

NAFSA SUBCOMMITTEE CHARGE

To: Mary Reeves, Vice President for Education and Professional Development

From: Evelyn Levinson, Chair, Recruitment, Admissions and Preparation Knowledge Community

Date: 25 January 2010

Re: **Request to Renew a Subcommittee Named: MR Practice Resource Developers**

Sponsoring KC/ Committee	Recruitment, Admissions and Preparation Knowledge Community
Proposed subcommittee Why is it needed? Is the work ongoing?	This subcommittee is needed to continually work on developing practice resources as an effective way to share strategic approaches to recruitment.
Relates to which KC/sponsoring committee outcome/objective?	<p><i>Strategic Plan (2008-2010):</i></p> <p>3.1 Enhance our position in international student/scholar services; regulatory practice; education abroad; and recruitment, admissions, and preparation by anticipating and creatively addressing emerging issues and trends.</p> <p>3.2 Produce programs, products, and services that establish NAFSA as a leader in teaching, learning, and scholarship; international educational leadership; and international enrollment management.</p> <p>4.6 Serve as a resource to, and utilize the resources of, international educators based outside the U.S.</p> <p>This subcommittee will support the strategic objectives outlined in the 2009 RAP Retreat Report.</p>
<p>Subcommittee outcome accountability</p> <p>What needs to be achieved? Action? Is it congruent with KC's outcomes/deliverables?</p> <p>What type of research will be conducted, if any?*</p> <p><i>Note: feel free to describe "benchmarks" along the way.</i></p>	<p>This subcommittee's work is directly related to RAP's outcomes and deliverables.</p> <p>This subcommittee will work with the Network Leader of the Marketing and Recruiting Professional Network to identify best practices for international marketing and recruitment, including, but not limited to, identifying markets and using publications, Web sites, and tours.</p> <p>Based on their findings, this subcommittee will revise and update current resources, as well as identify and develop new resources to be shared via the MR network, in <i>wRAP Up</i>, and other RAP networks, as appropriate. New resources will be reviewed and vetted through the regular RAP resource evaluation process.</p> <p>The subcommittee will also encourage international educators involved in international marketing and recruitment to share their experiences through presentations at NAFSA regional and national conferences, as well as through postings on the network.</p>

NAFSA SUBCOMMITTEE CHARGE

Subcommittee composition: Who selects chair? # of members? Skills needed?	The M&R Network Leader will serve as the Chair. Ideally, the subcommittee will have five to eight members. Skills needed include a strong background in marketing and recruiting in international higher education, as well as solid analytical skills, fairness, and open-mindedness.
Time commitment for Members	Two to three hours per month, depending on the project at hand. More time may be necessary during national and regional conferences.
National Resources Needed	NAFSA Staff support for maintaining Web pages. Meeting space at national conference. Conference call resources for SC members.
Next review date	December 2012
Approved by Board (Date of meeting)	February 2010

*Research is subject to NAFSA's Standards for Surveys and Polls. Request this document from staff liaisons.