

International Enrollment Management Knowledge Community 2022 Call for Proposals

The International Enrollment Management (IEM) Knowledge Community (KC) invites you to submit a session, poster, or workshop proposal for the 2022 Annual Conference & Expo in Denver, Colorado. The IEM KC addresses the needs of professionals 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 aiming to create a successful international enrollment strategy.

Annual Conference Theme: Building Our Sustainable Future

The NAFSA 2022 conference will be an opportunity for the international education community to move forward on a new journey together. We will discuss the recovery and progress of the international education field, share new ideas, and explore innovative ways of building our sustainable future. We will celebrate our diversity and resilience and collaborate on charting new paths towards a more equitable, sustainable, and inclusive tomorrow. We will ground our discussions in possibility and creativity, and look for opportunities to educate each other, innovate with each other, and advocate for each other.

NAFSA welcomes proposals that highlight:

- Fostering sustainability in international enrollment management through innovative strategies for holistically evaluating applicants without test scores to promote access, equity, diversity and inclusion;
- Model practices for virtual, in-person and hybrid international student recruitment and the intentional use of social media for recruitment (content creation, paid advertisement etc.);
- Professional and career development aimed at increasing resiliency, support strategies for mental health, self-care and mentoring;
- Meaningful cross-campus and cross-industry collaborations beyond international enrollment management to drive the recovery of the international education field;
- Hybrid recruitment and admission practices to reduce our carbon footprint and foster environmental sustainability;
- Creative design and technologies in international enrollment management practices with the use of data to advocate, educate and innovate for the sustainable future of international student mobility;
- Managing legalities, risk, and ethical challenges around international enrollment management and operations during and post-pandemic

Proposal submission deadlines:

- Sessions and workshops: **August 25, 2021, at 5:00 p.m. (EDT)**
- Posters: **December 8, 2021, at 5:00 p.m. (EST)**

For detailed information, visit www.nafsa.org/proposals.

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

Advising and Enrollment in International Education: Information, tools, and training that showcase good practices, developments, research, knowledge, and the use of emerging technologies as they apply to advising and enrollment in all areas of international education.

- Effective use of technology to counsel students through the admission cycle.
- Emerging global trends on test-optional practices for holistic admission
- Measuring effectiveness of digital outreach and advising tools

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

- Creative use of social media tools to engage parents/students in recruitment activities.
- Developing a hybrid pandemic -proof recruitment plan
- Innovative communication journeys for prospective and admitted students to increase yield
- Innovative CRM features to improve processes and leverage technology in admission

Management and Strategy: Management models, policies, and practices in an office or program in international education; principles, methods, and leadership strategies for strategic planning and policymaking to achieve the goals and mission of international education within an institution or organization.

- Innovative strategic international enrollment management planning to rebuild enrollment.
- Successful budgeting, resourcing and financial strategies
- Enrollment forecasting and scholarship modeling in years of increased uncertainty
- Measuring ROI in the digital recruitment landscape

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

- Building resiliency in international enrollment management
- Mentoring programs for international enrollment professionals at various stages in their careers
- Tips on work like balance and strategies for building a professional network when working remotely

Promoting Safety, Mitigating Risk, and Responding to Crisis: Tools, communication processes, compliance, strategies, and planning that campuses and international offices use when faced with a crisis, health emergency (mental or physical), or safety concern in international education.

- Model processes to manage different types of crisis successfully
- Recruiter toolkit and resources for managing risk and safety while recruiting abroad
- Model practices for meaningful conversations with prospective students and parents about risk and safety abroad

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