# TOP ENROLLMENT NUMBERS BY PROGRAM

## GRADUATE CERTIFICATES

- Project Management: **87**
- Operations Management: **26**
- Entrepreneurship: **25**
- Lean Six Sigma: **24**
- Teaching English to Speakers of Other Languages: **22**

**DEGREES  
AWARDED**

2023-2024 school year

**1,320**  
GRADUATE

**216**  
DOCTORATE

## MASTER'S PROGRAMS

- Business Administration: **301**
- Operations Management: **280**
- Supply Chain Management: **113**
- Engineering Management: **107**
- Counseling: **106**

## DOCTORAL PROGRAMS

- Cell and Molecular Biology: **80**
- Occupational Therapy: **71**
- Electrical Engineering: **67**
- Psychology: **63**
- Physics: **53**

**4,359**  
TOTAL GRADUATE STUDENTS  
in 2024-2025 school year



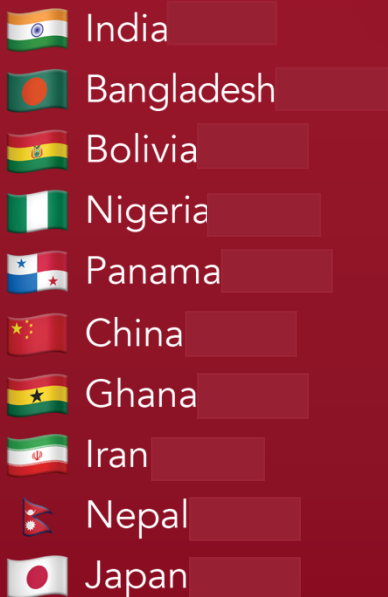
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## TOP COUNTRIES BY STUDENT



**858**

**GRADUATE STUDENTS**

**363**

**UNDERGRADUATE STUDENTS**



collaborated with **19**  
**SPONSORING AGENCIES**  
worldwide to facilitate the  
student experience

**134**  
**SPONSORED STUDENTS**  
supported  
by GSIE



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# INTERNATIONAL GRADUATE STUDENT RECRUITMENT CHALLENGES

- Complex and Changing Visa Policies
- Concerns About Safety
- Financial Barriers
- Increasing Global Competition
- Limited On-the-Ground Presence
- Increasing Marketing Costs
- Competition from Online and Hybrid Programs

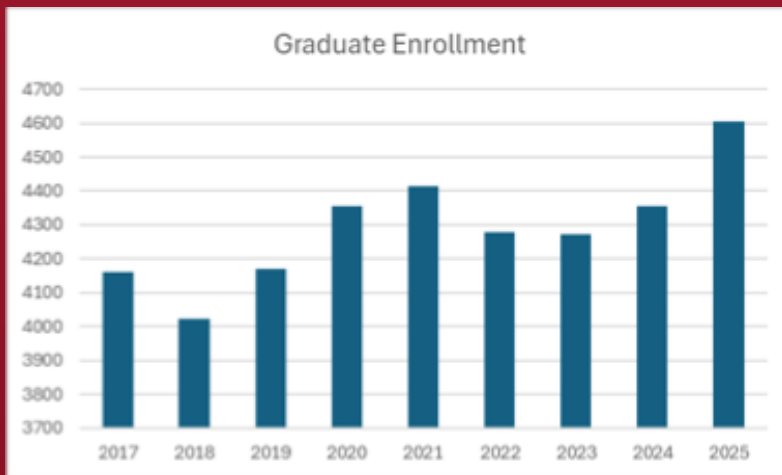


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# GRADUATE ENROLLMENT UPDATE



## FALL 2025

- Graduate Enrollment **UP** 5.7%
- International Enrollment **UP** 3.2%
- New International Graduate Students **DOWN**

## SPRING 2026

- Graduate Applications **UP** 14.5%
- International Applications **UP** 8.7%

## FALL 2026

- Graduate Applications
- International Applications **DOWN**



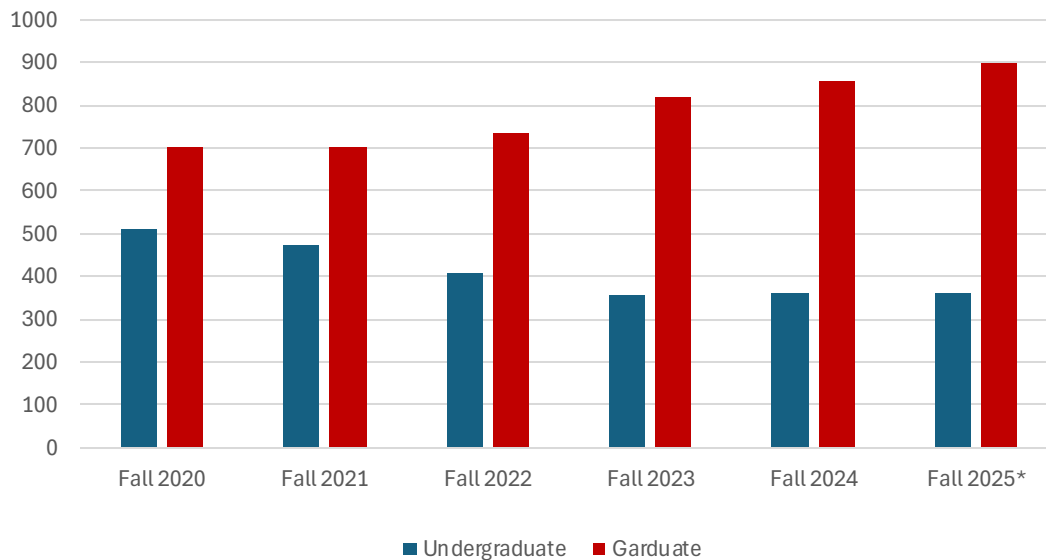
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# INTERNATIONAL ENROLLMENT UPDATE

International Enrollment



## Top 5 Countries

Fall 2020	Fall 2021	Fall 2022
Graduate	Graduate	Graduate
China	India	India
India	China	China
Iran	Bangladesh	Bangladesh
Bangladesh	Iran	Nigeria
Saudi Arabia	Nigeria	Nepal
		Iran

Fall 2023	Fall 2024
Graduate	Graduate
India	Bangladesh
Bangladesh	India
Nigeria	Nigeria
China	China
Iran	Ghana



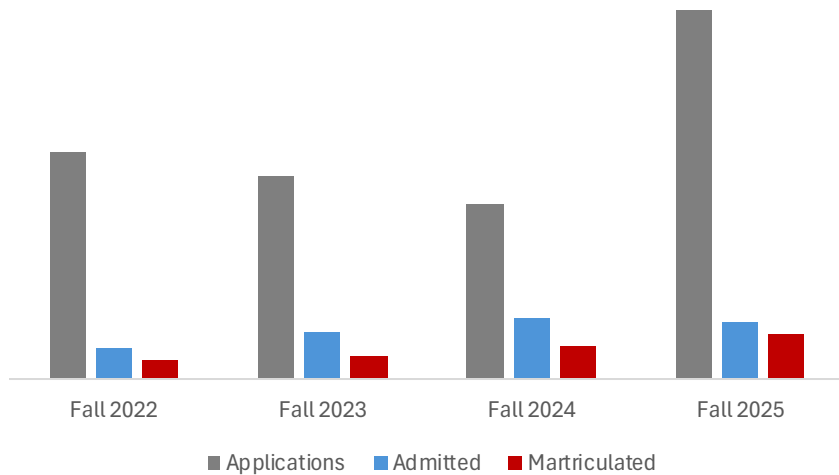
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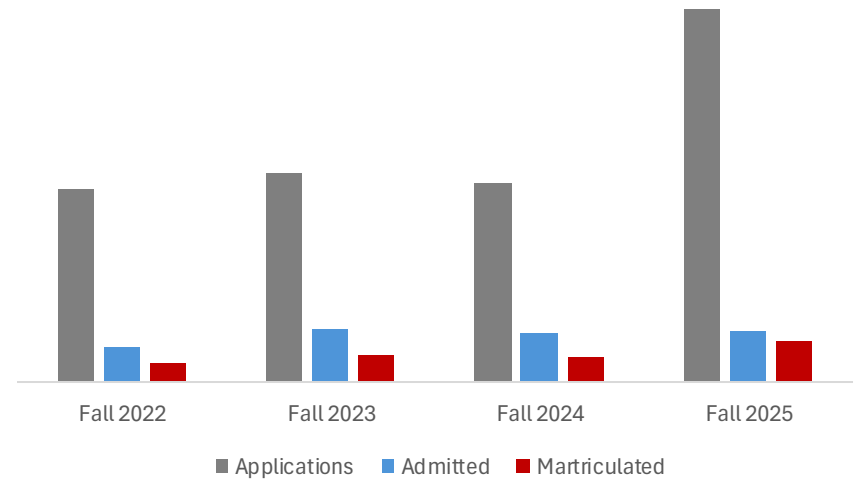
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# INTERNATIONAL APPLICATION UPDATE

## Masters Students



## Doctoral Students



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# GRADUATE ENROLLMENT MANAGEMENT PLAN

The Strategic Graduate Enrollment Management (GEM) Plan Task Force, in partnership with EAB, is working on a coordinated and data-informed approach to graduate enrollment.

GSIE leverages a multi-channel recruitment approach to strengthen recruitment and visibility through a redesigned website, targeted social media campaigns, and lead generation initiatives. Using geomarketing and the Slate CRM, outreach is tailored to specific regions, while customized campaigns—such as GoGRAD—highlight the distinct value for international students.



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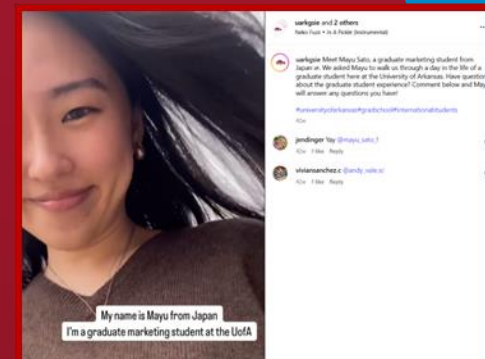
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# COUNTRY SPECIFIC ACTIVITIES

- EducationUSA and SEC Fair Tours
- Country Targeted Social Media Takeovers
- Country-Specific Promotional Cards
- Lead Purchase & Slate Campaigns
- EducationUSA and School Webinars
- Multilingual Chatbot Development
- Faculty Recruitment Trip Support



## Panamá y la Universidad de Arkansas

En 1951, la Universidad de Arkansas hizo historia cuando se convirtió en una de las primeras universidades estadounidenses que estableció una misión internacional agrícola con Panamá. La Universidad de Arkansas ha continuado una colaboración con Panamá por más de 70 años, y la cual continúa en la actualidad.

### Líderes en Negocios, Ingeniería y Educación Agrícola

**#1** Programa de Pregrado en La Administración de la Cadena de Suministro (2022) en Norteamérica clasificada por Gartner

**#25** Mejor Programa Público de Pregrado en Negocios clasificado por U.S. News and World Report (2024)

Programas de ingeniería y de agricultura **reconocidos a nivel nacional:**

- Ingeniería industrial, civil, y biología/agricola
- Ciencia animal, de cultivos y de la alimentación

### La Organización de los Estudiantes Panameños

La Organización de los Estudiantes Panameños esta compuesto por estudiantes panameños que desean encontrar una comunidad y compartir la cultura panameña con la Universidad de Arkansas y la comunidad del noroeste de Arkansas. Compuesto por más de 30 estudiantes, la organización ha traído algunos de los eventos mas tradicionales de Panamá al campus, como los carnavales, Las Novatadas, y el destile panameño.



Encuentra más en su perfil de Instagram: @psouark

**Apoyo financiero**  
exclusivamente para panameños

**276** Licenciados panameños  
entre 2010 - 2022

**96** Panameños actualmente matriculados  
en la Universidad de Arkansas

### Jorge Rodriguez Peña

ESTUDIANTE PANAMEÑO DE LICENCIATURA EN  
EL PROGRAMA DE INGENIERÍA BIOMÉDICA



"Mi trayectoria en la Universidad de Arkansas ha sido el mejor tiempo de mi vida. La universidad me ha formado a ser mejor no solo con conocimientos sino con oportunidades para prosperar como líder. Del igual forma he aprendido a respetar, a ser empático y sobre todo a aprovechar las oportunidades que están disponibles. La Universidad de Arkansas se siente como en casa."



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### Graduate Recruitment Assistance Fund (GRAF)

Apply for financial support to enhance your recruitment efforts and attract top graduate and international students to your programs.

Learn More

### Promotional Items and Materials

Request printed materials and promotional items to help showcase your program at recruitment events.

Recruitment Prop Items for Checkout

Request Swag Items

Preview Promotional Literature Options

Request Promotional Literature

### Downloadable Recruitment Resources

Download various resources for your recruitment events and/or trips.

Recruitment Guide (PDF)

Printable QR Code Signs (PDF)

Recruitment PowerPoint (PPTX)

### Lead Generation

Get assistance in purchasing high-quality leads from trusted lead generation services to connect with prospective graduate and international students.

Learn More

### Upcoming Recruitment Events

Stay informed about upcoming recruitment events.

View Events

### Contact Us

Contact us to schedule a brief consultation to discuss your specific recruitment needs and goals or for any additional support or questions.

Contact Us



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# **Discussion, Questions and Comments**