International Enrollment Management
Featuring the English Language Institute

Millersville University
Today’s Speakers

Anna Bradford
Associate Director International Admissions
Millersville University

Brian Whalen
Executive Director
American International Recruitment Council
International Enrollment Management (IEM) Defined

NAFSA IEM Knowledge Community

The International Enrollment Management (IEM) Knowledge Community (KC) addresses the needs of professionals working in admissions, recruitment, enrollment management, marketing, credential evaluation, intensive English programs, sponsored program administration, and overseas advising and counseling. IEM is essential for institutions that wish to create a successful international enrollment strategy.
Enrollment Funnel – International Admissions Journey

Web Traffic

High Quality Web Traffic

Lead / Inquiry

Qualified Lead

Applications

Admits

Enrollment

Agents

Web Traffic

3rd Party Lead Gen

Visits & Fairs

CampusReel

SUNRISE

hotcourses

KICUnivAssist

USA

Education USA

A Study Destination

Webinar Leads

Agents

International Programs and Services, International Admissions
Lifecycle of an Application to Millersville University

Application Creation & Submission → Required Materials Received → Credential Evaluation → Application Review → Review & Scholarships → Admissions Decision → Submission of Financial Documents & Passport → Issuance of Form I-20 or DS-2019 → Payment of I-901 Fee → Visa Appointment → Arrival

Boatang, Beatrice

Overall Score

120

The test taker’s ability to use English in a variety of modes and contexts.

Conversation

115

The test taker’s ability to listen and speak.
Journey can vary by Nation & Level of Study

Web Traffic
Qualified Lead
Applications
Admits
Enroll

Either/Or

Both &
CLIMATE OF INTERNATIONAL RECRUITMENT
2021 Report

- 20/21: -15%
- 19/20: -1.8%
- 18/19: .05%
- 17/18: 1.5%
- 16/17: 3.4%
- 15/16: 7.1%
- 14/15: 10%
- 13/14: 8.1%
- 12/13: 7.2%
- 11/12: 5.7%
Project Atlas Data

TOP HOST DESTINATIONS, 2000 & 2020

1.6 million students

- United States 28%
- United Kingdom 14%
- Germany 12%
- France 8%
- Australia 7%
- Japan 4%
- Spain 3%
- Canada 2%
- Belgium 2%
- Austria 2%
- All Others 18%

5.6 million students

- United States 20%
- United Kingdom 10%
- Canada 9%
- China* 9%
- Australia 8%
- France 6%
- Russia 6%
- Germany 5%
- Japan 4%
- Spain 2%
- Austria 2%
- All Others 20%

*China total from Project Atlas, 2019

Growing National Strategies to Increase Enrollment Numbers

THE CHANGING FACE OF INTERNATIONAL EDUCATION

- Emerging destinations / regional hubs
- English – the medium of instruction in NESC
- Transnational education (TNE)
- Technology
- New & non-traditional players

Competitor destinations and targets: increasing intensity

2020
- China: Attract 500k international students (150k HE)
- Japan: Double number of foreign students to 300k
- Germany: Attract 350k international students
- Ireland: Increase foreign student enrolment in HE by 33% to 44k

2022
- Canada: Double number of international students to 450k

2023
- India: Quadruple foreign students to 200k
- South Korea: Host 200k foreign students
- Malaysia: Attract 250k international students
- Russia: Triple international student enrolments to 710k

2025
- Australia: Attract 520k international students
- France: Host 500k international students
- NZ: Economic growth with emphasis on quality of NZ education

2027
- UK: Attract 600k international students

Sources: Education Target Reports from each Government - New Zealand, Canada, China, Japan, Malaysia, Ireland, Russia and the UK, Australia - Educating Globally report, Germany - DAAD’s Strategy 2020, France - Minister of Higher Education, Turkish Prime Ministry’s International Students Department

International Enrollment Strategy Webinar
Student Perceptions of Top Study Destinations

**Why did you choose your first-choice destination?**

- High quality of education: 63%
- Employment opportunities after graduation: 52%
- Supports international students: 48%
- Part-time work opportunities are good: 44%
- Welcomes people from other countries: 42%
- I will feel safe there: 40%
- Institutions are attractive: 40%
- Availability of scholarships: 35%
- Good internship opportunities: 35%
- Presence of family and friends: 30%
- Cost of living is affordable: 24%
- Cost of tuition is generally low: 18%
- Ease of obtaining visa: 17%
- Near my home country: 10%
Capacity Varies within Top Receiving Nations

USA still receives the highest volume & has remaining capacity

Australia, Canada and the U.K. host the largest shares of international students in comparison to their total higher education populations.

Source: Project Atlas, 2020
“The number of distinct international applicants has increased at nearly triple the rate of domestic applicants since 2019–20 (33% versus 12%). China, India, Canada, Pakistan, and Nigeria were the leading home countries for international applicants.”

Common App Data: March 21, 2022
STATE OF MU
INTERNATIONAL
ADMISSIONS
# Millersville 5 Year Funnel

<table>
<thead>
<tr>
<th>Year</th>
<th>Application</th>
<th>Completed</th>
<th>Admits</th>
<th>Confirmed</th>
<th>Enrolled</th>
<th>% Change From Previous Year</th>
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<tbody>
<tr>
<td>18-19 Totals</td>
<td>165</td>
<td>67</td>
<td>54</td>
<td>43</td>
<td>34</td>
<td></td>
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<tr>
<td>Undergraduate</td>
<td>144</td>
<td>52</td>
<td>40</td>
<td>26</td>
<td>22</td>
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<tr>
<td>Graduate</td>
<td>10</td>
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<td>4</td>
<td>10</td>
<td>1</td>
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<tr>
<td>Non-Degree</td>
<td>11</td>
<td>11</td>
<td>10</td>
<td>7</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>19-20 Totals</td>
<td>110</td>
<td>65</td>
<td>54</td>
<td>46</td>
<td>40</td>
<td>18%</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>102</td>
<td>57</td>
<td>46</td>
<td>38</td>
<td>33</td>
<td>33%</td>
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<tr>
<td>Graduate</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>-100%</td>
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<tr>
<td>Non-Degree</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>7</td>
<td>-35%</td>
</tr>
<tr>
<td>20-21 Totals</td>
<td>192</td>
<td>80</td>
<td>34</td>
<td>23</td>
<td>9</td>
<td>-78%</td>
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<tr>
<td>Undergraduate</td>
<td>187</td>
<td>76</td>
<td>30</td>
<td>19</td>
<td>9</td>
<td>-73%</td>
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<tr>
<td>Graduate</td>
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<td>0</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>-100%</td>
</tr>
<tr>
<td>21-22 Totals</td>
<td>233</td>
<td>103</td>
<td>51</td>
<td>26</td>
<td>19</td>
<td>111%</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>216</td>
<td>87</td>
<td>41</td>
<td>16</td>
<td>12</td>
<td>33%</td>
</tr>
<tr>
<td>Graduate</td>
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<td>9</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>-300%</td>
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<tr>
<td>Non-Degree</td>
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<td>7</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>-400%</td>
</tr>
<tr>
<td>22-23 Projected</td>
<td>410</td>
<td>205</td>
<td>154</td>
<td>43</td>
<td>TBD</td>
<td>TBD%</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>294</td>
<td>160</td>
<td>124</td>
<td>31</td>
<td>TBD</td>
<td>TBD%</td>
</tr>
<tr>
<td>Graduate</td>
<td>88</td>
<td>25</td>
<td>12</td>
<td>3</td>
<td>TBD</td>
<td>TBD%</td>
</tr>
<tr>
<td>Non-Degree</td>
<td>26</td>
<td>20</td>
<td>18</td>
<td>9</td>
<td>TBD</td>
<td>TBD%</td>
</tr>
<tr>
<td>'18 vs. '22 Growth %</td>
<td>148%</td>
<td>205%</td>
<td>185%</td>
<td>0%</td>
<td>%</td>
<td>TBD%</td>
</tr>
</tbody>
</table>

International Programs and Services, International Admissions
International Student Recruitment Toolkit

- Corporate & Government Sponsored Students
- Education USA
- School Counselors
- Names Purchases
- Overseas Fairs
- Backyard Recruitment
- Alumni
- Public & Private Partnerships
- ESL Programs

Millersville University
International Programs and Services, International Admissions
English Language Institute

The English Language Institute provides intensive English training designed to meet the academic needs of Millersville’s international students. The program is non-credit and is a pathway to meeting admissions requirements to academic programs for both undergraduate and graduate programs.

• MA TESOL-trained instructors
• Concurrent enrollment in academic programs in levels 4, 5 and 6
• Conditional Admission Available
Upcoming International Admissions Initiatives

International Travel

- IC3 Conference
- KIC UnivAssist
  - Engage India
  - SE Asia
- Education USA
  - Nigeria & Ghana Tour
  - Serbia Regional Forum
  - Costa Rica Regional Forum
  - Nepal
  - Philippines
- BMI Americas Scholarship Summit: Bogota
Upcoming International Admissions Initiatives

Partnerships and Recruitment

• Platforms
  – Cialfo & Hotcourses

• Agents
  – Seed International, ApplyBoard, WellSpring,

• Partner Schools
  – 26 College and Universities

• Slate Optimization
  – 1:1 Meetings, Campaigns, Video Emails, Webinars

• Social Media
  – WhatsApp, Facebook, Instagram, YouTube
Upcoming International Admissions Initiatives

Support for Refugees and Asylees

• Formalizing Admissions Procedures
• English Language Supports
• Non-Profit Connections
  – Every Campus a Refugee
  – Christian World Services
  – Etc.
• UNHCR & President’s Alliance
  – Response Campaign
    • New visa Category P-4
    • Hosting Campus can elect to get involved Oct 1st, 2022 when program ‘host’ is identified
Quality Student Recruiting STARTS AT AIRC
AIRC champions the interests of international students, educational institutions, and educational agencies through the development of professional standards and partnerships that advance effective and strategic practices in international enrollment management.

400+ members committed to high-quality international student recruitment and the sharing of resources and best practices. Members include secondary schools, colleges and universities, and international student recruitment agencies.

AIRC is recognized by the U.S. Department of Justice as the Standards Development Organization (SDO) for the field of international student recruitment.

AIRC’s Certification of Recruitment Agencies is widely recognized as the primary means by which these entities are judged to serve the best interests of students and institutions.
Standards for Higher Education Institutions

• Standards are now available for public review and feedback:
  • AIRC International Enrollment Management (IEM) Draft Standards for U.S. Institutions — AIRC (airc-education.org)

• Standards have been developed and gone through revisions over the past year

• Process has been coordinated by AIRC’s 20-person Standards Working Group

• Will be revised as needed and released in September 2022
Purpose of IEM Standards

• Provide guidance to institutions in serving the best interests of international students, the institution, and its recruitment partners

• Assist institutions to improve their international student enrollment operations and meet their goals

• An institution’s voluntary adherence to AIRC’s Institutional Enrollment Management Standards signifies its commitment to ethical and transparent international enrollment management (IEM) policies and practices at the highest levels of professionalism.

• These Standards complement and are consistent with AIRC’s Educational Agency Standards.
There are 5 Standards, and each is divided into 3 parts:

1. The Standard’s **name and its description**. These Standards comprise five major areas of international enrollment management.

2. Each of the five Standards is **subdivided by topics** specific to the Standard. Each topic is followed by questions designed to stimulate broad and critical thinking about the topic and the Standard. Users are encouraged to approach these questions as a way to assess IEM at their institution. The questions are designed to elicit robust responses rather than a simple “yes” or “no” answer.

3. Forthcoming: **A toolbox of best practice resources related to each question**. These will be examples of institutional practices and programs that address the question topics. This part of the Standards will be populated on an ongoing basis as AIRC identifies and seeks permission to include best practice examples in IEM implementation.
Content of Standards

1. Mission and Goals
2. Institutional Effectiveness for International Enrollment Management
3. Marketing and Recruitment
4. Admissions and Enrollment
5. Student Wellbeing and Services

AIRC International Enrollment Management (IEM) Draft Standards for U.S. Institutions — AIRC (airc-education.org)
How to Use the Standards

• Institutions are encouraged to use these Standards to assess their international enrollment management operations.

• The Standards can be used as part of a formal review process such as an external or reaccreditation review.

• They may also be used internally for staff training, professional development, and continuous improvement of international enrollment management operations.

• Beginning at its 2023 Annual Conference in Los Angeles, AIRC will be offering Standards Workshops to train colleagues on how to apply the Standards.
Discussion

• “How does the institution recognize the value and importance of international students on campus beyond the financial impacts?”

• “How does the institution facilitate awareness among and increase engagement with campus partners and other students to support and collaborate on international enrollment management?”

• “How does the institution provide effective international student academic advising, including career advising?”

• “How does the institution facilitate cross-divisional and interdepartmental teamwork to flag early signs of concerns and intervene to ensure that international student issues are addressed in a timely manner?”
How can our campus community support growth?

Ways you can support our efforts

• Traveling?
  – Let our office know, we can connect you to Education USA
    • Visit to drop off Swag & talk about Millersville
    • Present

• Working with international student on campus?
  – Share stories and photos
  – Develop relationships that last
Questions?