

Provost's Committee on International Student Recruitment
2022-2023 End-of-Year Report
May 12, 2023

Submitted by Fletcher Linder

Membership

Fletcher Linder (Chair), Carol Stax Brown (CGE), Chris Campbell (International Advisor), Roger Burke (Admissions), Jon Kratz (CGE/ISSS), Jason McClain (Academic Resources), Ahmet Shala (Advancement), Michael Stoloff (Graduate School), Chris Meyers (Univ Marketing), Ping Wang (Faculty Senate)

Spring 2023 Meetings

Feb 7	monthly meeting
March 7	monthly meeting
April 4	monthly meeting
May 2	monthly meeting

Charge, Plan of Work and Progress on Plan for 2022-23

Expand international recruitment by exploring new partnerships.

In 2021-22 the committee oversaw a RFP process that led JMU to enter into a contract with EduCo to increase international direct admit student numbers. EduCo recruitment is currently underway for Fall 2022. We currently see no productivity from EduCo. In Fall 2022, the committee began a procurement process to enter into an agreement with University Study. Admissions is overseeing the procurement process, which is still underway as of May 12, 2023.

Future work planned: monitor EduCo results; begin work with University Study and monitor progress.

Expand international marketing for UG and GR.

Building on online marketing work initiated in 2020-21, JMU is seeing an increase in international applications over last year.

Undergraduate

- Undergraduate applications are above last year's numbers. The 2022 total was 617. The 2023 total to this point in the recruitment cycle – and we're not yet through with the fall 2023 admit cycle – is 661. **At minimum, we have a 7% growth in undergraduate applications over last year.**

- Undergraduate admits have risen from 149 to 171 over the same period, and with the same caveat about the fall 2023 admission cycle not being complete, as is noted in the bullet point above. **That difference in undergraduate admits is at least a 15% increase over last year.**
- Home country of undergraduate applicants, 2022 compared to 2023:

TOP 10 Countries by application numbers

1220 Country - app totals	617	1230 Country by app totals	661
India	95	India	84
Ethiopia	30	Ethiopia	67
Uzbekistan	30	Pakistan	42
Viet Nam	29	Nepal	41
Pakistan	25	El Salvador	28
Bangladesh	23	Mexico	23
Mexico	23	China	22
Nepal	23	Nigeria	17
Korea, Republic of	19	Uzbekistan	17
Brazil	17	Canada	16

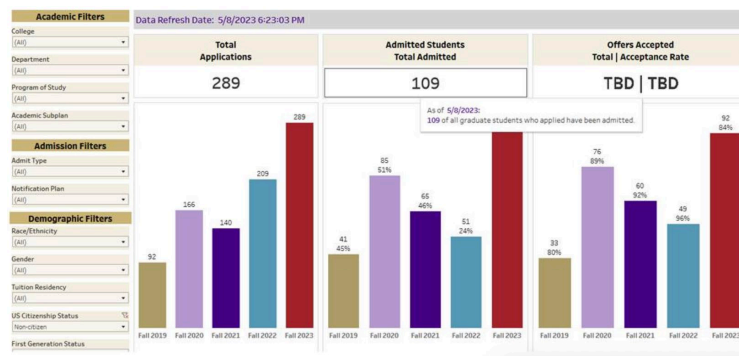
- Major interests of undergraduate applicants, 2022 compared to 2023:

TOP 10 Majors by application numbers

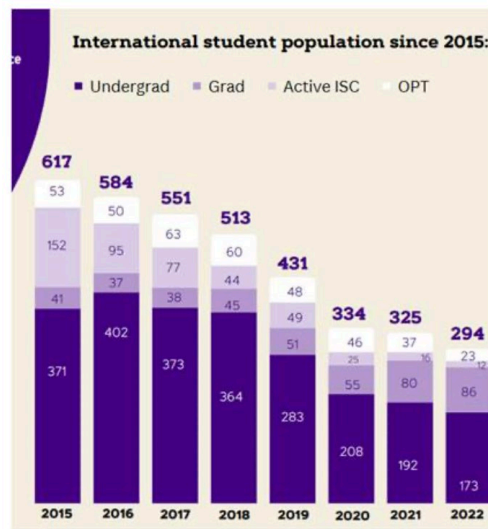
1220 Major by app totals	617	1230 Major by apps	661
Computer Science - BS	130	Computer Science - BS	113
International Business - BBA	46	Biology - BS	53
Engineering - BS	42	Engineering - BS	52
Biology - BS	35	International Business - BBA	48
Exploratory	28	Business Management - BBA	32
Finance - BBA	26	Exploratory	30
Economics - BBA	25	General Psychology - BS	28
Business Management - BBA	24	Economics - BBA	26
General Psychology - BS	21	Biotechnology - BS	25
Computer Info Systems - BBA	20	Nursing - BSN	23

Graduate

- Graduate application data from OIR (see bar charts below), comparing year-to-year, is limited to fall data. Fall 2022 applications = 209. Fall 2023 applications (to date) = 289. **This difference in applications is a minimum increase of 38%.**



- Graduate admits have risen over the same period from 51 to 109. **This increase in admits is a 114% increase.**
- The Graduate School recommends using CGE/ISS numbers below to estimate fall 2023 enrollment, which will likely be >100. **This enrollment will be the highest number since at least 2015.**



Future work planned: continue to monitor data analytics on the digital marketing strategies, and the applications numbers, to help estimate ROI. Focus on converting applications to matriculation.

Hire a Conversion Specialist

To help convert applications to matriculations, we have worked with Study Group to secure a .5FTE. This person began work with Admissions in Spring 2023. ROI for this position will be assessed after the Fall 2023 recruitment cycle has ended.

Expand international UG enrollment by offering merit scholarships.

The introduction of the new \$5,000/yr International Merit Scholarships has increased our regular direct admit pipeline from ~1-2 student/yr to ~20 students/yr. Admissions, our Study Group partners, and Academic Resources have enabled the success of this new program.

Future work planned: monitor yield and work with Study Group to modify processes as needed.

Expand international GR enrollment by offering Intensive English Programs.

JMU received Federal permission in 2021 to modify our I-17 to allow us to provide, through our Study Group partnership, an Intensive English Program (IEP). We have constructed a Summer IEP for incoming graduate students to provide additional access to our graduate programs for students who need an intensive English booster course before beginning their graduate work. We offered an online and an in-person IEP for incoming graduate students, starting Summer 2022. No students participated in summer 2022 and it looks like no students will participate in summer 2023. Since there is no cost

to continue to have this option available to incoming students, we will continue to provide the option.

Future work planned: Continue to offer to grad programs the Summer IEP to address possible incoming student need.

Explore with Study Group International Online Programs

This discussion is on hold, per conversations with Study Group.

Discussions have begun to see if Study Group can source international students for online programs. JMU has sent the list of 30 online programs in development to see if there is an international market for any of these programs. These international market data will augment the domestic marketing research currently underway for these online programs.

Future work planned: discuss data provided by Study Group to help determine if there are any possible international markets for current or developing programs.

End of report