

Resources for Foundations Workshop: Basics of Effective U.S. International Admissions

Armchair Recruiting

Establish a Budget

Get the support of your boss

- Additional staffing to respond to inquiries
- Mailings
 - Choose light weight, durable envelopes (Dupont Tyvek, International Envelope Company)
- Printing and postage
 - cost effectiveness
 - speed
- Communications: email, telephone and fax
- Advertising
- Professional Association memberships

Establish Mailing lists

Develop a mailing list of advising sites where prospective international students and those who advise them will receive information from you to learn about your institution. Decide on a timeline and prepare materials. Do not overlook resources in the U.S.

- International Schools Services
- Institute of International Education (IIE) Offices
- Amideast – America-Mideast Educational & Training Services Office
- Overseas Educational Advising Centers (EducationUSA)
- American and International School Organizations and Links

Develop an Alumni Network

- Establish expectations for alumni
 - outline alumni responsibilities and training
 - outline the support your office will give alumni
 - adapt National Association of Collegiate Admission Counselors (NACAC) principles and standards for international recruitment
- Develop recruitment packet for interested alumni
 - information to alumni (more info. for US alumni & int'l schools)
 - information packets for students
 - sample letter or email to send to students
 - "Frequently Asked Questions"
 - I-20
 - admission requirements

- costs (housing, etc.)
- programs of study
- student organizations
- map of campus
- Put together your Handbook or adapt the Handbook used by your office for domestic alumni
- Send names of offered students to alumni
- Prepare initial family of correspondence
 - greetings/are you interested letter
 - return form (information sheet)
 - thank you for your interest letter
 - referral form
 - letter to alumni schools
- Thank you "mailings" to alumni
 - Summer: send news of the campus and thank you's
 - Fall: update countries represented and news
 - Winter: publicity and news
 - Flags of countries and numbers of students on campus

Establish a system to track inquiries, applications, admission decisions, enrollment and retention.

- Investigate tracking systems and student records systems currently in place within institution
- Establish data base management system for entries that allows easy usage for: 1) labels 2) mail merge capabilities

Benefits of Alumni Network

- The Virginia Tech Alumni Association, in collaboration with Undergraduate Admissions and University Office of International Programs, created a "Hokies Abroad II" program that involves Tech faculty members traveling internationally in meeting groups of alumni for informational and recruiting purposes. Had 2 successful receptions, Alumni Office provided funds.
- Raises university awareness to the importance of our alumni overseas
 - other offices now mail information to alumni
- Development will recognize the potential of the overseas alumni
- Alumni appreciate not being forgotten
- It's FUN!!!!

Selecting Alumni and encouraging participation

- Recruit new graduates by advertising your program prior to graduation
- Keep the interest alive by noting your program in your alumni magazine

Utilizing agents

- Get the support of your institution
- Investigate agents and agencies
- Request list of references/contact persons at other universities they work with
- Establish strict guidelines and policies
- Write a short term and clear contract

Working with Independent Intensive English (IE) Programs on or near your campus

- Establish conditional offer of admission program
- Promote the Intensive English Program
- Develop a working relationship with the Intensive English Program
 - meet with prospective applicants; hold information sessions
 - advertise jointly
 - include Intensive English Program information in mailings
 - if there is an external company providing IE, whether on campus or off, request those organizations allow you to serve their student body through:
 - ⇒ Presentations about opportunities to study in the U.S.
 - ⇒ Presentations about opportunities to study at your university
 - ⇒ Allowing them to sit in on a class
 - ⇒ Offering campus tours
 - ⇒ Inviting them to campus recruiting events
 - ⇒ Inviting them to student activities events

Utilize current students to:

- deliver packets of information/videos/CD Roms to their former schools and neighboring/rival schools
- do presentations at their former schools about their experience at your university
- determine the positive selling points
- supply referrals of possible bright students like themselves
- send letters, email, faxes and/or phone call admitted students (and possibly inquiries) from their country
- meet with enrolling students for fall and junior inquiries in summer if they go home; supply pre-arrival information

Utilize parents of current students to:

- communicate with admitted students and their families by phone, mail, email

- host or co-host receptions and/or information sessions for admitted students and inquiries

Utilize previous contacts:

- work at establishing a relationship with counselor and educational advisors:
 - inform them of offers of admission and scholarships
 - inform them of progress/performance of enrolled students
 - contact them with explanations when denying a candidate
 - keep their library current with your school's information
 - be sensitive to their needs/space with materials
 - be sensitive to needs for videos, CD Roms, web access
 - participate in activities that involve counselors and advisors
 - ⇒ NAFSA/RAP
 - ⇒ OACAC (Overseas Association for College Admission Counseling)
 - ⇒ College Board Summer Institute
 - ⇒ NACAC (National Association of Collegiate Admissions Counselors)

Utilize the value of personalization:

- good communication in the admission process
- special touches like:
 - holiday greetings
 - birthday cards
 - congratulations on secondary graduations
- email, fax or phone informing students of offers of admission

Utilize Domestic resources for International Education

- Design a good web site with pertinent and easily accessible international information
- Purchase directories of international counselors and advisors:
 - US State Department Website. Online Directory of Overseas Educational Advising Centers
<http://educationusa.state.gov/centers.htm>
 - College Board Office of Int'l Education: Directory of Overseas Educational Advising Centers, available at the College Board booth
 - International School Services, Inc.: The ISS Directory of Overseas Schools, 15 Roszel Road, P.O. Box 5910, Princeton, NJ 08543, Tel: 609-452-0990, Fax: 609-452-2690, email: iss@iss.edu, Internet: www.iss.edu
 - European Council of International Schools: The ECIS International Schools Directory, available at the ECIS/CIS booth

- Purchase names:
 - CIS Registry
 - Peterson's International Network
 - country specific mailing lists
 - inquiries obtained through advertising
- Visit embassies
- Advertise
- Aggressive Mail campaigns
- Extending faculty members' visits overseas to have them visit schools for you
- Funding alumni/current students to do visits for you

Group Tour Advantages

Experienced tour provider handles logistical planning.

Experienced tour provider arranges the venue.

Experienced tour provider promotes the tour in advance.

Less well known institutions benefit from being with those better known.

Tour members share information and learn from each other.

Tour presentations allow for professional development of tour members.

Tours often provide educational briefings.

Costs can be shared.

Group "clout" exists.

Group Tour Disadvantages

Tour itinerary is fixed.

Itinerary may include countries lacking interest for some members.

Venues may include recruitment activities not equally beneficial to all tour participants.

Timing or length of tour may not be beneficial.

Democracy rules in decision making.

An irresponsible group member can make life difficult for everyone.

Advantages of Individual Travel

The individual traveler tailors the itinerary.

Admission officer has one-to-one contact with the guidance counselor.

Appointments can be tailored to meet everyone's needs.

The travel can be as flexible as the traveler wants it to be.

There is likely to be time to do more activities with alumni.

Disadvantages of Individual Travel

Travel can be very lonely.

It takes time to plan the travel.

Problems encountered must be solved alone.

Time is needed to reconfirm all travel arrangements at each stop.

No group "clout."

Selecting a Recruitment Tour Organization

How long has the tour organization been in business?

What is the background of the tour organizer(s)?

What are the costs involved and what do they cover?

Where is the tour going? How were the stops selected? What will the venues be at each location?

What advertising will be done in advance of the tour?

Who has gone on the tour in the past? Who will be going on the current tour?

Is the tour dedicated to the recruitment of undergraduates, graduates or both kinds of students?

Will there be in-country educational briefings?

Will there be cultural activities for participants?

Who will the courier be?

Who is the travel agent working with the tour group organizer?

How many students are expected to be seen? Were seen last year?

Planning Individual Travel

Start early

Year in advance
Plan next trip while on the current one.

Tools and resources

Good map (bi-lingual)
CIS/ISS directories
Directory of Overseas Advising Centers/Recruitment Kit (CB)
Travel agent - knows int'l travel and visa requirements
Airline and train guides
Internet and other colleagues

Know

Number of working days and weekends
What days constitute a weekend
National and school holidays

Decide

Direction of travel
Amount of time at each stop
How you'll travel between stops and when you arrive - taxi, school pick-up, rent car, alumni driver
Activities at each stop - school visits, advising center visits, agencies, hotel/ small group programs, interviews - hotel, school, alumni home

Contact schools, agencies, centers for appointments

Get directions and ask advice on local travel and places to stay.
Ask advising centers what support services they provide and how you can assist them and their mission

Contact all students on the data base.

Give them your approximate dates of travel to their locale, name of your hotel, alumni contact
Offer interview opportunities

Contact all alumni and notify of visit.

Ask for volunteer to help coordinate visit and plan/host an alumni activity
Bring video for use with students and alumni

Contact all embassies in the US of the countries you plan to visit

Explain intent

Ask for info on country, the educational system, list of schools to visit, any services they might provide to support your visit

Contact the US Embassy/State Department Offices in the countries you plan to visit

Ask what support services they offer

Register your stay with them

Keep a detailed diary while traveling including:

Time it took to get to places

How you got there

Names of future contacts

Ideas on where to go next time

Schools and contacts suggested by alumni and current contacts