

Recruitment and Retention: Success Through Collaboration

AIEA 2017 Conference – Washington, DC, USA

At the start of the session, Larry Bell shared some information about the University of Colorado Boulder's **Task Force on International Student Services**, which started in January 2017 and will report out by the end of April 2017. The task force has 23 members representing faculty and staff from various segments of the campus – academic, administrative, and student affairs.

The task force has four subcommittees actively gathering information. Each will produce recommendations by the end of April.

- ***Survey faculty, staff, and students*** to determine needs. Because faculty and staff have been over-surveyed this task force is holding 12 town-hall meetings (three for each group and three open to any and all).
- ***Review current services*** in the area of recruitment/admissions, tuition & fees, visa services, transfer credit, and compliance.
- ***Examine the organization*** of existing offices that support international students – orientation, access to welcome programs, advising, student affairs offices.
- ***Areas of concern for faculty*** in the teaching of international students.

Each subcommittee will report to the full task force on February 28. Those reports will discuss issues uncovered and make preliminary suggestions for the full task force to consider. The task force members have no preconceived changes, and nothing is off limits to consider for change or reorganization.

Insights shared following table discussions

The problems of international and domestic admissions are often parallel, although there are special issues for each group.

Realized that in focusing on how international issues are dealt with on campus that reporting lines (specifically admissions vs. ISS) are different resulting in various turf battles. And how these reporting lines shake out affects how recruitment and retention are connected (or not) on the campus.

When we pull away from focusing only on international as its own issue, we see that the issues become bigger than one population of students.

Ideas for implementing collaboration

Data-driven decision-making and intentional relationship-building will help. Relationships need to be built not only with faculty, data offices, and other on-campus groups, but also with parents, students, and alumni.

Ensuring a good match between students and the institution is paramount

Building a relationship with career services will help serve international students; they are interested in careers, just like domestic students.

International Student Barometer is a helpful tool for identifying issues.

Recruitment and Retention: Success Through Collaboration

AIEA 2017 Conference – Washington, DC, USA

Session Facilitators

Feel free to contact any of us with questions!

Lawrence Bell, Assistant Vice Chancellor for Global Strategic Initiatives

University of Colorado - Boulder

larry.bell@colorado.edu

Susan Kassab, Dean of Enrollment Management

Neumann University

kassabs@Neumann.edu

Sandy Schoeps Tennies, Director

Great Circle Global Education Consulting

sandyt@greatcircleglobal.com

Notes