

## Provost's International Student Recruiting Committee AY 2024-2025

### Membership

**Chair:** JY Zhou (Center for Global Engagement)

**Members:** Roger Burke (Admissions), Chris Campbell (University Advising), Julie DiMarchi (CGE/International Recruitment), Jon Kratz (CGE/ISSS), Fletcher Linder (University Studies), Jason McClain (Academic Resources), Chris Meyers (Enrollment Marketing), Ahmet Shala (University Advancement), Michael Stoloff (The Graduate School), Ping Wang (Faculty Senate)

Charge: The International Student Recruiting Committee plan of work includes the following activities:

- Explore avenues for increased recruitment of international students.
- Share information across areas interested in international recruitment.
- Champion and support international students at JMU.

### Summary of Annual Activity:

- **Created and Hired an International Recruitment Manager**  
The committee launched a search for an International Recruitment Manager in late summer 2024. Julie DiMarchi was hired and joined the Center for Global Engagement, and the committee, in October 2024. In her role, she participated in a recruitment trip to Mexico in February 2025 in collaboration with Study Group, which included attending a college fair and engaging in meetings with educational agents.
- **Expanded Recruitment Messaging for International Students**  
The committee identified key aspects of the JMU experience to emphasize in outreach to international audiences. This effort involved cross-divisional collaboration among the Center for Global Engagement, Undergraduate Admissions, The Graduate School, and Enrollment Marketing. Outcomes included the development of new one-page promotional brochures tailored for international undergraduate and graduate applicants, as well as the launch of a targeted email campaign for admitted international students.
- **Reviewed International Student Enrollment Data, Programs, and Trends**  
The committee conducted monthly reviews of current and historical application and enrollment data for international students at both the undergraduate and graduate levels. This ongoing analysis helped identify key trends, assess program effectiveness, and surface emerging challenges and opportunities to strengthen international enrollment efforts.
- **Evaluated Recruitment Contracts and Explored Strategic Partnerships**  
The committee assessed the effectiveness of JMU's existing international recruitment contracts and discussed opportunities to engage with reputable agencies to enhance

recruitment efforts. Conversations focused on leveraging strategic partnerships to expand JMU's global reach while also addressing past challenges associated with contract performance and oversight.

Future Work Planned:

- **Evaluate International Recruitment Efforts Across Campus**  
The committee will conduct a preliminary SWOT analysis. This analysis will serve as a structured tool to evaluate international recruitment efforts by identifying key strengths, weaknesses, opportunities, and threats, and will help align future strategies with institutional goals.
- **Expand Recruitment Activities and Brand Awareness**  
The committee aims to broaden JMU's international reach by expanding recruitment activities and strengthening global brand awareness. Efforts will focus on increasing participation in international fairs, agent partnerships, and targeted outreach campaigns, while also enhancing digital and print marketing tailored to key global markets.
- **Draft International Recruitment Plan**  
The committee has initiated the development of a draft International Recruitment Plan for JMU. This plan outlines strategic priorities, target regions, key academic programs, and collaborative efforts across campus units to enhance JMU's global visibility and attract a diverse international student body.