

The Promise of Wisdom

THE EMINENT Supreme Court Justice Louis D. Brandeis, a man who spent a great deal of his life as a lawyer and jurist embroiled in the significant controversies of his day, once said that “in the frank expression of conflicting opinions lies the greatest promise of wisdom.” It is in this spirit that we have centered our coverage of international education in this issue on a topic that has yet to spawn a consensus among the ranks of NAFSA’s association members or the field as a whole. The use of paid third-party consultants to aid colleges and universities in recruiting prospective international students is both a hot topic and a hotly debated one at present in the U.S. higher education community. As the periodical of record for the field of international education, *International Educator* offers our cover story, “Recruiting’s Brave New World,” in this issue to aid the com-

munity in expressing frankly its conflicting opinions so that the open airing of various outlooks can help all parties—colleges, universities, associations, government agencies, and recruiting organizations—come to a better understanding of all the issues involved.

Several U.S. higher education organizations have taken positions on the efficacy of ethically employing paid outside recruiters to assist institutions in their efforts. Established organizations such as the American Association of Collegiate Registrars and Admissions Officers (AACRAO) and the National Association for College Admission Counseling (NACAC) and newer organizations such as the American International Recruitment Council (AIRC) have staked out positions on this practice and its implications for ethical recruiting.

In September, the U.S. State Department issued a statement banning its 450 Educa-

tionUSA advising centers worldwide from providing “advising services to or with commercial agents.” Yet, organizations in other nations such as the British Council and Australia Education International (AEI) have set very different policies that U.S. institutions must factor into their competitive market analysis. Additionally, two large organizations with global reach, IDP and Hobsons, have recently announced that they will be offering assistance to U.S. institutions’ recruiting efforts.

As Julie Sincliar, the past director of international admissions at Oklahoma City University, notes in our cover story, “there are so many different views. I think it will be a while, if ever, before there is total agreement on this topic. But it’s worthwhile to engage in the discussion, and question assumptions that we hold, and ask why we think this is or is not a good idea.” **IE**

International EDUCATOR

NOV+DEC.09 | VOL. 18 | NO. 6

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International Educator is published bimonthly by NAFSA: Association of International Educators, 1307 New York Avenue, NW, Eighth Floor, Washington, D.C. 20005-4701 USA. Phone: 202.737.3699; Fax: 202.737.3657; inbox@nafsa.org; www.nafsa.org

Periodicals postage paid at Washington, D.C., and additional mailing offices.

ISSN 1059-4221

Subscription rates: NAFSA members receive *International Educator* as a benefit of membership. Nonmember subscriptions are \$35 per year (5 issues at the cover price and 1 free) in the United States. Nonmember subscriptions outside the United States are \$48 in Canada and Mexico and \$63 elsewhere in the world. Subscriptions are payable in U.S. dollars drawn on a U.S. bank, or by Visa, Mastercard, or American Express. Single issues: \$7, plus shipping and handling. To subscribe, call 1.866.538.1927 or 1.240.646.7036. Copyright ©2009 by NAFSA: Association of International Educators. All rights reserved. Postmaster: Send address changes to *International Educator*, 1307 New York Avenue, NW, Washington, D.C. 20005 USA.