

Standing Committee Annual Report

Name of Committee or Council:

International Recruitment & Admissions
Committee

Chair

Dr. Marissa Chandler (Director of study
abroad & International Exchange)

Meeting Dates in Current Year:

Meeting of full committee Oct 7; Oct 14;
Nov 1; Nov 18; and several subcommittee
meetings throughout the spring

Major Actions or Accomplishments:

During the Fall 2017 semester, the newly created International Recruitment and Admissions Committee reviewed many strategies for increasing international student enrollment. In addition, primary focus was based on completing effective action plan templates to be included in the university strategic plan. The committee concentrated on Goal 1-Priority 1.1.1 and 1.5.1, specifically increasing international graduate and undergraduate student enrollment. Derek van der Merwe and Kat Bailey were invited to speak during the first few meetings in order to clarify concerns and answer questions.

In addition, subcommittees were formed in order to focus on the following:

➤ Recruitment Initiatives:

- Faculty Initiatives- (completed together in the meeting by full committee):
 1. Key Steps-Connect with local high schools, pass along PR materials, phone calls/Skype with prospective students;
 2. Resource Considerations-faculty time, recruiting materials (from Admissions office, OIT, PR), providing in-state tuition for honor students;
 3. Indicators of Success-the number of connections made;
 4. Assessment- direct assessment completed by the International Recruiter;
 5. Start/End Date: 10/14/2016 until infinity;
 6. Milestone 1 (Year 3)-Thirty contacts made by faculty;
 7. Milestone 2 (Year 5)-Fifty contacts made by faculty;
 8. Milestone 3 (Year 7)-Seventy contacts made by faculty.
 9. Estimated Data Collection Interval-Fall and Spring;
 10. Potential Collaborators: International Recruiter, Executive Director of International Education, Director of Study Abroad & International Exchange, Housing, Admissions, Bridge Program;
- PR-Incentives (marketing) - Admission applications, brochures, and websites need to be in other languages (there are some brochures that were translated into seven languages some time ago at ESL, but the information is no longer correct). OIT has programs that auto-switch languages. Talk to programs in comparison with other schools (UT Martin and Murray State have excellent international recruitment programs).

1. Key Steps-Contact other universities, discover what sets us apart, what our marketing points at each department level are, focus groups/video interviews with current international students as to why he/she chose APSU.
 - Incentives (graduate assistantships, scholarships/Honors program and ESL)
 - Recruiting Agents - (only paid if they produce)
- On-Boarding Initiatives:
 - Faculty-driven
 - Admissions-driven
 - Web portal (OIT)
 - ESL
- Welcoming Campus Environment with Engaging Activities:
 - Continue to enhance the International Student Bridge Program
 - Staff and faculty diversity training for campus community (conduct workshops on this topic)
 - International peer mentors (give them scholarships)
 - Revitalize the International Student Organization (ISO)
 - APSU 1000 for International Students (currently offered for exchange students only)
- Increase university offerings that attract international students:
 - Business
 - Math/Computer Science
 - Engineering (STEM)
 - Music
 - Others

Moreover, a small group of members (Chad Brooks, Marissa Chandler, and Beverly Boggs) were involved in the hiring of the new International Recruiter. The new APSU International Recruiter, Caroline Clasby, started her employment at the beginning of the spring 2017 semester. Dr. Tim Hudson was also appointed by university administration in January 2017 as the new Executive Director of Extended and International Education. Caroline and Tim have done an excellent job with implementing several of the strategies this committee has recommended (i.e. Facebook/website enhancements, working with international recruitment agencies, updating recruitment materials, video interviews with current international students, and connecting with current/potential global partners). In addition, Caroline Clasby and Marissa Chandler attended the NAFSA (Association of International Educators) national conference in May 2017 in order to enhance best practices and network throughout the field.

Several sub-committee meetings have also occurred throughout the spring semester to discuss collaborative efforts between the Office of Study Abroad & International Exchange, Office of Graduate Studies, ESL, and Undergraduate Admissions. Discussions and recommendations have included increasing global partnerships, 2 + 2 or 3 + 1 degree programs with Asian partners, International Student Orientations, and the Bridge Program.