



International Enrollment Management

Featuring the English Language Institute

Millersville University

Today's Speakers



Anna Bradford

Associate Director International Admissions
Millersville University



Brian Whalen

Executive Director
American International Recruitment Council

International Enrollment Management (IEM) Defined

NAFSA IEM Knowledge Community

The International Enrollment Management (IEM) Knowledge Community (KC) addresses the needs of professionals working in admissions, recruitment, enrollment management, marketing, credential evaluation, intensive English programs, sponsored program administration, and overseas advising and counseling. IEM is essential for institutions that wish to create a successful international enrollment strategy.

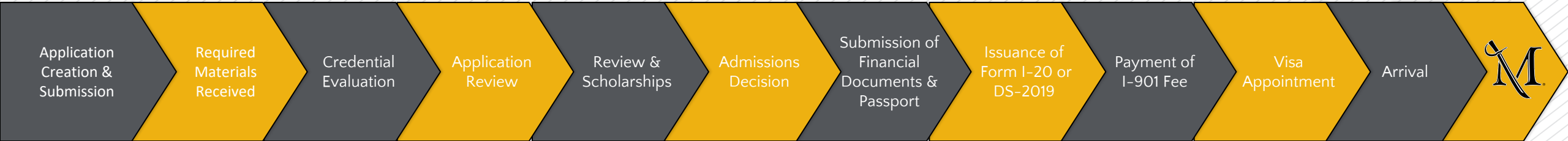


Enrollment Funnel – International Admissions Journey



IEM at Millersville University

Lifecycle of an Application to Millersville University



Boateng, Beatrice
SEPTEMBER 23, 2020

Link to secure online certificate:
certs.duolingo.com/abc123

120 **Overall Score**
The test taker's ability to use English in a variety of modes and contexts.

10 ————— 160

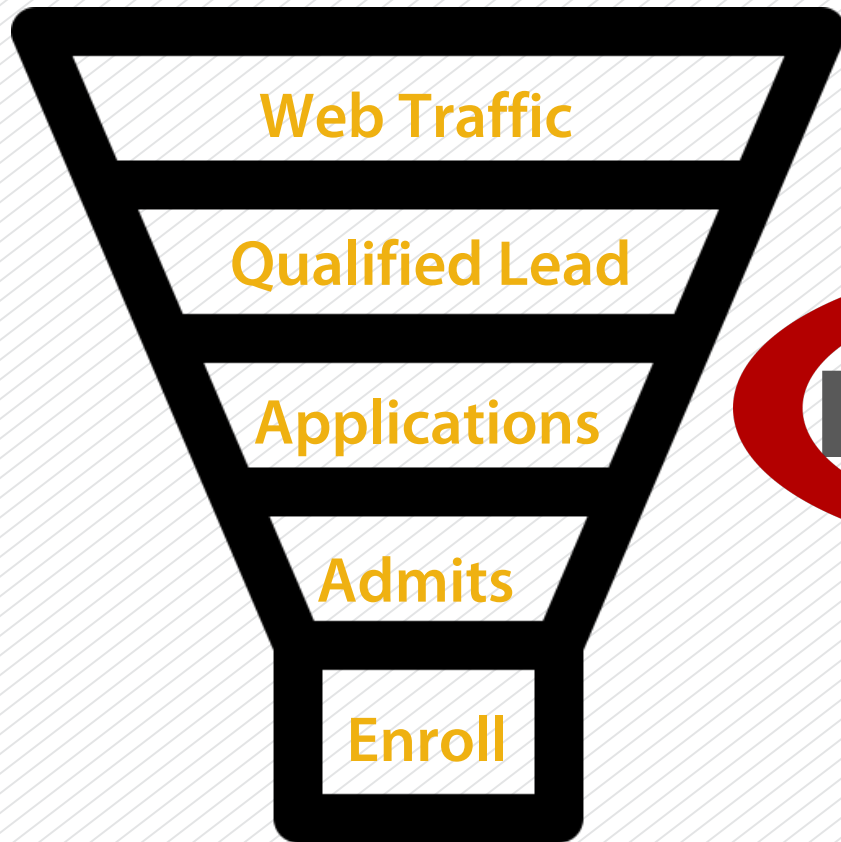
115 **Conversation**
The test taker's ability to listen and speak.

10 ————— 160

Department of Homeland Security U.S. Department of Homeland Security		U.S. Certificate of Eligibility for Nonimmigrant Student Status (SEVIS ID: 000002705855)	
ISSUING POST NAME HO CHI MINH CITY	CLASS F-1 ACADEMIC AND LANGUAGE	ISSUING OFFICE HO CHI MINH CITY	ISSUING OFFICE HO CHI MINH CITY
PERSONAL NAME NGAN NGOC BAO	EDUCATIONAL INSTITUTION SEATTLE CENTRAL COMMUNITY COLLEGE	EDUCATIONAL INSTITUTION SEATTLE CENTRAL COMMUNITY COLLEGE	EDUCATIONAL INSTITUTION SEATTLE CENTRAL COMMUNITY COLLEGE
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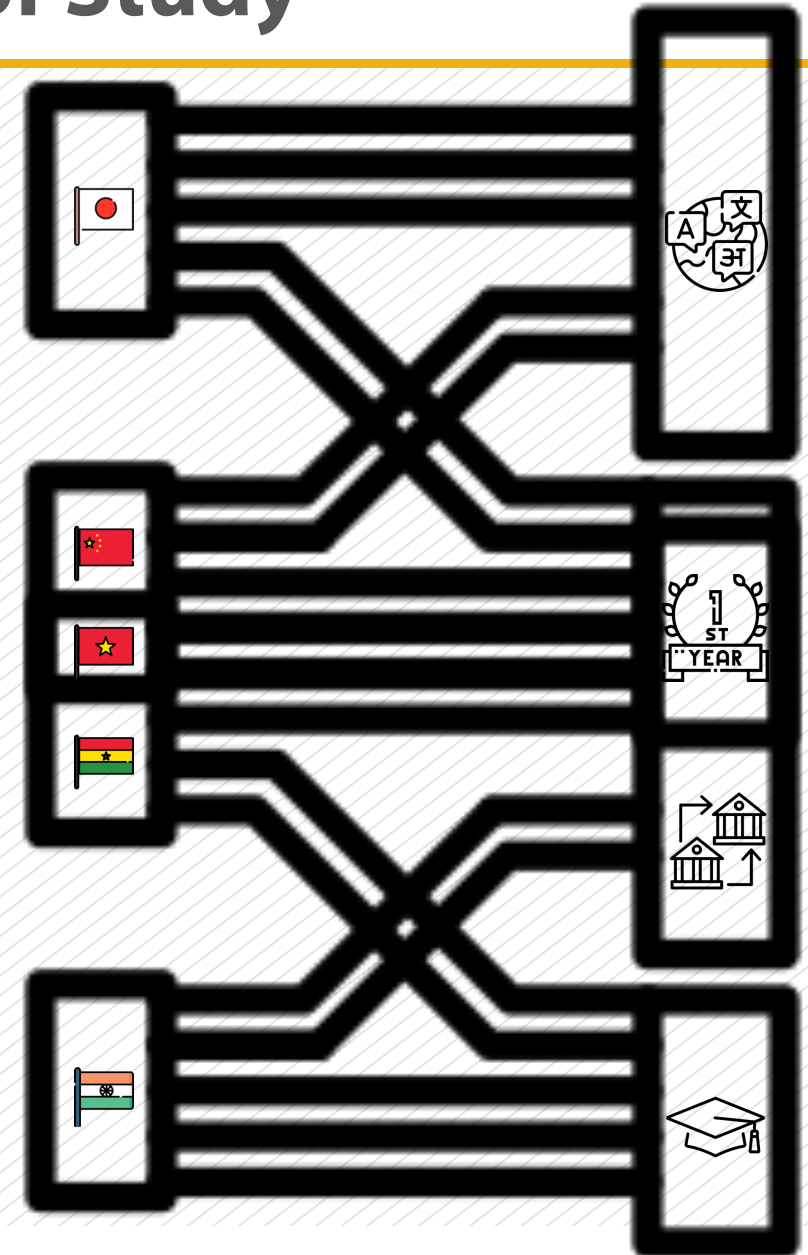


Journey can vary by Nation & Level of Study



~~Either/Or~~

Both &

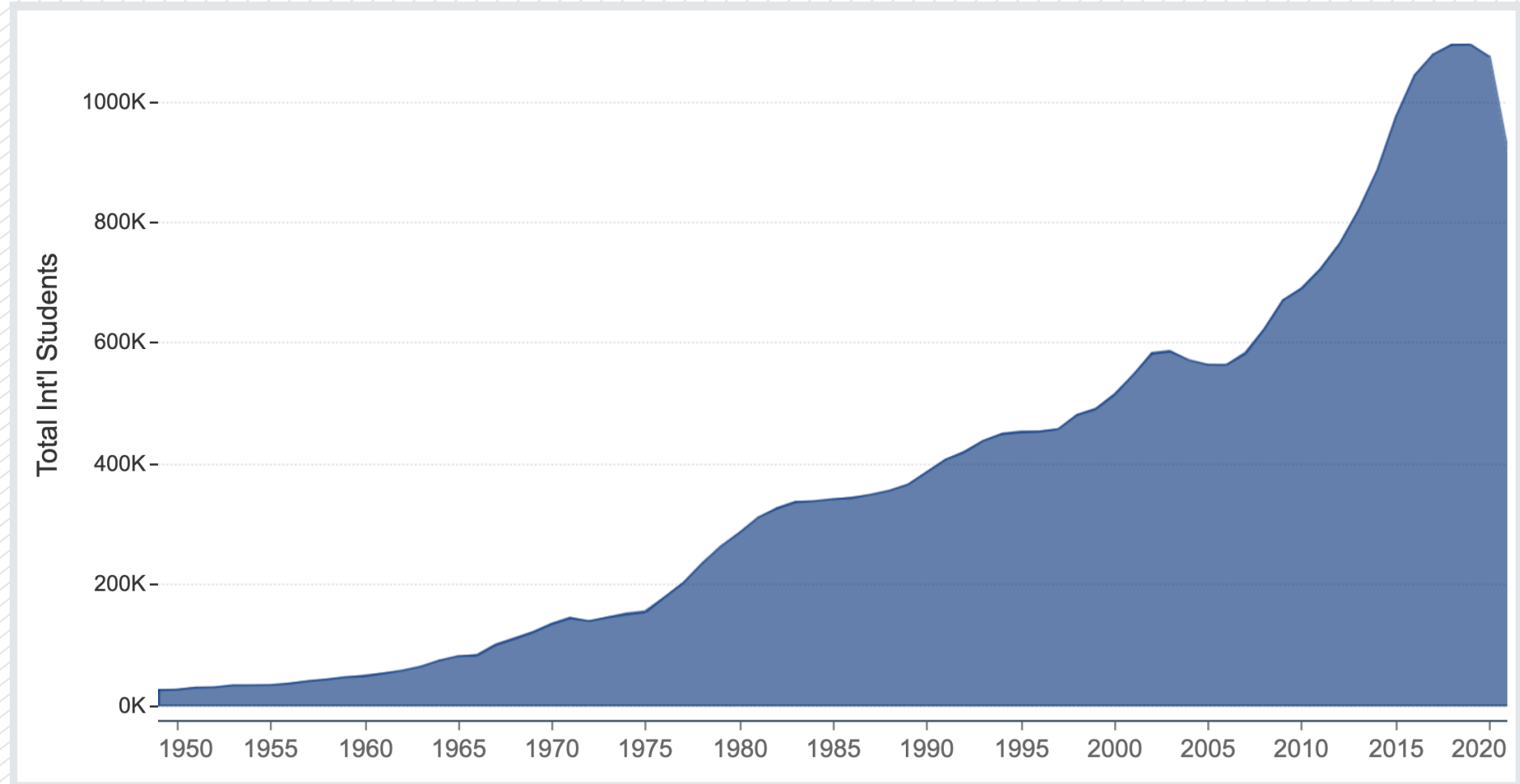


Millersville University

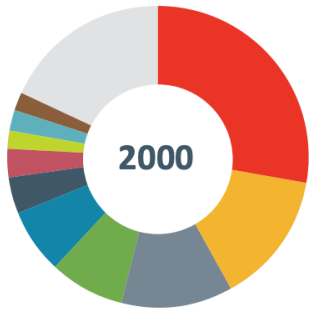
CLIMATE OF INTERNATIONAL RECRUITMENT

2021 Report

- 20/21: -15%
- 19/20: -1.8%
- 18/19: .05%
- 17/18: 1.5%
- 16/17: 3.4%
- 15/16: 7.1%
- 14/15: 10%
- 13/14: 8.1%
- 12/13: 7.2%
- 11/12: 5.7%

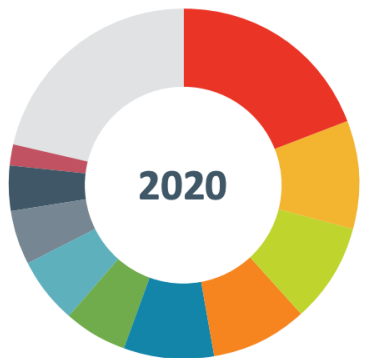


TOP HOST DESTINATIONS, 2000 & 2020



1.6 million students

United States	28%
United Kingdom	14%
Germany	12%
France	8%
Australia	7%
Japan	4%
Spain	3%
Canada	2%
Belgium	2%
Austria	2%
All Others	18%

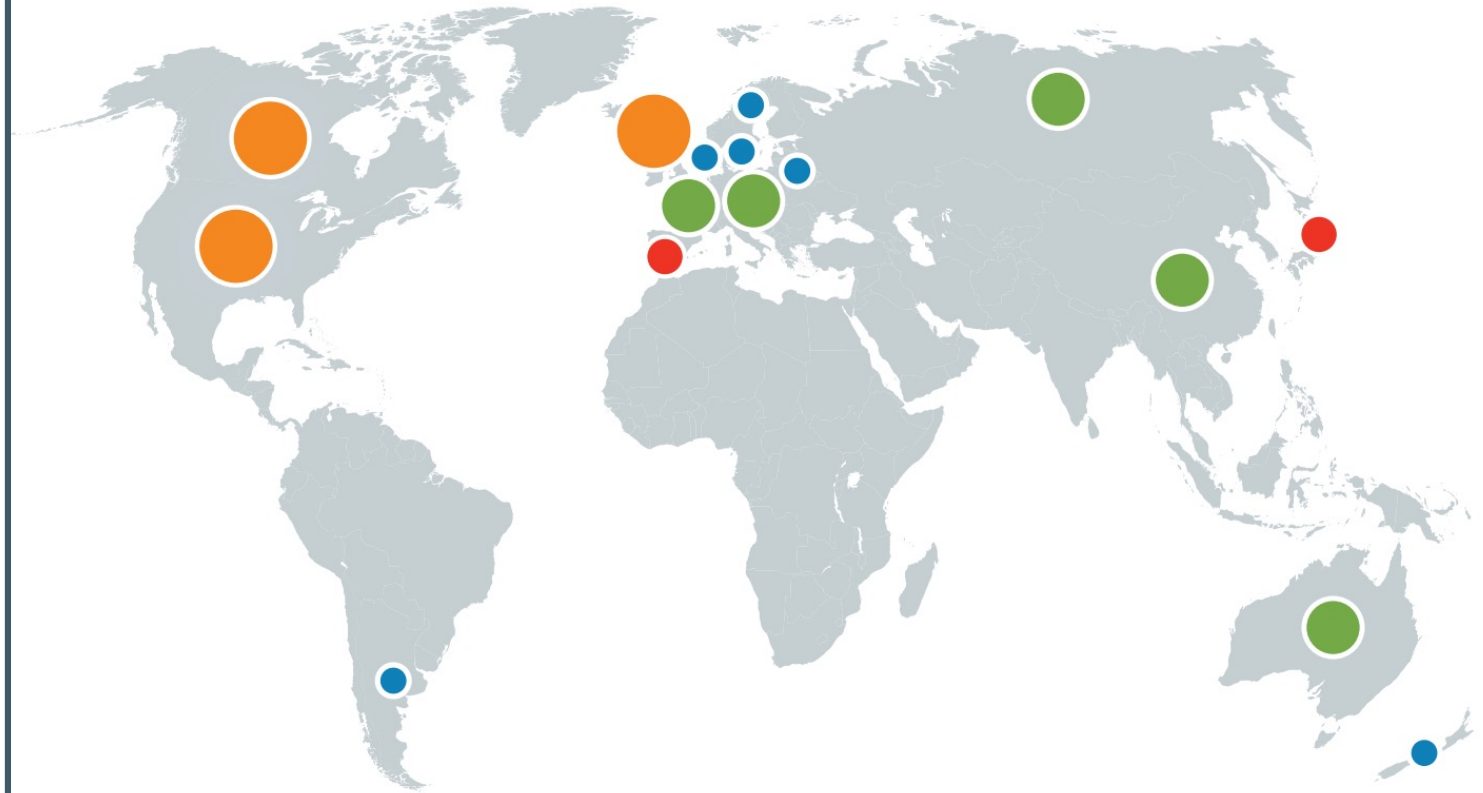


5.6 million students

United States	20%
United Kingdom	10%
Canada	9%
China*	9%
Australia	8%
France	6%
Russia	6%
Germany	5%
Japan	4%
Spain	2%
All Others	20%

*China total from *Project Atlas*, 2019

Source: OECD, 2000; Project Atlas, 2020; UNESCO, 2000 & 2020



Growing National Strategies to Increase Enrollment Numbers

THE CHANGING FACE OF INTERNATIONAL EDUCATION

- ➔ Emerging destinations / regional hubs
- ➔ English - the medium of instruction in NESC
- ➔ Transnational education (TNE)
- ➔ Technology
- ➔ New & non-traditional players



Competitor destinations and targets: increasing intensity

2020	2022	2023	2025	2027	2030
China Attract 500k international students (150k HE)	Canada Double number of international students to 450k	India Quadruple foreign students to 200k	Australia Attract 520k international students	France Host 500k international students	NZ Economic growth with emphasis on quality of NZ education
Japan Double number of foreign students to 300k		South Korea Host 200k foreign students	Malaysia Attract 250k international students		UK Attract 600k international students
Germany Attract 350k international students			Russia Triple international student enrolments to 710k		
Ireland Increase foreign student enrolment in HE by 33% to 44k					

Sources: Education Target Reports from each Government - New Zealand, Canada, China, Japan, Malaysia, Ireland, Russia and the UK. Australia - Educating Globally report, Germany - DAAD's Strategy 2020, France - Minister of Higher Education, Turkish Prime Ministry's International Students Department
 International Enrollment Strategy Webinar



Student Perceptions of Top Study Destinations



Why did you choose your first-choice destination?

High quality of education	63%
Employment opportunities after graduation	52%
Supports international students	48%
Part-time work opportunities are good	44%
Welcomes people from other countries	42%
I will feel safe there	40%
Institutions are attractive	40%
Availability of scholarships	35%
Good internship opportunities	35%
Presence of family and friends	30%
Cost of living is affordable	24%
Cost of tuition is generally low	18%
Ease of obtaining visa	17%
Near my home country	10%



Capacity Varies within Top Receiving Nations

USA still receives the highest volume & has remaining capacity

INTERNATIONAL STUDENTS AS PERCENTAGE OF TOTAL HIGHER EDUCATION



Australia
31.3%



Canada
23.7%



United Kingdom
22.3%



New Zealand
13.5%



France
13.4%



Netherlands
13.2%



Denmark
11.8%



Germany
11.7%



Sweden
10.7%



Russia
8.5%



Norway
8.1%



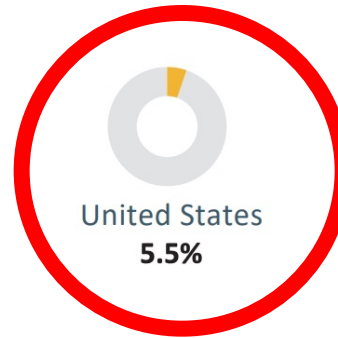
Spain
7.9%



Poland
6.4%



Japan
6.2%



United States
5.5%



Argentina
4.0%



China
1.2%

Australia, Canada and the U.K.

host the largest shares of international students in comparison to their total higher education populations.

Source: Project Atlas, 2020

Increase of Applications Overall

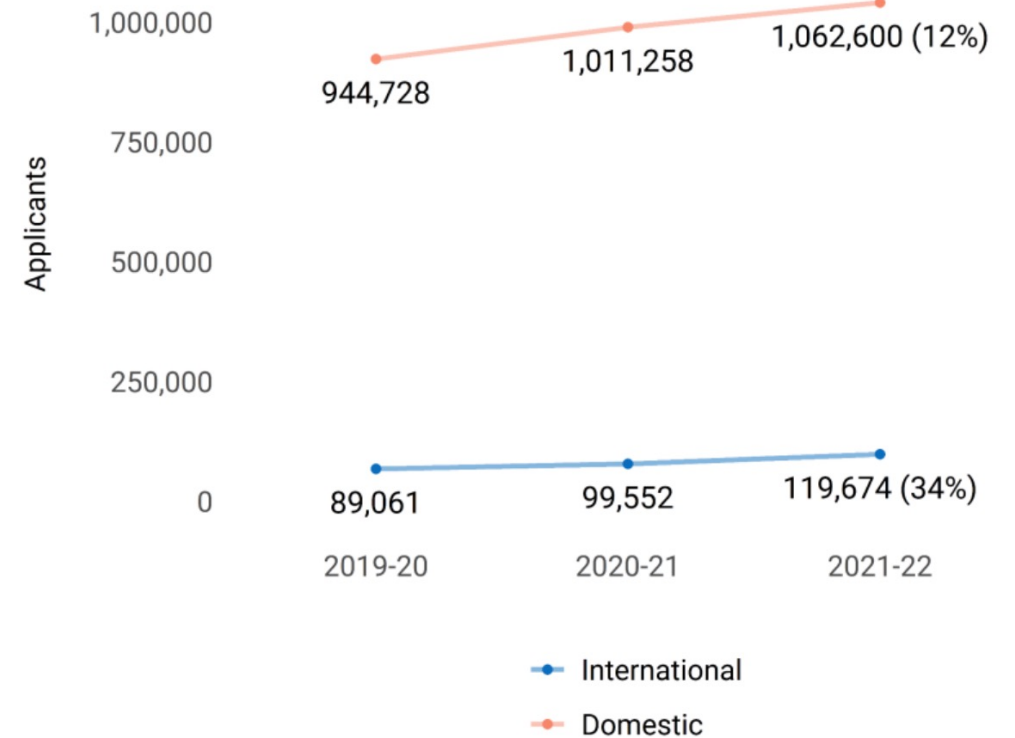


Figure 10. International and domestic applicants since 2019–20

Common App Data: March 21, 2022

“The number of distinct international applicants has increased at nearly triple the rate of domestic applicants since 2019–20 (33% versus 12%). China, India, Canada, Pakistan, and Nigeria were the leading home countries for international applicants.”

10. International applicants increasing at a faster rate than domestic applicants since 19-20



The background of the slide is a dark, semi-transparent version of the Millersville University seal. The seal features a central lamp of knowledge, flanked by two figures, and surrounded by the text 'MILLERSVILLE UNIVERSITY' at the top and '1836' at the bottom. The seal is set against a background of architectural elements like columns and arches.

Millersville University

STATE OF MU INTERNATIONAL ADMISSIONS

Millersville 5 Year Funnel

Year	Application	Completed	Admits	Confirmed	Enrolled	% Change From Previous Year
18-19 Totals	165	67	54	43	34	
Undergraduate	144	52	40	26	22	
Graduate	10	4	4	10	1	
Non-Degree	11	11	10	7	11	
19-20 Totals	110	65	54	46	40	18%
Undergraduate	102	57	46	38	33	33%
Graduate	0	0	0	0	0	-100%
Non-Degree	8	8	8	8	7	-35%
20-21 Totals	192	80	34	23	9	-78%
Undergraduate	187	76	30	19	9	-73%
Graduate	1	0	0	0	0	0%
Non-Degree	4	4	4	4	0	-100%
21-22 Totals	233	103	51	26	19	111%
Undergraduate	216	87	41	16	12	33%
Graduate	10	9	4	4	3	-300%
Non-Degree	7	7	6	6	4	-400%
22-23 Projected	410	205	154	43	TBD	TBD%
Undergraduate	294	160	124	31	TBD	TBD%
Graduate	88	25	12	3	TBD	TBD%
Non-Degree	26	20	18	9	TBD	TBD%
'18 vs. '22 Growth %	148%	205%	185%	0%	%	TBD%



**CORPORATE &
GOVERNMENT
SPONSORED
STUDENTS**



**EDUCATION
USA**



**SCHOOL
COUNSELORS**



**NAMES
PURCHASES**



**OVERSEAS
FAIRS**



**BACKYARD
RECRUITMENT**



ALUMNI



**PUBLIC &
PRIVATE
PARTNERSHIPS**



ESL PROGRAMS



English Language Institute

The English Language Institute provides intensive English training designed to meet the academic needs of Millersville's international students. The program is non-credit and is a pathway to meeting admissions requirements to academic programs for both undergraduate and graduate programs.

- MA TESOL-trained instructors
- Concurrent enrollment in academic programs in levels 4, 5 and 6
- Conditional Admission Available



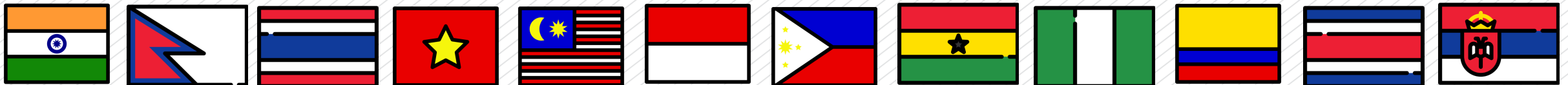
Upcoming International Admissions Initiatives

International Travel

- IC3 Conference
- KIC UnivAssist
 - Engage India
 - SE Asia
- Education USA
 - Nigeria & Ghana Tour
 - Serbia Regional Forum
 - Costa Rica Regional Forum
 - Nepal
 - Philippines
- BMI Americas Scholarship Summit: Bogota

KICUnivAssist®

Advancing Global Engagement



Upcoming International Admissions Initiatives

Partnerships and Recruitment

- Platforms
 - Cialfo & Hotcourses
- Agents
 - Seed International, ApplyBoard, WellSpring,
- Partner Schools
 - 26 College and Universities
- Slate Optimization
 - 1:1 Meetings, Campaigns, Video Emails, Webinars
- Social Media
 - WhatsApp, Facebook, Instagram, YouTube



Hello Millat,



We are SO excited to welcome you this upcoming Fall! We are here for questions,

[Remember here is the link to the July 26th orientation session.](#)

Looking forward to meeting you in person soon!

Best,

Sheilannie Ramos Batista
Global Ambassador
Office of International Programs and Services
MILLERSVILLE UNIVERSITY
Phone: 717-871-7506
<https://www.millersville.edu/international/>



Upcoming International Admissions Initiatives

Support for Refugees and Asylees

- Formalizing Admissions Procedures
- English Language Supports
- Non-Profit Connections
 - Every Campus a Refugee
 - Christian World Services
 - Etc.
- UNHCR & President's Alliance
 - Response Campaign
 - New visa Category P-4
 - Hosting Campus can elect to get involved Oct 1st 2022 when program 'host' is identified





AIRC

Quality Student Recruiting

STARTS AT AIRC

American International Recruitment Council

AIRC champions the interests of international students, educational institutions, and educational agencies through the development of professional standards and partnerships that advance effective and strategic practices in international enrollment management.

400+ members committed to high-quality international student recruitment and the sharing of resources and best practices. Members include secondary schools, colleges and universities, and international student recruitment agencies.

AIRC is recognized by the U.S. Department of Justice as the Standards Development Organization (SDO) for the field of international student recruitment.

AIRC's Certification of Recruitment Agencies is widely recognized as the primary means by which these entities are judged to serve the best interests of students and institutions.

International Enrollment Management

Standards for Higher Education Institutions

- Standards are now available for public review and feedback:
 - [AIRC International Enrollment Management \(IEM\) Draft Standards for U.S. Institutions — AIRC \(airc-education.org\)](#)
- Standards have been developed and gone through revisions over the past year
- Process has been coordinated by AIRC's 20-person Standards Working Group
- Will be revised as needed and released in September 2022

Purpose of IEM Standards

- Provide guidance to institutions in serving the best interests of international students, the institution, and its recruitment partners
- Assist institutions to improve their international student enrollment operations and meet their goals
- An institution's voluntary adherence to AIRC's Institutional Enrollment Management Standards signifies its commitment to ethical and transparent international enrollment management (IEM) policies and practices at the highest levels of professionalism.
- These Standards complement and are consistent with AIRC's Educational Agency Standards.

Format of Standards

There are 5 Standards, and each is divided into 3 parts:

1. The Standard's **name and its description**. These Standards comprise five major areas of international enrollment management.
2. Each of the five Standards is **subdivided by topics** specific to the Standard. Each topic is followed by questions designed to stimulate broad and critical thinking about the topic and the Standard. Users are encouraged to approach these questions as a way to assess IEM at their institution. The questions are designed to elicit robust responses rather than a simple "yes" or "no" answer.
3. Forthcoming: **A toolbox of best practice resources related to each question**. These will be examples of institutional practices and programs that address the question topics. This part of the Standards will be populated on an ongoing basis as AIRC identifies and seeks permission to include best practice examples in IEM implementation.

Content of Standards

1. Mission and Goals
2. Institutional Effectiveness for International Enrollment Management
3. Marketing and Recruitment
4. Admissions and Enrollment
5. Student Wellbeing and Services

[AIRC International Enrollment Management \(IEM\) Draft Standards for U.S. Institutions — AIRC \(airc-education.org\)](#)

How to Use the Standards

- Institutions are encouraged to use these Standards to assess their international enrollment management operations.
- The Standards can be used as part of a formal review process such as an external or reaccreditation review.
- They may also be used internally for staff training, professional development, and continuous improvement of international enrollment management operations.
- Beginning at its 2023 Annual Conference in Los Angeles, AIRC will be offering Standards Workshops to train colleagues on how to apply the Standards.

Discussion

- “How does the institution recognize the value and importance of international students on campus beyond the financial impacts?”
- “How does the institution facilitate awareness among and increase engagement with campus partners and other students to support and collaborate on international enrollment management?”
- “How does the institution provide effective international student academic advising, including career advising?”
- “How does the institution facilitate cross-divisional and interdepartmental teamwork to flag early signs of concerns and intervene to ensure that international student issues are addressed in a timely manner?”

How can our campus community support growth?

Ways you can support our efforts

- Traveling?
 - Let our office know, we can connect you to Education USA
 - Visit to drop off Swag & talk about Millersville
 - Present
- Working with international student on campus?
 - Share stories and photos
 - Develop relationships that last





Questions?

