

## International Student Recruiting Committee Midyear Report Fall 2023

### Membership

**Chair(s):** JY Zhou

**Members:** Roger Burke, Chris Campbell, Jon Kratz, Fletcher Linder, Jason McClain, Chris Meyers, Ahmet Shala, Michael Stoloff, Ping Wang

**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.
- Champion and support international students at JMU.

### Summary of Current Semester Activity:

- **Reviewed and updated the statuses of current recruitment agents**  
The committee reviewed and updated the statuses of international recruitment agents to ensure that each agent's performance and contributions align with the university's goals. Evaluations encompassed Study Group's lower-than-expected delivery in summer and fall 2023. Notably, the university no longer maintains a partnership with EduCo. The ongoing contract with University Study, particularly involving the Admissions and Graduate School, was acknowledged.
- **Shared national trends of international student recruitment**  
National trends in international student recruitment were explored by analyzing data reported in the Fall 2023's IIE Open Doors Report. The committee members also shared insights from attending the AIRC (The Association of International Enrollment Management) 2023 Conference to discuss best practices and innovations in the field.
- **Discussed current good practices in international student recruitment at JMU**  
The committee delved into JMU's current practices in international recruitment. This involved providing updates on graduate school initiatives, including new practices for recruiting Fulbright students and sponsoring programs on refugee students, along with offering graduate assistantship opportunities for Kosovo students. Discussions also assessed the effectiveness of a dedicated position for application conversion and the role of digital marketing in recruitment efforts.
- **Discussed current challenges in international student recruitment at JMU**  
Despite positive strides, the committee acknowledged and addressed several challenges faced in our international student recruitment efforts. Time and resource constraints in coordinating with various recruitment agents. The committee also identified issues related to international athletes, specifically addressing English proficiency requirements and the needs for English training. Financial constraints, particularly the

limited funding resources for international graduate students was another challenge. Furthermore, the committee recognized the limitations in developing new programs or making curricular changes that align with the evolving needs and expectations of prospective international students. This acknowledgment has sparked discussions on strategic planning to overcome these limitations and better cater to the diverse needs of our international student community in the future.

#### **Future Work Planned:**

- **Provide suggestions on working with international recruitment agents**  
The committee is committed to a thorough review of the effectiveness and delivery of current recruitment agents in the upcoming phase. This evaluation involves a detailed analysis of each agent's performance and identifying strengths and areas for improvement. The goal is to ensure that our recruitment strategies align with the university's mission and objectives. Feedback from agents and key stakeholders will be actively sought to inform any necessary adjustments to our approach.
- **Collect and review the data on international student enrollment and retention**  
The committee will undertake a comprehensive data collection and review process focused on international student enrollment and retention. This initiative aims to identify factors contributing to international student enrollment (final results from applications) as well as retention and success, enabling the Committee to enhance the overall experience for international students and implement targeted approaches for international student recruitment.
- **Develop a digital marketing campaign plan for international student recruitment**  
The committee aims to develop a digital marketing campaign for international student recruitment. Building on the success of The Graduate School's digital marketing efforts, the committee plans to extend these strategies to include undergraduate students. Leveraging digital platforms and innovative marketing techniques will be integral to reaching a wider audience and promoting JMU as a desirable destination for both undergraduate and graduate students. This campaign will be designed to showcase the unique academic offerings, campus culture, and support services available to international students at JMU.
- **Develop a plan in the CRM to follow up from leads to enrollment**  
Another component of the future work plan involves the development of a plan in the CRM system to track leads from international students' initial contact to enrollment. This process will enhance communication and engagement with prospective students, ensuring a seamless and personalized experience through embedding timely follow-up emails and tracking in the CRM steps.
- **Develop a strategic plan draft for international student recruitment**  
The committee plans to collect ideas and practices to develop a strategic plan for international student recruitment, outlining vision, goals, and actions. This plan will

incorporate diverse recruitment plans, faculty engagement, partnerships with international universities, and increased scholarship opportunities, positioning JMU as a desirable institution globally.