

**Provost's International Student Recruiting Committee**  
**Midyear and Final Report**  
**May 18, 2022**

**Membership:**

**Chair:** Fletcher Linder

**Members:** Carol Stax Brown, Diana Galarreta, Roger Burke, Jon Kratz, Michael Stolloff, Chris Meyers, Chris Campbell, Jason McClain

**Charge:** The International Student Recruiting Committee plan of work in the coming year will include the following activities:

- explore avenues for increased recruiting of international students
- share information across areas interested in international recruitment
- champion and support international students at JMU

**Summary of Current Semester Activity:**

- *Explore avenues for increased recruiting of international students* – Accomplishments include:
  - Created an Intensive English Program (IEP) for incoming international graduate students. After applying for, and receiving, Federal approval for a change to JMU's I-17, JMU now provides an IEP in partnership with Study Group. The IEP provides a summer immersive English language learning module for incoming graduate students for whom additional English skills would be beneficial before beginning their JMU graduate program. The program was offered in Summer 2022, and three students were recommended, but not required, by graduate programs to participate. No students participated in Summer 2022, we think because there are lower-cost options, e.g., Duolingo, for students needing to enhance language proficiency.
  - Increased focus on direct admits in partnership with Study Group. In light of a decreased global interest in undergraduate pathway programs for international students, JMU has worked with Study Group to increase our focus on direct admits. Early results, together with scholarship incentives (noted below) indicate a 10x increase in direct admit numbers.
  - Created international undergraduate student academic merit scholarships to increase international enrollment. Early results suggest the scholarships have helped increase direct admits from Study Group approximately 10x.

- Explored with Study Group decreasing incoming English proficiency requirements, while increasing wrap-around services.
- Pursued planning discussions with Study Group to provide an online first year for international undergraduate students planning to study in the US but are unable to travel to the US in the first year of study.
- Conducted international advertising market research (with Grad School and University Marketing) for undergraduate, graduate, and online programs. Early results indicate international marketing campaigns result in more traffic to JMU sites. International student applications have risen from advertising focus areas, though increased yield is not yet evident.
- Contracted with Levy Global Support to learn more about obligations and risk exposures when offering online courses/programs to students outside the US.
- Consulted with Old Dominion University to learn more about recruitment strategies and obligations and risk exposures when offering online courses/programs to students outside the US.
- Created an initial plan to determine if/how JMU can build an office committed to international recruitment.
- *Share information across areas interested in international recruitment – Accomplishments include:*
  - Added Carol Stax Brown, Interim Exec Director of CGE, to committee.
  - Added Chris Meyers, Director of Enrollment Marketing, to the committee.
  - Conducted Fall 2021 and Spring 2022 Study Group Steering meetings and included university stakeholders to share information.
  - Maintained connection with: The Graduate School via Michael Stoloff's service on the committee; Office of Admissions via Roger Burke's service on the committee; international faculty via Diana Galaretta's service on the committee; University Advising via Chris Campbell's service on the committee; Academic Resources via Jason McClain's service on the committee; ISSS via Jon Kratz's service on the committee.

- *Champion and support international students at JMU* – Accomplishments include:
  - Developed with Study Group, The Graduate School, University Advising, and CGE tentative plans for additional advising and transitions support.
  - Continued to provide University Studies Graduate Assistant support for Madison International Learning Community and the accompanying UNST courses taught by CGE staff.

**Future Work Planned:**

- Promote the IEP through the Graduate School.
- Examine IEP pricing structure.
- Continue to explore with Study Group decreasing incoming English proficiency requirements, while increasing wrap-around services.
- Further develop and receive external feedback on tentative plans to build a JMU office dedicated to international recruitment.
- Continue core ongoing work noted above.