

SUCCESSFULLY CREATING A STRATEGIC INTERNATIONAL RECRUITMENT AND RETENTION PLAN

Case 2: Private Under Enrolled College

AIEA 2015

Washington, D.C.

CHALLENGES:

1. College administration has mandated an increase in enrollment with non-traditional students (international) to fill a revenue gap.
2. Current IEM plan does not allow for a large enrollment increase based on funding and lack of retention resources.

Overview

PUC has recently seen a precipitous drop in total enrollment. Campus administration (at least the President and the CFO) believe it would be advantageous to enroll more international students to fill gaps. The existing SIEM plan sought only small numbers of international students for the sake of diversification and because there are not enough resources for retention of large numbers of international students.

Step 1 – What issue are you trying to address or solve today?

Modifying an existing plan with a very small international recruitment staff, what are the first steps the institution could take to “gear up”?

Has anyone on campus resolved a similar issue in the past? Is anyone dealing with the same or a similar issue right now? (Domestic admissions? graduate school? disability services? Some other office or unit?)

Step 2 – Identify the Barrier(s) to SIEM made evident by the identified issue(s)

(Hints: expansion may not be simple with limited staff)

Barrier 1:

Barrier 2:

Step 3 – Identify the Stakeholders related to today's issue

Who do you need to involve in overcoming these barriers? Who is directly affected? Who is indirectly affected? Who believes they have something to lose by changing and what will they lose? Who believes they have something to gain and what will they gain?

What are two steps you can take to improve (or build) the relationship between your office and any resistant stakeholders?

1.

2.

Step 4 – Identify the mission-critical aspects of resolving (or not resolving) this issue

To what aspect(s) of your institutional and internationalization missions does this barrier relate?

Step 5 – Identify policies and processes that are standing in the way of moving forward

What processes and policies need to be created or revised in order to overcome the barrier(s)?

What steps can you take and with whom to implement new or revised policies or processes?