

# Maximizing Resources for International Student Recruitment

Rocky Blesso

Talia Cerrone



INTERNATIONAL SERVICES CENTER

Stands For Opportunity

# Agenda

- Why is recruitment important?
- Developing a recruitment plan
- Strategies
- Evaluating efforts
- Resources

# Recruitment: An Introduction

- Why is it important?
- Win-Win Situation
  1. Diversity / Cultural Exchange
  2. Economic Contributions

# Diversity/Cultural Exchange

- o Enhancing the educational experience
- o Increased value of U.S. education
- o Institution reaching international prominence

# Economic Contributions

Open Doors 2007 Institute of Int'l Education

- \$14.5 billion
- \$625 million

# Open Doors 2007

## Recent Trends in U.S.

- Total international enrollment **increased 3%** to **582,984** students in 2006/07
- Top **5** leading places of origin are all in Asia (**India, China, South Korea, Japan, Taiwan**)
- Top **5** Host states: California, New York, Texas, Massachusetts, and **Florida** hosted **43%** of international students

## Assessing why you should recruit

- Institution's mission and goals
- Reviewing institution's infrastructure
- Obtaining support from administration
- Review current enrollment data and trends over previous years

# Developing a Recruitment Plan

- Determine the strengths of your institution and its programs
- Link to other international efforts and enrollment plan of the institution
- Set realistic and measurable objectives
- Consider a multiyear and short term plan to allow change based on shifting markets

# Developing a Recruitment Plan

- Target regions (diversifying population to protect against political and financial instability)
- Decide on marketing goals
- Who and when?
- Budget
- Evaluate your efforts



# Assessing your Plan

- Periodic evaluations
- Compare expected results to actual results
- Adjust your plan if needed

## Implementing Plan - Basics

- Train staff to adequately respond to inquiries
- Setting up systems to track the number of inquiries and their conversion to applications, admissions and enrollment



# Strategies

- Focusing on quality student services
  - ✓ “Ping Pong” vs “Plus 1”
  - ✓ Happy students are your best recruiters
  - ✓ Surveying international students
  - ✓ Identifying gaps in services
  - ✓ Educating the campus
  - ✓ Advisers serving as recruiters



# Cultural Programming

- “Whole Student” needs
- Practical and Social
- Retention

# Strategies

- Publications and materials
- Mailing materials to students, international schools, and advising centers
  - ✓ Overseas advising centers
  - ✓ Fulbright commissions
  - ✓ International schools overseas
  - ✓ Students in ESL programs

# Strategies

- Advertising in directories, publications, newspapers and journals



The advertisement for the University of Central Florida (UCF) features a large image of a modern campus building with a fountain in the foreground. The text includes:

- University of Central Florida** logo and the slogan **Stands For Opportunity**.
- Academics**: The University of Central Florida is one of the largest universities in the country with a growing reputation in such areas as physics, medicine and simulation, materials science and engineering, nano- and molecular biology, and computer science. The university provides unparalleled learning and work opportunities for its students through its intensive co-operative, government and business partnerships, its world-class research programs, and the integration of technology into its classrooms.
- Location**: Located in the heart of central Florida—Orlando—and close to many attractions such as Walt Disney World, UCF offers not only the advantages of a great location and lifestyle, but also the excitement and opportunities generated in the area of fast growth, technology, and diversity that only a top like Orlando can provide.
- Visit the International Services Center Website: [www.intl.ucf.edu](http://www.intl.ucf.edu)
- Small inset image of a classroom with students raising their hands.
- Small text at the bottom: University of Central Florida, 16801 University Blvd., Orlando, Florida 32816-1600, USA. ©2007 www.ucf.edu



# Strategies

- **Advertise in websites**

- [Hobsons](#)
- [U.S. campus website](#)
- [International Graduate](#) magazine
- [Gradschools.com](#)



# Strategies

- Developing or using existing alumni network
- Utilizing faculty, administrators and current students traveling abroad
- Creating and implementing a communication plan with prospective students (e-mail, online chats, mailing)



# Strategies

## ● Recruitment trips

- Focusing on your target regions
- Joining an educational fair vs. setting up your own
- Making the most out of your trip
- Setting realistic expectations
- Who should travel?
- Follow-up with prospective students and contacts



# Strategies

[www.ucf.edu](http://www.ucf.edu)

- Evaluating your website

- ✓ Easy to navigate, easy to read
- ✓ Keep web screens short
- ✓ Show campus
- ✓ Contact information
- ✓ Application process
- ✓ Access to application
- ✓ Provide links to education USA centers and visa process



# Resources

- Education USA  
[www.educationusa.state.gov](http://www.educationusa.state.gov)
- NAFSA <http://www.nafsa.org>
- IIE Open Doors <http://www.iie.org>
- Linden Tours [www.lindentours.com](http://www.lindentours.com)
- Hobsons [www.hobsons.com](http://www.hobsons.com)

Questions?