International Admissions 101 – Where all the Fun Starts!

April 16th 2018
14:00 – 15:00

Presenter	Contact
Dr. Song Hoffman Director of International Admissions University of Delaware	songx@udel.edu

LEARNING OBJECTIVES

1

- Objective 1 - Overview of international recruitment and admissions nation wide

2

- Objective 2 – Overview of international recruitment and admissions at the University of Delaware

3

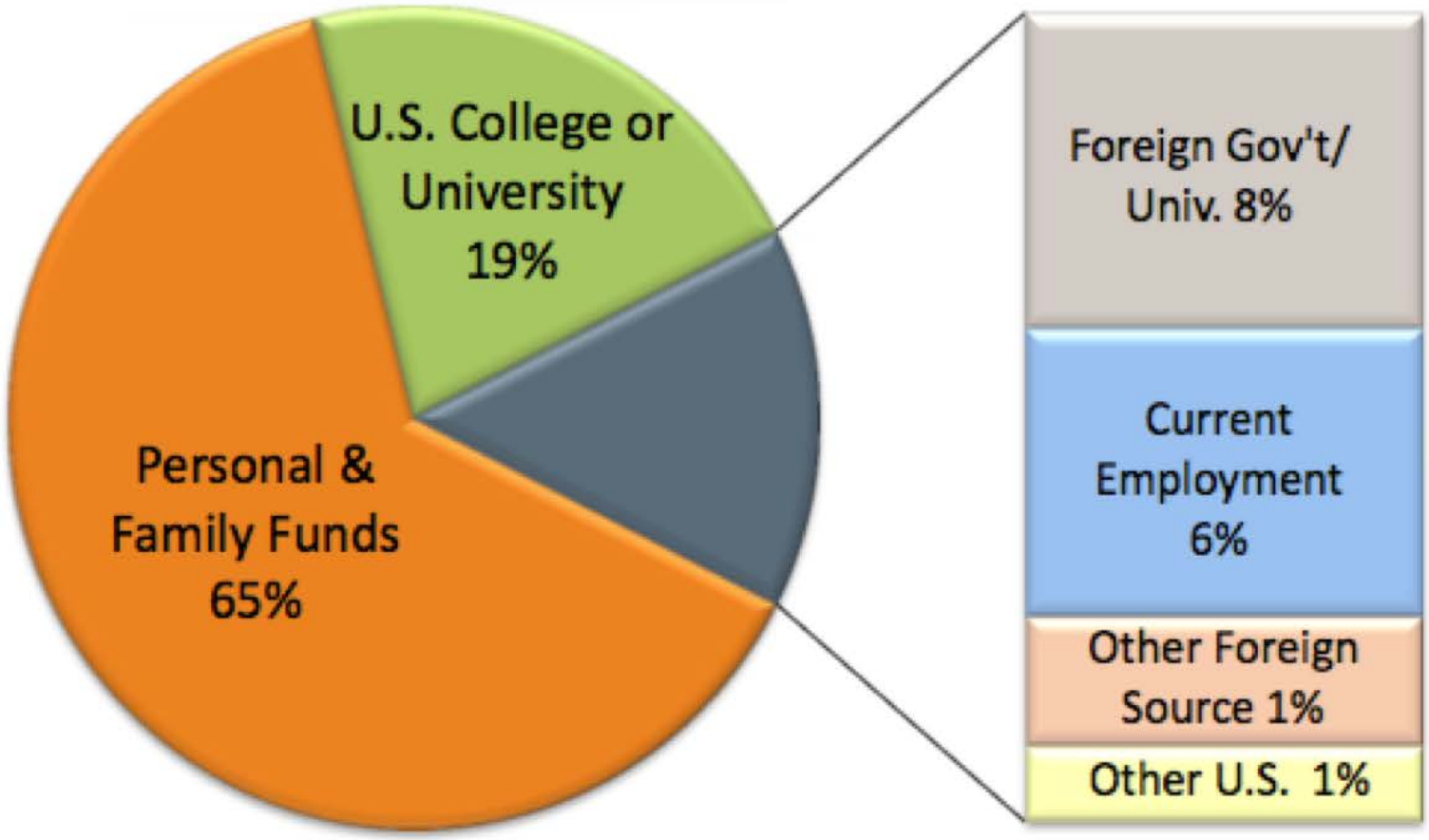
- Objective 3 – Understand some basic strategies when recruit internationally

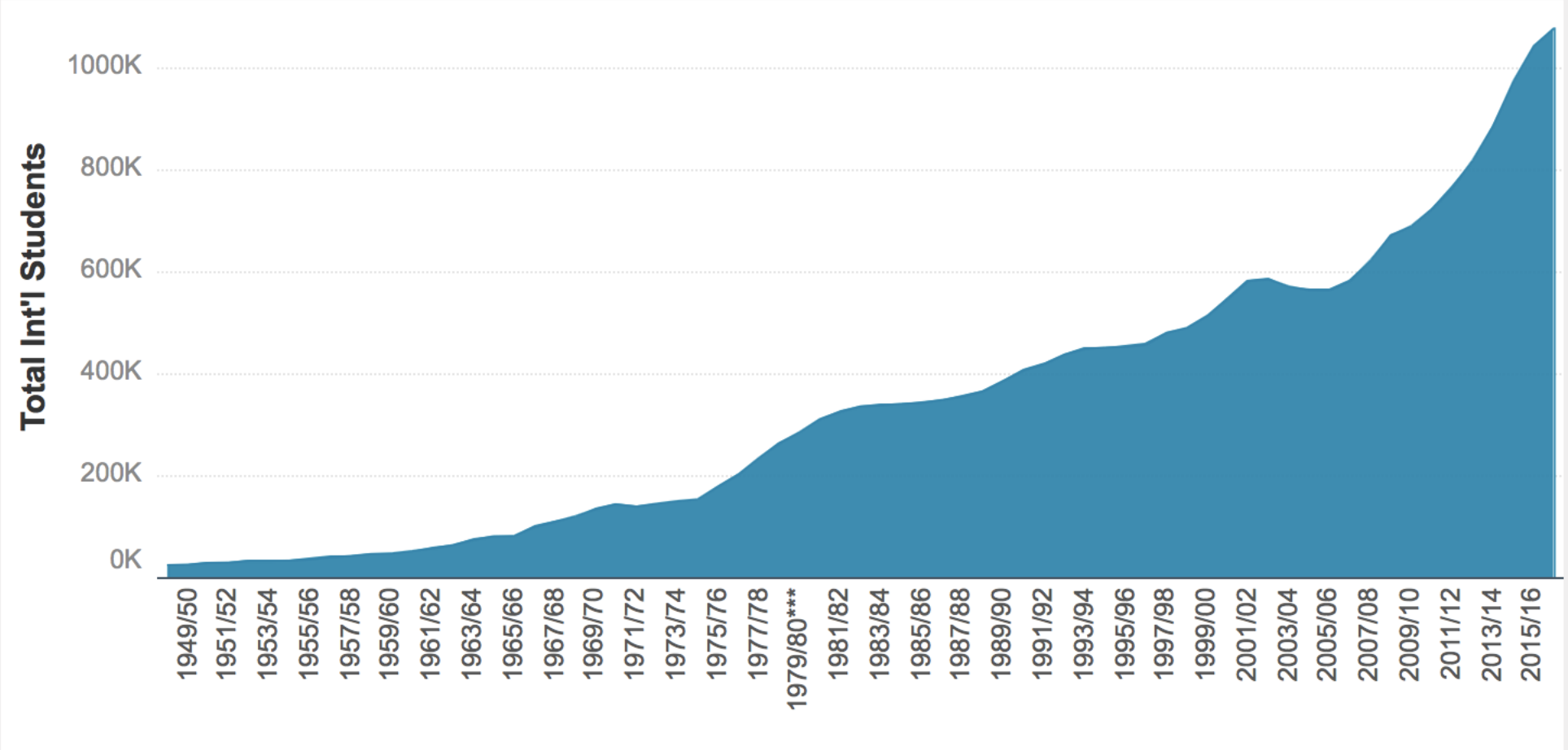
STRUCTURE OF THIS SESSION

Introduction

- The presenter
- International enrollment goal setting during a challenging time
- Experience sharing with University of Delaware's International Task Force. Case study of implementation of some of the international enrollment strategic plan.
- Results and Feedback on UD's approach for rapid growth.
- Road less traveled – Case of Australia, Bangladesh and Nepal
- Invited discussion and question time.

65% of international students (81% of undergraduates) rely primarily on personal and family funds to pay for their studies.





*Data from the National Center for Education Statistics.

**The data collection process was changed in 1974/75. Refugees were counted from 1975/76 to 1990/91.

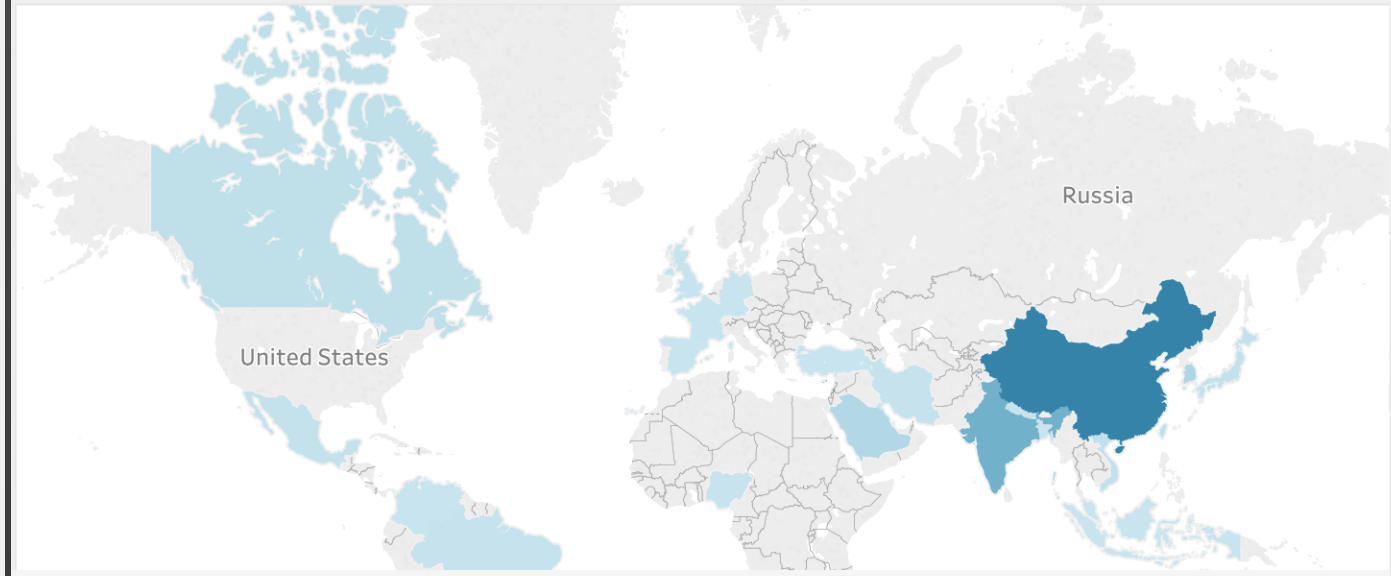
***OPT was first reported separately for the 1979/80 academic year.

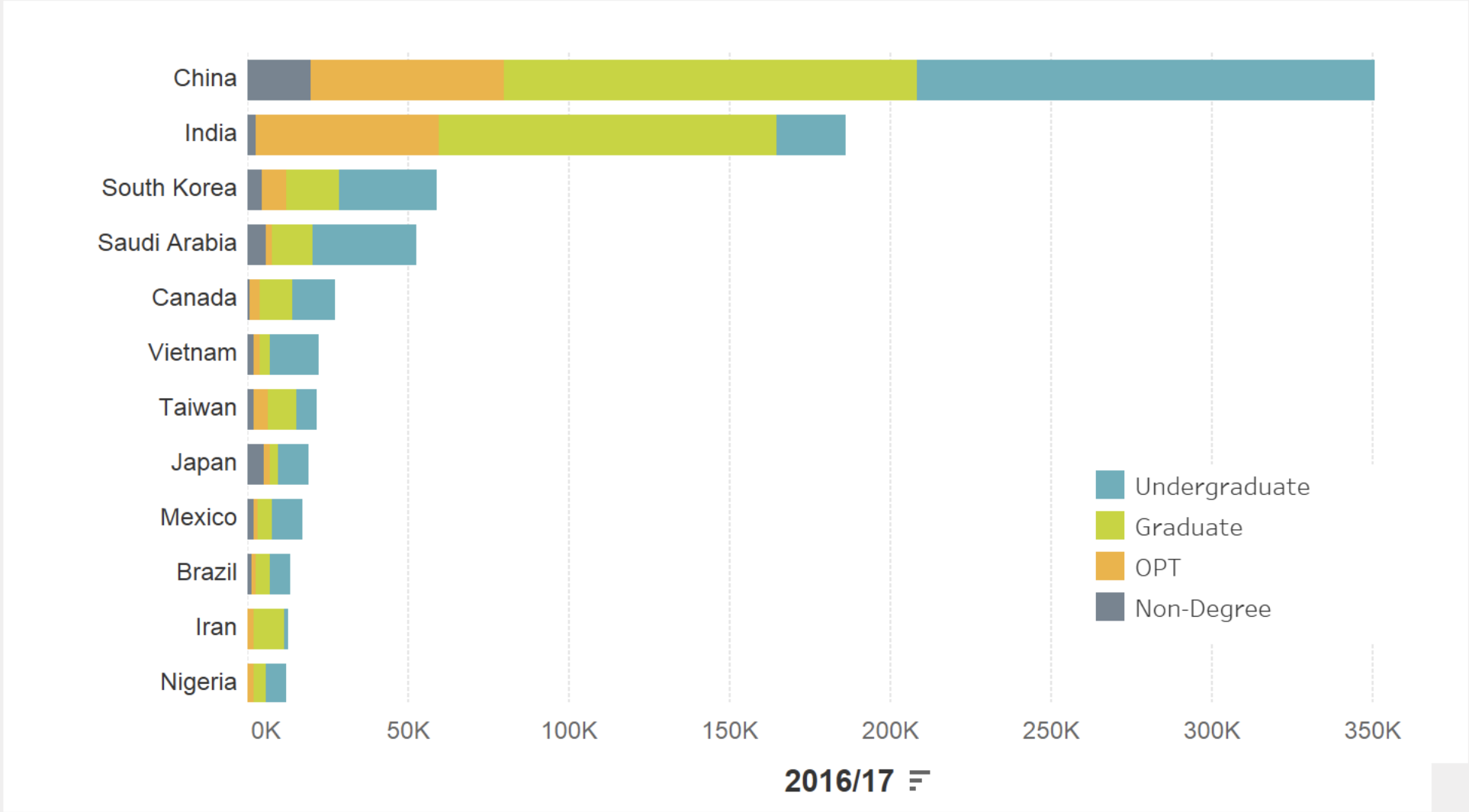
Suggested citation: Institute of International Education. (2017). "International Student Enrollment Trends, 1948/49-2016/17." *Open Doors Report on International Educational Exchange*. Retrieved from http://www.iie.org/opendoors

Leading Places of Origin

open

Rank	Place of Origin	2015/16	2016/17	% of Total	% Change
1	China	328,547	350,755	32.5	6.8
2	India	165,918	186,267	17.3	12.3
3	South Korea	61,007	58,663	5.4	-3.8
4	Saudi Arabia	61,287	52,611	4.9	-14.2
5	Canada	26,973	27,065	2.5	0.3
6	Vietnam	21,403	22,438	2.1	4.8
7	Taiwan	21,127	21,516	2	1.8
8	Japan	19,060	18,780	1.7	-1.5
9	Mexico	16,733	16,835	1.6	0.6
10	Brazil	19,370	13,089	1.2	-32.4
11	Iran	12,269	12,643	1.2	3.0





Suggested citation: Institute of International Education. (2017). "International Students by Academic Level and Place of Origin, 2015/16-2016/17." *Open Doors Report on International Educational Exchange*. Retrieved from http://www.iie.org/opendoors

My story….

When someone you just met starts telling you mad personal stuff
boredpanda.com

LOVE
JEFF FUSCO

South Dakota State University

Total enrollment:
12,527

Total international enrollment 910
(Dec. 2011 444 – Dec. 2014 763)

I20 amount:
$ 25,068

University of Delaware

Total enrollment:
23,009

Total international enrollment 4,237

I20 Amount: $ 50,597

Nepalese Band Performance - Nepal Ni...

YouTube - 1280 × 720 - Search by image

Nepalese Band Performance - Nepal Nite 2016: A Night for Nepal - Nepalese Student Association (NeSA)

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Sri Lankan Student Association - South Dakota State University
@SLSASDSU
SINHANADA
LION'S ROAR...
NOVEMBER 5TH, 2017 | 6:00PM
VOLSTORFF BALLROOM
Like
Share
Call Now
Send Message
Home
About
Events
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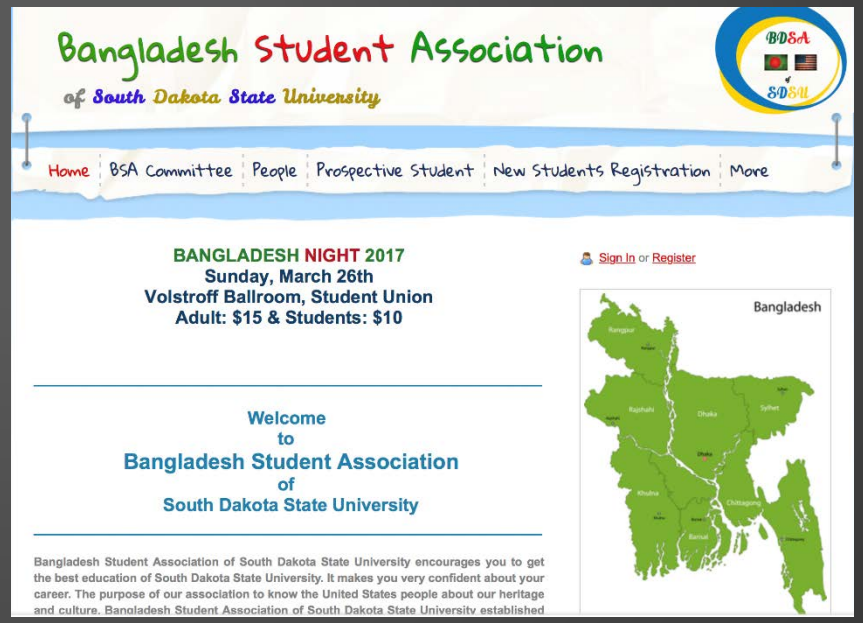
Suggest Edits
FIND US
See more of Sri Lankan Student Association - South Dakota State University on Facebook

नेपाली गीत 2018
FLAVOR


Bangladesh Student Association
of South Dakota State University
BDSA
SDSU
Home
BSA Committee
People
Prospective Student
New Students Registration
More
BANGLADESH NIGHT 2017
Sunday, March 26th
Volstroff Ballroom, Student Union
Adult: $15 & Students: $10
Sign In or Register
Bangladesh
Welcome
to
Bangladesh Student Association
of
South Dakota State University
Bangladesh Student Association of South Dakota State University encourages you to get the best education of South Dakota State University. It makes you very confident about your career. The purpose of our association to know the United States people about our heritage and culture. Bangladesh Student Association of South Dakota State University established

Map
Satellite
Afghanistan
Students and scholars from Afghanistan at UD:
GRADUATE: 2
Greenland
Iceland
Canada
United States
North Pacific Ocean
North Atlantic Ocean
South Pacific Ocean
South Atlantic Ocean
Indian Ocean
Algeria
Libya
Egypt
Sudan
Chad
Pakistan
India
Mongolia
China
Indonesia
Papua New Guinea
Australia
Madagascar
Angola
Namibia
South Africa
Venezuela
Brazil
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Bolivia
Argentina
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Successful Case Study of University of Delaware

1. BASE NUMBERS
2. AMBITIOUS GOALS
3. TO DOS AND NOT TO DOS.
4. RESULTS

The Challenges and the Answers

Challenges: Where should I start?

- External environment
- Internal environment
- Country specific situations
- Colleges Dos and Don’ts

- Review of institutional strengths and weakness, opportunities and of course risks
- International Task Force
- Strategic plan (further discussions)
- Implement (investment and ROI)

Successful Case Study of University of Delaware

1. THREE TIERED MARKETS
2. ELI AND DIRECT ADMIT MARKETS
3. RESEARCH AND IMPLEMENT – NICHE

    1). COLLEGES BUY IN (CASE OF GHANA AND SOUTH AFRICA)

    2). PATHWAYS (CASE OF CHINA)

    3). ROAD LESS TRAVELED (CASE OF BANGLADESH, AND NEPAL, AUSTRALIA)

INTERNAL PARTNERSHIP: ENGLISH LANGUAGE INSTITUTE

- Intensive English Program
- Academic unit of College of Arts and Sciences
- Independent, home-grown program
- Six two-month sessions per year
- Independent budget yet complementary recruitment plan
  - Focus on university-bound English language learners
- Conditional Admissions Program - Academic Transitions Pathway
- Scholarship programs and ESL foundation year

ELI RECRUITMENT STRATEGY

- Strong relationship with agents and high school counselors
  - WeChat, phone calls, e-mail campaigns, agent newsletters and training
  - Pre-departure orientation for students and parents
- EducationUSA, International Education Fairs and vendors
- SABIC, SACM, Oman, etc.
- Special program advisors for conditional admission program, target markets, short-term programs, and scholars
- Matriculation transition meeting to increase yield during gap between IEP and university studies

EXTERNAL PARTNERSHIP:

- A network of agencies;
- A Chain supply of international high schools
- Domestic international high school students
- Others

THE IMPORTANCE OF DEMYSTIFYING THE U.S. APPLICATION PROCESS

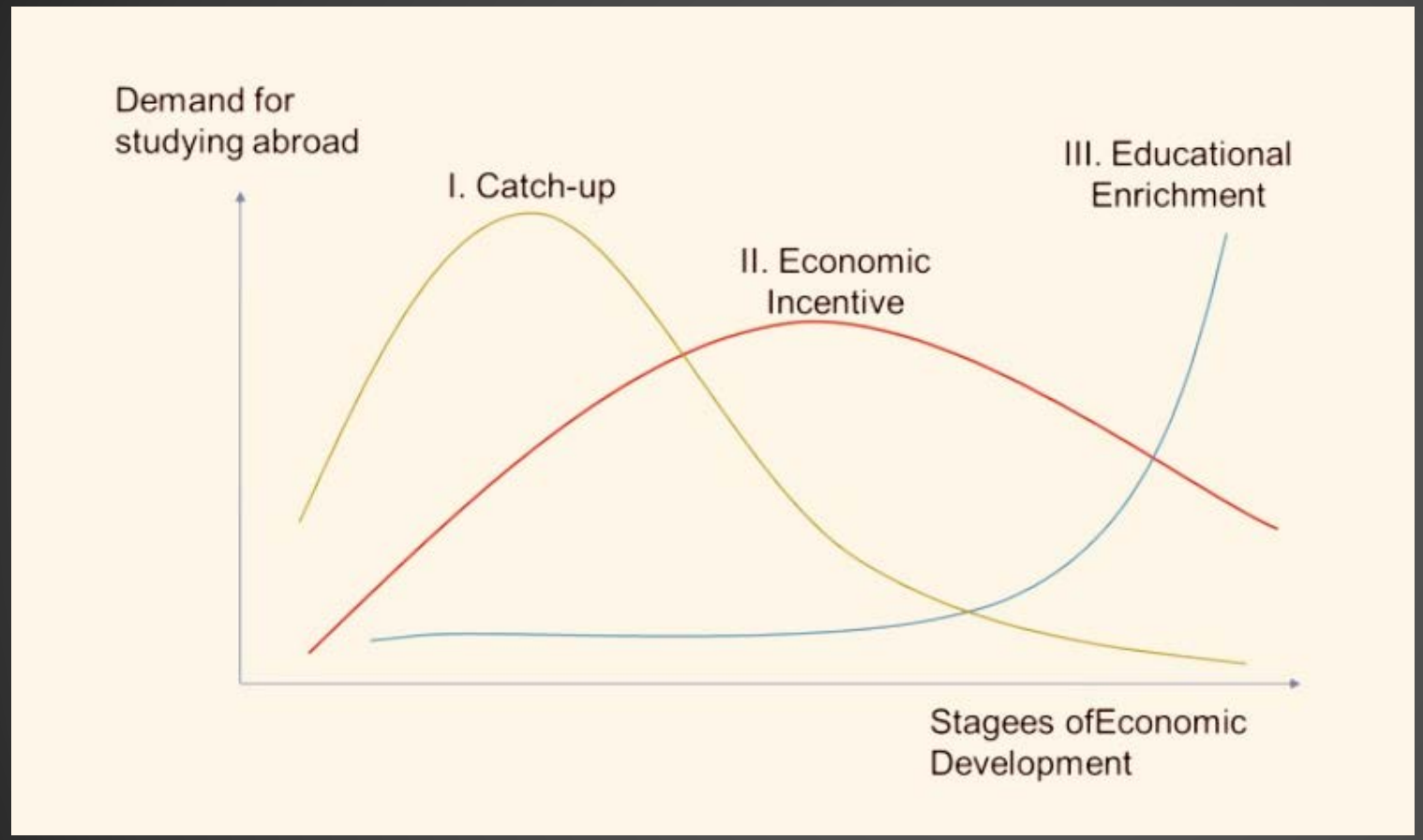
- Student perception – that the application process is one of the major barriers to a U.S. College pathway
- Presenting information through tips and advice
- Share information that empowers students to build confidence to complete the application process
- Working with EducationUSA Advisors world wide to disseminate information that simplifies the application process

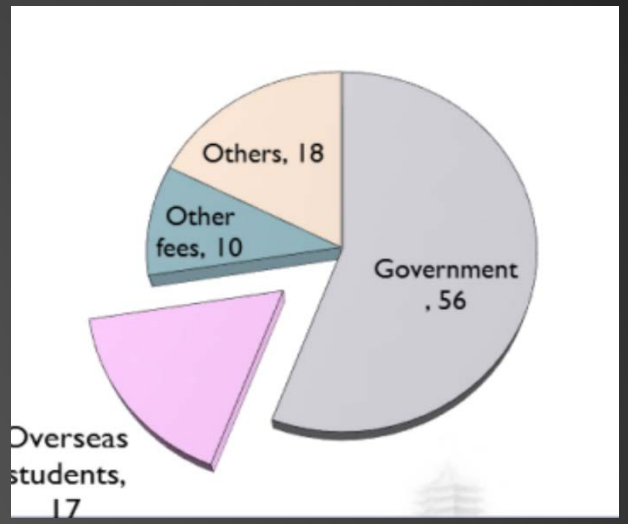
THE POWER OF A TRAVELING CONSORTIUM

- Add value to the visit by hosting other events, for example sessions for career advisers, application writing sessions with interested students
- Don't expect students/parents to be automatically interested in your college just because it is in the US. Provide some details that will make them interested
- Travel with a consortium of similar minded stakeholders to create greater outreach and impact during information session
  - This enables you to highlight how U.S Colleges are different and have niche programs and specialties.
  - Students can then focus on how to identify colleges that will be the best fit for themselves

RELATIONSHIP BUILDING AND KNOWLEDGE SHARING

- The power of story telling
  - If you interview international students on your campus and present this in a 1 minute video format – this will reach the interested student cohort very effectively
- Travel with a consortium of similar minded stakeholders to create greater outreach and impact during information session
- Hosting live sessions is not the most affective means of reaching students through social media.
- OPPORTUNITIES would be greater by U.S. institutions providing content and videos that show campus life experiences and interviewing your international students on campus – share them with EduUSA!





Motohisa SKANEKO (2014). International and Institutional Transformation: Challenges for Universities.

GROWTH BY THE NUMBERS

Academic Year	CAP Matrics	Direct Int'l Matrics	Total	% Change
2014-2015	106	52	158	-
2015-2016	136	39	175	+10%
2016-2017	176	70	246	+29%
2017-2018	157	127	284	+13%
2018 – 2019*	170	180 + 35	385	+ 35%

1. *Is this the right method for you?*
2. *Risks?*
3. *Initial investment needed – justification*
4. *Reaction from Colleges/Faculties*
5. *???*

QUESTIONS?

THANK YOU
for attending this session!

We'd love to hear from you!

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via the conference mobile app
or from www.pcacac.org.