

***International Enrollment Management on Your Campus:
How to Have More Than Crickets Show Up
at Your First IEM Meeting***



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Session Outline

- Part 1: Introductions
 IEM artistic exercise
 IEM definition and diagram
- Part 2: Creating the right IEM environment
 Becoming the “expert”
 Role play exercise
 The IEM plan
- Part 3: IEM resources
- Part 4: Artistic exercise part 2
- Part 5: Questions/Discussion



Intended Learning Outcomes

To develop an understanding of how to create a positive IEM environment on your campus.

To see yourself as an IEM expert in whatever role you have on your campus.

To become familiar with NAFSA resources and other resources that will help you carry out the work of IEM.



Definitions

International enrollment management (IEM):

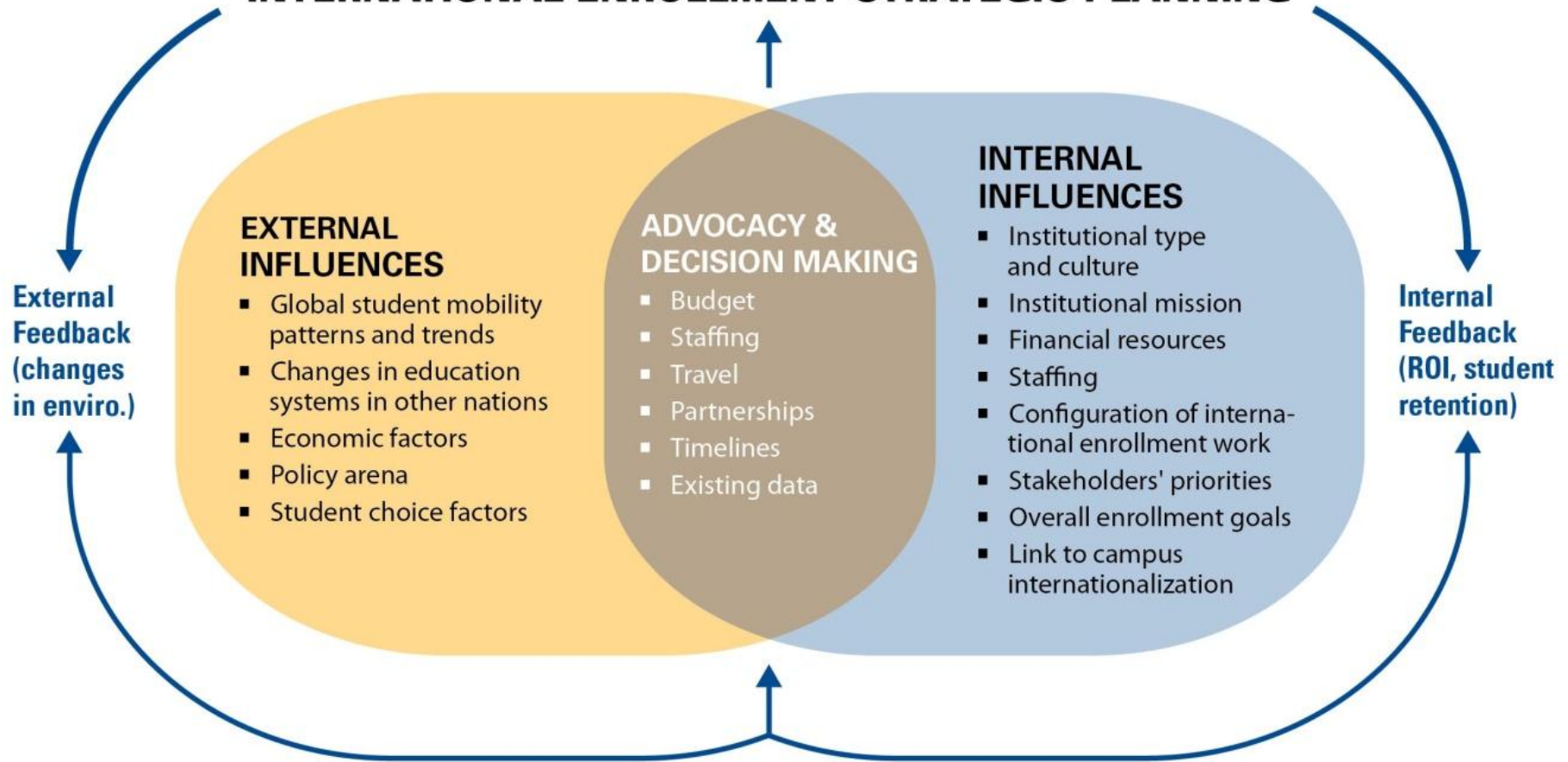
Enrollment management is “the process that facilitates synergy across the functions of recruitment, admission, advising, enrollment, and retention, which are too often viewed as independent.” (Darrup-Boychuck, 2009).

IEM is this same synergistic process in an international context, focusing specifically on the recruitment, admission, advising, enrollment, and retention of international students.

(Sinclair, 2010)



INTERNATIONAL ENROLLMENT STRATEGIC PLANNING



—Julie Sinclair, 2010. *International Enrollment Management: Framing the Conversation*. NAFSA: Association of International Educators.

Download the full paper at www.nafsa.org/IEMwhitepaper

Artistic Exercise part 1

Draw a picture of yourself doing IEM planning on your campus.

Share your drawings with others at your table.

Discuss a few drawings with the larger group.



The IEM Environment

How the environment shapes IEM planning,
assessment, and advocacy



The IEM Environment

Becoming an expert

Importance of data and the story it tells



The IEM Environment

Role play exercise

Advocate your plan to another audience member



Elements of IEM plan

- Executive summary
 - Enrollment plan summary
 - Broad strategy
 - Latest summary statistics
- Actual plan itself
 - Analysis



IEM plan continued

- Actual plan
 - Intro
 - Analysis
 - Challenges
 - Response to challenges
 - Enrollment goals
 - Action items
- Supplements



Resources

Please see handout provided

www.nafsa.org/IEMresources



Artistic Exercise part 2

Draw a revised picture of yourself as an IEM expert doing IEM planning in your new, more positive environment.

Share your drawings with others at your table.

Discuss a few drawings with the larger group.



Questions/Discussion

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Thanks for attending the session!

