

Everyday, I'm hustling, hustling: Other tools to expand your admission funnel

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Agenda

- **Understanding the international student mobility landscape**
 - Brief overview of student mobility trends
- **Tools for recruitment and enrollment: The college/university's perspective**
 - Quinnipiac University
 - Southern Alberta Institute of Technology
 - Foothill + De Anza Colleges
- **Counselor's Perspective**
 - What influences students?
 - Ways to make students stand out
- **Advocating for resources**
- **Audience discussion/Questions**



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Student Mobility Trends

TOP HOST DESTINATIONS



6.4 million students

United States	17%
United Kingdom	11%
Canada	10%
France	6%
Australia	6%
Germany	6%
Russia*	4%
China*	3%
Japan	3%
Spain	2%
Italy	2%
Netherlands	2%
Argentina	2%
All Others	26%

Source: Project Atlas, 2023; *UNESCO, 2023

Project Atlas: <https://www.iie.org/research-initiatives/project-atlas/>



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Student Mobility Trends

INBOUND STUDENTS IN SELECT COUNTRIES

	<u>2022 Release</u>	<u>2023 Release</u>	<u>% Change</u>
United States	948,519	1,057,188	11.5%
United Kingdom	633,910	718,085	13.3%
Canada	552,580	660,230	19.5%
France	364,756	392,630	7.6%
Australia	363,859	361,247	-0.7%
Germany	324,729	349,438	7.6%
Russia*	262,416	282,922	7.8%
China*	221,653	210,903	-4.8%
Japan	201,877	181,741	-10.0%
Spain	91,558	135,478	48.0%
Italy	125,470	132,521	5.6%
Netherlands	115,068	122,287	6.3%
Argentina	108,180	117,820	8.9%
Poland	84,689	85,897	1.4%
Mexico	51,659	53,801	4.1%
Hungary	N/A	41,730	N/A
Sweden	33,298	39,806	19.5%
Denmark	25,366	27,391	8.0%
Philippines	22,247	24,520	10.2%
New Zealand	29,790	24,515	-17.7%
Norway	22,540	24,154	7.2%
Chile	19,000	19,000	0.0%



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Student Mobility Trends: challenges & the search for solutions

- Increased competition for the same number of students
- Staying relevant and up to date with evolving trends
- Cultural nuances; not one size fits all
 - Allocating resources and managing workload, mental and physical health
 - In-person visits are critical, BUT:
 - How to make the most out of visits using other tools?
 - What's the right balance?
 - How to reach students who are fatigued by so many visits/competing interests?
 - How do we ensure that we are setting students up for success?



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Quinnipiac University

Concourse

- Make it work for you and your office's bandwidth, enrollment goals and international reach.
- Grow new markets
- Plan travel and make visits more impactful
 - Acceptance Chats!

Regional Recruiter – South Asia

- Full time Recruiter, contracted through Gen Next Education
 - *Regional Recruitment Manager*

International Student Ambassador Program

- Virtual Events
- Unibuddy Chats and WhatsApp Groups

International Communication Plan

- Branching away from domestic plans
- Supporting international concerns
- Don't forget about U.S citizens abroad!



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Southern Alberta Institute of Technology



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Foothill + De Anza Colleges

Concourse

- Worked with Concourse since 2021; evolved with our institution's unique challenges
- Increased awareness and has led to connections and enrollment from new schools

Regional Recruiters

- Limited budgeting for additional in-office staffing
- 3 full-time regional recruiters located in India, Indonesia, and China
- Eased workload of in-office staff and increased enrollment & student preparedness

Waybetter (Customized Slate Portal)

- Personalized and relevant information (based on major, where they are in the application process, even regional info)
- Adaptive and allows portal to show clear next steps for students, counselors, and parents

Other

- Incoming student Whatsapp groups (with student assistants & staff to monitor)
- AI tools in Slate
- Partners



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Counselor's perspective



Discussion

College and university reps:

What are some tools or approaches that you've used that have worked well or not so well?

Counselors:

What tools or methods have stood out for being impactful for your students? Which ones have fallen flat?



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Advocating for resources

1. Gather Data:

- Collect data on current international enrollment data by institution type, region, your own institution's historical data
- Benchmarking with peer institutions, and provide success stories, if relevant

2. Develop a Clear Proposal: Create a detailed proposal outlining:

- Specific resources needed (budget for staffing, digital recruitment tools, travel etc.).
- Why these resources are necessary and how they will be used.
- Expected outcomes or return on investment (ROI), such as anticipated increases in student enrollment and diversity
- Show alignment with institutional goals and how your office supports these objectives

3. Engage Allies:

- Identify and engage colleagues or departments that can support your initiative. Having a united front can strengthen your advocacy efforts
- Include student perspectives in your narrative

4. Present a Plan:

- Identify and engage colleagues or departments that can support your initiative. Having a united front can strengthen your advocacy efforts
- Include student perspectives in your narrative

5. Prepare for Questions:

- Anticipate questions or concerns from management and prepare responses. Be ready to discuss budget implications, potential risks, and risk mitigation strategies.

Can't advocate for EVERYTHING, so choose most impactful areas or which 'hill you want to die on'



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Questions?

