

Provost's International Student Recruiting Committee

Annual Report 2025-2026

Membership

Chair(s): JY Zhou, Center for Global Engagement

Members:

- Andrea Arellano, Office of the Registrar
- Kelly Ball, Admissions
- Roger Burke, Admissions
- Chris Campbell, University Advising
- Kathleen Campbell, Residence Life
- Julie DiMarchi, Center for Global Engagement
- Samy El-Tawab, Faculty Representative, CISE
- Cheryl Doss, The Graduate School
- Jon Kratz, Center for Global Engagement
- Fletcher Linder, University Studies
- Jason McClain, Academic Resources
- Chris Meyers, Enrollment Marketing
- Ahmet Shala, Philanthropy and Engagement

Charge: The International Student Recruiting Committee plan of work in the includes the following activities: Explore avenues for increased recruiting of international students; Share information across areas interested in international recruitment; and Champion and support international students at JMU.

Summary of Annual Activity:

The Committee brought together a newly reconstituted network of campus partners to address systemic institutional hurdles and capitalize on emerging global student pipelines. Key activities and achievements executed over the 2025–2026 academic year include:

- **Committee Onboarding & Environmental Scanning:** Initiated cross-campus dialogue to capture baseline peer benchmarks, establishing localized perspectives on institutional strengths (i.e. undergraduate and graduate programs; welcoming campus culture) and core structural bottlenecks.
- **Curriculum Mapping & Strategic Pathways:** Academic course alignment with 2+2 curriculum mapping to evaluate transfer articulation and create flexible global pathways. Several potential undergraduate programs were identified.
- **Global Partnership Expansion:** Evaluated and tracked high-potential international partners, specifically on academic cooperation, MOA development, and dual-degree pipelines with regional and international partners.
- **Application & Pipeline Updates:** Monitored expanding graduate-level demand lines from key target regions. Discussed potential practices to boost incomplete profiles and financial validation workflows.

- **Market and Field Analysis:** Tracked critical market shifts, specifically evaluating response plans for key corridors facing challenges.
- **Third-Party & Vendor Reviews:** Managed systemic reviews of third-party platform collaborations, agent communication, and data validation within internal JMU systems.

Future Work Planned:

Moving into the 2026-2027 academic year, the committee will work on the following priorities:

- **Third-Party Agent Contract and Management:** Continue the conversation on third party agent management and develop new partnerships.
- **Curriculum Mapping for Dual-Degree Programs:** Standardize language for MOAs on dual-degree programmatic integrations to accelerate legal and registrar approvals.
- **Market Pivot & Marketing Diversification:** Shift regional marketing and digital campaigns away from contracting traditional corridors toward high-yield secondary markets.
- **Regional Pathway Integration:** Build out localized pathway pipelines targeting regional domestic feeder pipelines.