NAFSA Annual Conference & Expo
Content Focus Areas

- **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.

- **Advocacy:** Strategies and tactics for advocating the value of international education on campus, locally, and nationally within the United States and abroad.

- **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.

- **Diversity, Equity, and Inclusion:** Research and applied practice on social justice, equity, civil society, and ethical practices related to diversity, inclusion, and the work of international educators.

- **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.

- **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.

- **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.

- **Peace and Justice:** Innovative and influential efforts by international educators across the globe to advance issues related to strengthening social justice and promoting peaceful international cooperation in all spheres of common human endeavor.

- **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.

- **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.

- **Regulatory Complexities:** Guidance and information on government regulations in the United States and abroad that impact international education, employment, and exchange.

- **Student Preparation and Career Development:** Career readiness of both international and domestic education abroad students; skill and language acquisition; development of intercultural competencies; workforce development and employability; transition to the workforce; and employer expectations.

- **Teaching and Learning in International Education:** Development of global learning curriculum and pedagogy and its integration of into teaching and learning; research, theory, and model practices that support the development of global competence across all disciplines.