

COUNSELLING VS SALES

DIFFERENTIATING BETWEEN SALES & COUNSELLING IN INTERNATIONAL STUDENT RECRUITMENT

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- Northern Arizona University



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YOUR SPEAKER FOR THIS SESSION:

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NORTHERN ARIZONA UNIVERSITY**

LEARNING OUTCOMES FOR THIS SESSION:

- How to start your personal and professional development journey.
- Persistent efforts to improve the student recruitment outcomes.
- Building potential to work across different institutions & organizations.
- Mentoring and coaching for the new generation of reps and professional.
- Power of Collaboration.



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INTRODUCTION to Higher Education & International Student Recruitment

WHERE DO YOU BELONG?

- International Admissions
- International Recruitment & Outreach Team
- Enrollment Management
- Business Intelligence
- Faculty
- Third Party
- OTHERS



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What are your thoughts on
COUNSELLING,
SALES
&
PROFESSIONAL DEVELOPMENT
IN
HIGHER EDUCATION?



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International Student Recruitment - Counseling, Outreach and Diversity.

UNDERSTANDING YOUR MARKETS

International education is one of the largest and fastest growing economic sectors in the world.

INTERNATIONAL STUDENT RECRUITMENT helps you **expand the diversity of your campus.**

We are here because we are making students' college dreams become a reality.

WHAT ARE SOME OF THE CULTURAL CHALLENGES THAT YOU HAVE COME ACROSS?



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GROUP ACTIVITY – 1

YOU ARE AN INTERNATIONAL ADMISSIONS' EXPERT, working with a very popular university. You have just visited a school where there is NO university guidance counsellor. You are going to meet about 100 students to do a presentation on 'Studying in the US' .

How will you represent the university & the US in an unbiased way?

What factors/ points will you consider speaking about?



GROUP ACTIVITY – 2

YOU ARE AN INTERNATIONAL ADMISSIONS' EXPERT travelling with representatives like you from the state where your university is located.

For example, this group could be 'Study in AZ / Cal/ Ohio, etc..' who travel together, present together.

What points about your university, the state & other universities will you focus on during this tour?

Have you ever travelled together like this?

What are the Strengths and challenges that you face?



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In-country office representatives can help institutions engage on ground and develop a more robust and continuous presence in-market.

in-country reps can be thought of as an overseas extension of a university's international marketing/ admissions / outreach team.

Having in-country offices is more affordable than sending institutional staff abroad several times a year.

Maintaining presence even when external factors are not conducive, ensures brand presence and for universities to remain up to date.

Recruiting students from abroad comes with its own unique challenges.



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WHAT MAKES YOU
DIFFERENT?

WHAT MAKES YOU STAND
OUT FROM YOUR
COMPETITORS?

CONSIDER THIS –

DIVERSIFYING international markets.

Robust analysis of the end-to-end international student recruitment process.

Avoid stereotyping – KEEP LEARNING

Adapting to a new culture involves overcoming obstacles and setbacks. People can do that only if they believe in their own efficacy.

Keeping an open mind – For eg. India vs Vietnam

Have deepened their understanding of key issues in planning and delivering your enrolment goals.



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CHALLENGES: COUNSELLING V/S SALES

- Grow your university brand
- Build student relationships
- Maximize conversions
- Working with agents in international markets
- Maintaining ethics in a Competitive environment

- Grow your personal brand
- Focus on Personal Development
- Overcoming hurdles while recruiting students
- Impact of Isolation or working offshore internationally
- Looking out for others
- Collaboration



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CHALLENGES: COUNSELLING V/S SALES

INDIVIDUAL ACTIVITY

WHEN WAS THE LAST TIME YOU PURSUED SOME CLASS, COURSE, MODULE, MEETING, ETC. FOR YOUR OWN PROFESSIONAL DEVELOPMENT?

HOW MANY TIMES HAVE YOU LEFT PERSONAL AND PROFESSIONAL DEVELOPMENT TO THE BACKSEAT?

INDIVIDUAL ACTIVITY

Assume that you are a university representative who is speaking to a student who has asked for a course that you do not offer at your university.

HOW HAVE YOU COUNSELLED/ HELPED THE STUDENT in such situations?



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CHALLENGES: COUNSELLING V/S SALES

The Right Support Makes All the Difference.

Higher Education providers play a pivotal role in supporting success of their team.

INDIVIDUAL REFLECTION: ARE YOU FACING CONFLICTS ON YOUR CALENDAR?

- *Losing track of schedules?*
- *PRIORITISING in times of Overlap*
- *LESS is more attitude (VERY RARE)*
- *Common reasons for burnout?*
- **Short Term Goals vs Long Term Relationships?**



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COUNSELLING V/S SALES: WORKING WITH THIRD PARTIES

WORKING WITH THIRD PARTIES

UNIVERSITIES must learn how to identify and assess security risks so they can begin the vendor risk management process.

INTERNATIONAL ADMISSIONS REPS / Admissions Advisors MANAGING a joint agreement, with approval of their boards of education, to form a partnership.

Thoughtful planning, monitoring, and evaluation of implementation of services and products increase the potential for impact.

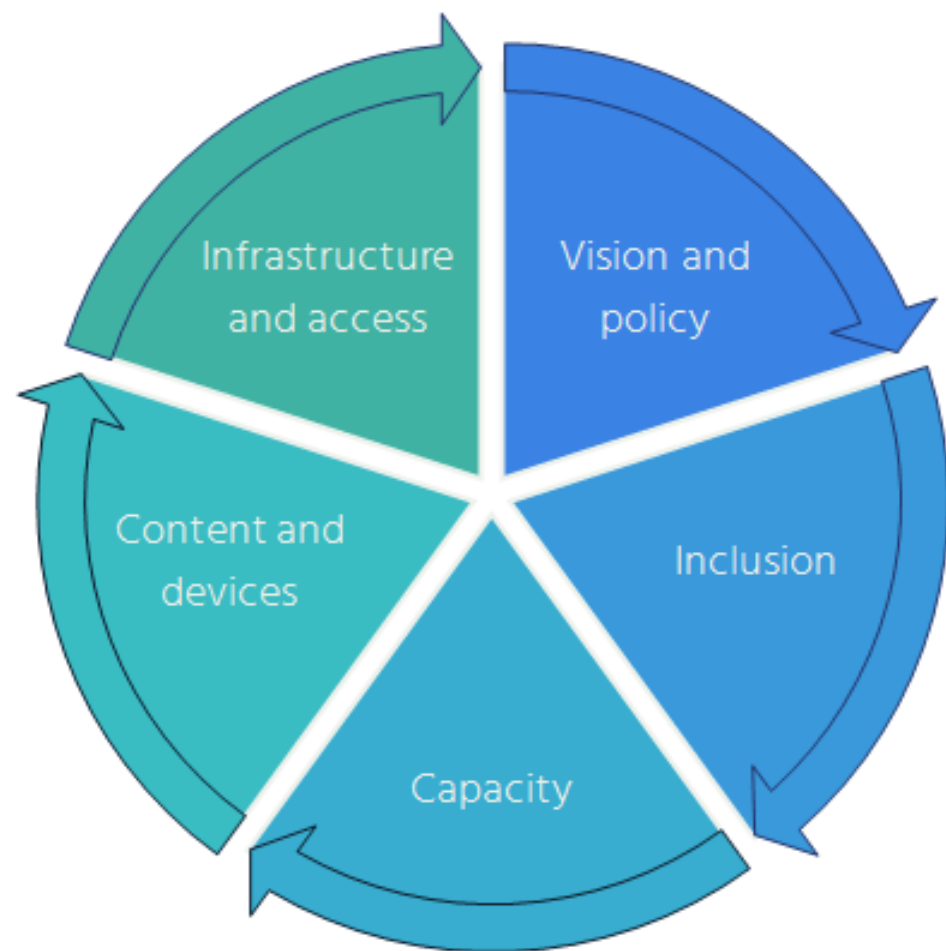
Educating and training regularly to avoid FERPA and other legislative hazards.

Professional learning must be integrated into routine processes & education agencies must specify their professional learning needs.



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SUCCESSFULLY differentiating between Counselling Vs Sales



1. Healthy higher education communities as engines of knowledge production, discovery, innovation, skills development, cultural preservation and national progress.
2. Grounded in core values—equitable access, accountability and social responsibility.
3. Higher education communities to not only contribute necessary skills and services to society but also maximize the capacity of individuals contributing to their own lives as well as to the lives of others.
4. Ethical and professional standards to encourage development of “ritualizing” practices for use at your home institution and overseas.



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SUCCESSFULLY differentiating between Counselling Vs Sales

- Academic/Discipline Achievement by your students: i.e. excelling in their chosen field of study.
- Careers, entrepreneurship, and further qualifications opportunities for international reps.
- Engagement: Deepening understanding of the programme and actively allowing yourself to participate in the students' learning journey
- Building valuable transferrable 'skills' including critical thinking, communication, and problem-solving for your area of expertise.
- Co-Curricular Activities: Including career development, sports, mentoring & volunteer work for yourself.
- DOING WHAT IS BEST FOR THE STUDENT and not just numbers.
- By working together institutions, educators, and related staff, alongside students can create an environment where everyone thrives.



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Professional development as a higher education professional

INDIVIDUAL ACTIVITY:

WHAT ARE THE TASKS
THAT YOU AVOID?

WHAT ARE THE TASKS
THAT YOU ENJOY?

INDIVIDUAL ACTIVITY:

WHAT RESOURCES DO YOU
THINK YOUR ORGANISATION
CAN AID YOU WITH FOR YOUR
PROFESSIONAL DEVELOPMENT?



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Professional development as a higher education professional

ACADEMIC GROWTH

POWER OF
COLLABORATION

MENTORING PROGRAMS

VOLUNTEERING

PLANNING YOUR
CAREER 3 YEARS AT
A TIME

KEEPING UP WITH TRENDS
AND STATISTICS



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Professional development as a higher education professional



Discover more with Counsellors on NCS Portal

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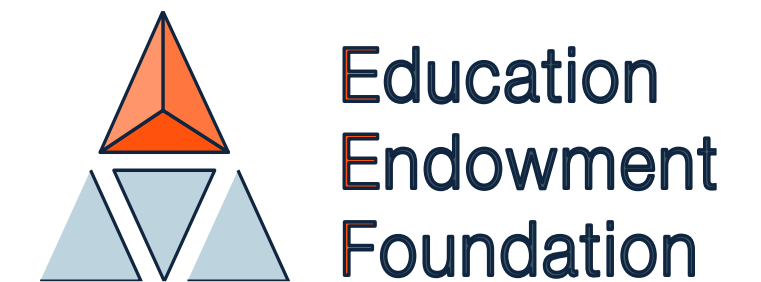
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Professional development as a higher education professional


Inside Higher Ed
News, jobs and services for US higher education




BMI Global Ed
Leading global organiser of in-person and digital international student recruitment events




dataHE
Data-led insights for the UK higher education sector



Poets&Quants
Leading provider of news and resources for prospective business students worldwide



The Education World Forum
The world's largest gathering of education and skills ministers





The annual Global Guide is EducationUSA's signature resource to guide U.S. colleges and universities in their approach to international student recruitment.

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RECAP ON LEARNING OUTCOMES FOR THIS SESSION:

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QUESTIONS?

SUGGESTIONS?

What part of this session was helpful for you?

What would you call the BEST takeaway points for you?



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International Student Recruitment: COUNSELLING V/S SALES

THANK YOU!



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