

Provost's Committee on International Student Recruitment
End of Semester Report - December 2022

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 – to begin attending meetings in Spring 2023)

Fall 2021 Meetings

Sept 6	monthly meeting
Oct 4	monthly meeting; presentation by University Study
Nov 1	monthly meeting
Dec 13	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. 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 this time (Dec) last year.

- Undergraduate 49% increase (174 in 2021; 259 in 2022)
- Graduate 82% increase (50 in 2021; 91 in 2022)

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 will begin in Spring 2023.

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.

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