



International Enrollment Management Knowledge Community 2023 Call for Proposals

The International Enrollment Management Knowledge Community (IEM KC) invites you to submit a session, poster, or workshop proposal for the NAFSA 2023 Annual Conference & Expo in Washington, DC.

Proposal Deadlines:

- Sessions and workshops: **August 24, 2022, at 5:00 p.m. (EDT)**
- Posters: **December 7, 2022, at 5:00 p.m. (EST)**

For additional information, visit nafsa.org/proposals.

NAFSA 2023 Conference Theme: “NAFSA at 75: Inspiring an Inclusive Future”

Coinciding with NAFSA’s 75th anniversary, NAFSA 2023 will bring together the global community to reflect, celebrate, inspire, and create. We will honor our legacy and progress, renew our community’s mission, and commit to diversifying the voices that shape the future the international education field. Our goals for NAFSA 2023:

- Meet challenges by sharing lessons learned, diverse perspectives, and innovative approaches.
- Explore trends in professional development and career advancement, and advocate for the well-being of all.
- Benefit from global thought leadership and multigenerational perspectives.
- Underscore the global imperative for social justice and access, and the importance of inclusive internationalization for long-term impact on our campus, and local and global communities.

Proposal Topics:

NAFSA 2023 will be a platform for global voices working together to inspire our collective future. The ACC encourages proposals that reflect a forward-looking approach, feature bold ideas and global perspectives, connect to the conference theme—particularly those that highlight the following topics:

- the role of international education in addressing social, economic, and environmental justice
- local, national, and global advocacy for community engagement and impact
- model practices for virtual, in-person, hyflex, and hybrid program design and delivery
- programs that support the health and well-being of students, faculty, and staff in the international education community
- assessment of the ongoing impact of virtual, Hyflux, and hybrid learning models and programs
- the role of international education leaders in increasing inclusivity and building relationships across campus and with key stakeholders to further these efforts
- innovative approaches to managing through crises, including navigating legalities, weighing financial risk, minimizing academic disruption, and addressing ethical challenges related to global programs and operations
- research in international education as a catalyst and foundation for an inclusive future
- new skills and cross-functional competencies defining the changing profile of an “international educator” and shaping collaborative teams and communities
- transformative ideas that redefine mobility for students, faculty, and staff
- the integration and creative use of technology in international education programs and services
- management of career advancement for students and staff in a shifting job market

- maximizing cross-departmental collaboration and learning from the cross-pollination of ideas, skills, and resources
- cultivation of renewed faculty engagement in internationalization efforts and curriculum development
- new models for comprehensive, ambitious, and inclusive internationalization

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

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

- Aligning international admissions practices with institutional DEI objectives and principles.
- Best practices to fairly and accurately assess international credentials in a test-optional environment.
- Flexible enrollment policies (for example: refugees and displaced students from areas affected by geopolitical crises).

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.

- Utilizing virtual tools and platforms to access new recruitment pipelines.
- Effective training models to support successful implementation of digital marketing efforts.
- Innovative CRM features to improve processes and leverage technology in admission.

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.

- Emerging global trends on test-optional practices for holistic admission.
- Developing best practices in scholarships and financial aid advising for international applicants.
- Evaluating in person and digital advising tools.

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.

- Future-proofing and building resilience in international enrollment management.
- Cross-training and collaboration with key campus partners (Admissions, ISSS, Student Support Services including Advising, Career Center, etc.).
- Institutional staff exchanges as a form of versatile, cost-effective professional development.

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.

- Measuring return on investment in the digital recruitment landscape.
- Using regional and in-country employees to leverage the work from home trend.
- Improving retention of international recruiters through flexible work policies.