



International Enrollment Management Knowledge Community 2019 Call for Proposals

The International Enrollment Management (IEM) Knowledge Community (KC) invites you to submit a session, poster, or workshop proposal for the 2019 NAFSA Annual Conference in Washington, D.C.

The IEM KC addresses the needs of professional working in admissions, recruitment, enrollment management, marketing, credential evaluation, intensive English programs, sponsored program administration, and overseas advising and counseling. IEM is essential for institutions who wish to create a successful international enrollment strategy.

Proposal submission deadlines:

- Sessions and workshops: **August 29, 2018**
- Posters: **January 9, 2019**

For detailed information:

- Visit www.nafsa.org/proposals

Annual Conference Theme: *Global Leadership, Learning, and Change*

The 2019 theme encourages reflection on the current state of the field and on how to work through the changes and challenges faced by our profession: how to effectively deal with uncertainty and ambiguity in critical areas such as immigration, health, and safety and consider the differences in perceptions of how countries welcome others.

NAFSA welcomes proposals that highlight:

- Leading and managing international education in times of change and unpredictability such as change in student enrollments and destination choices, demographics, government agency policy, employment-based visas, etc.
- Security and safety of students, faculty, and staff
- Access, diversity, and inclusion in international and higher education
- Assessing technological shifts in international education, such as virtual exchange
- Innovations in digital communications, digital marketing, and digital recruitment
- Comparative perspectives across national boundaries
- Navigating legalities, risk and ethical challenges around global operations in international education
- Integrating and supporting student global learning at various touch points on and off campus including curriculum development, co-curricular activities, campus events, working with faculty, etc.

In particular, the IEM KC desires proposals on the following topics:

- Leading and managing international education in times of change and unpredictability such as change in student enrollments and destination choices, demographics, government agency policy, employment-based visas, etc.
- Access, diversity, and inclusion in international and higher education
- Assessing technological shifts in international education, such as virtual exchange
- Innovations in digital communications, digital marketing, and digital recruitment

Specific Content Focus Areas for International Enrollment Management

Advising and Enrollment in International Education:

Information, tools, and training that showcase good practice, developments in the field, research, knowledge, and the use of emerging technologies, as it applies to advising and enrollment in all areas of international education.

Advocacy:

Strategies and tactics for advocating the value of international education on campus, locally and nationally within the United States and abroad. ***In times of leaner budgets and declining enrollment, advocacy tools and skills to support continued recruitment efforts and staffing are a priority in the IEM field.***

Comprehensive Internationalization:

Infusion and assessment of international and comparative perspectives throughout the teaching, research and service missions of higher education. Strategies and tactics for articulating the value of international education on campus, ***specifically the impact international enrollment has on the campus community and global mindsets of students, faculty, staff and community.***

Diversity and Inclusion:

Research and applied practice on social justice, equity, civil society, and/or ethical practice related to diversity and inclusion and the work of international educators. ***Diversifying international enrollment including and beyond country representation, culturally appropriate marketing and recruitment tactics.***

Global Issues and Trends:

Global trends and international developments that have an impact on international education, including developments in such areas as national interests, politics, economics, security, higher educational policy, society, the environment, or workforce development.

Changes in government financing, regional and global economic shifts, and global mobility trends.

Innovations in Recruitment and Marketing:

Innovations in recruitment and marketing including, digital recruitment, use of social media, return on investment, communication strategies, branding, public relations and/or market trends, data, and analysis.

Management and Strategy:

Models, policies, and practices for management of an office or program in international education, or principles, methods, and leadership strategies for strategic planning and policymaking in order to achieve the goals and mission of international education within an institution or organization. ***Ethical challenges in international enrollment management. Budgeting, resourcing, and financial strategies for recruitment and staffing in times of uncertainty.***

Professional Development:

Development of skills and strategies that will help international educators achieve career goals, reach leadership potential, and find balance between personal and professional life.