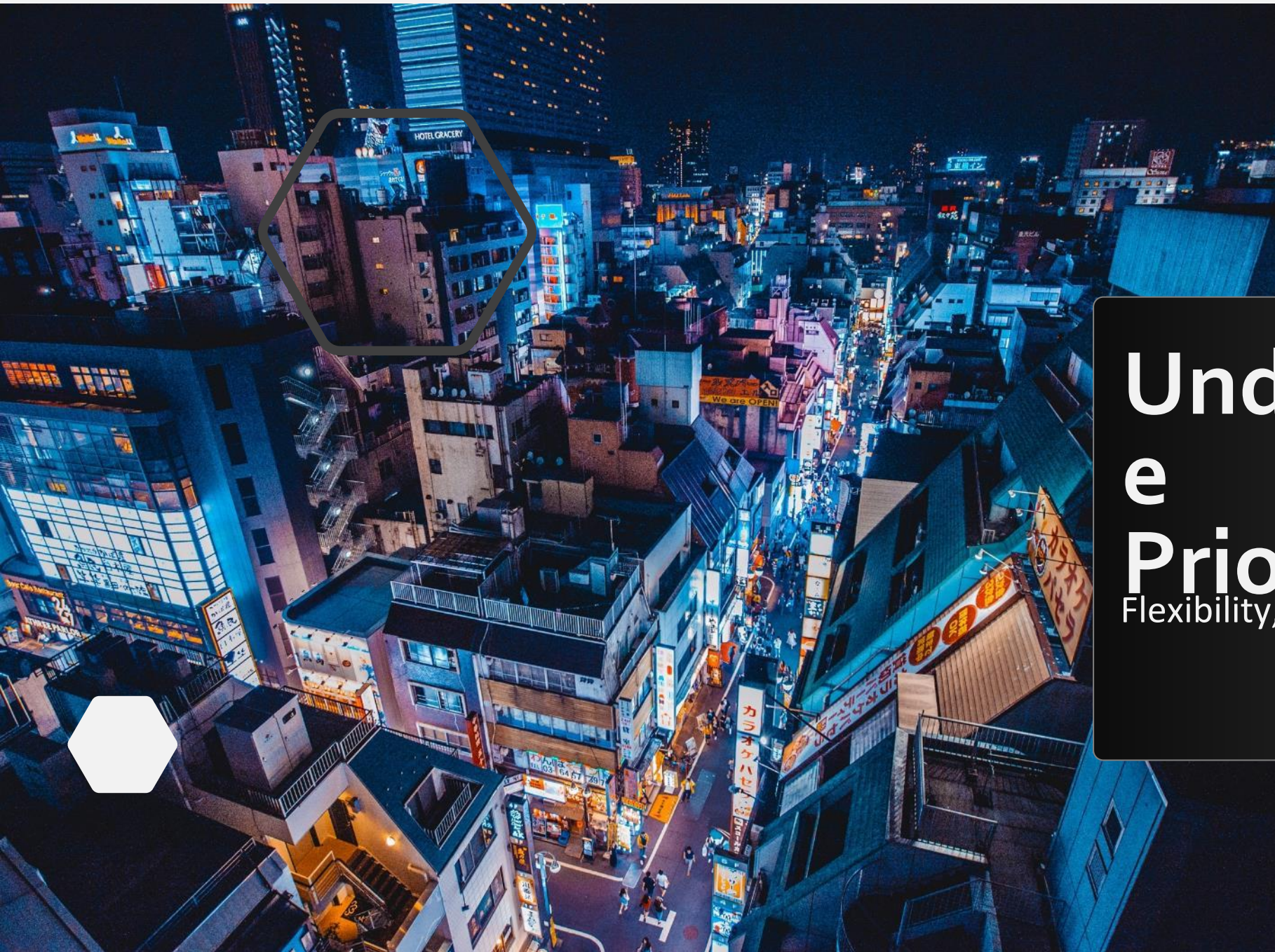




# Planning your International Recruiting in Uncertain Times

What matters most, what will get  
you through to the other side.



# Undergraduate e Priorities

Flexibility, adaptability, change

# Need: Revised country-level planning

Without the prospect of travel, time to reassess how you approach robust armchair, data-driven recruitment options.

## *Surveying the landscape*

- What markets make sense for your institution? Historical, real-time, and prospective student sources
- What virtual options are available to reach those students?
- What college resources can you tap to help in the process?

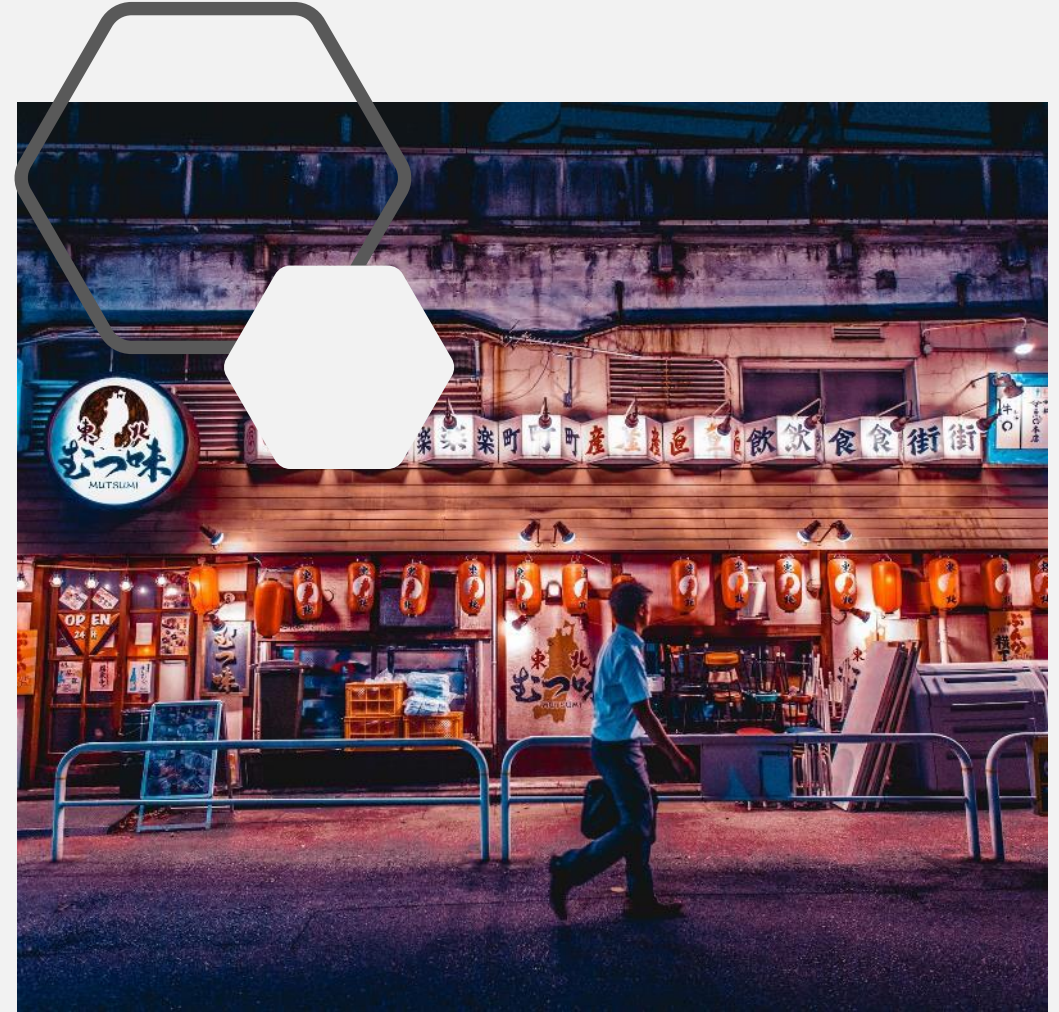


# Need: Enhanced digital communications

What was once optional or a nice feature to have is now mandatory with tour cancellations and travel uncertainty

## *Virtual recruitment options*

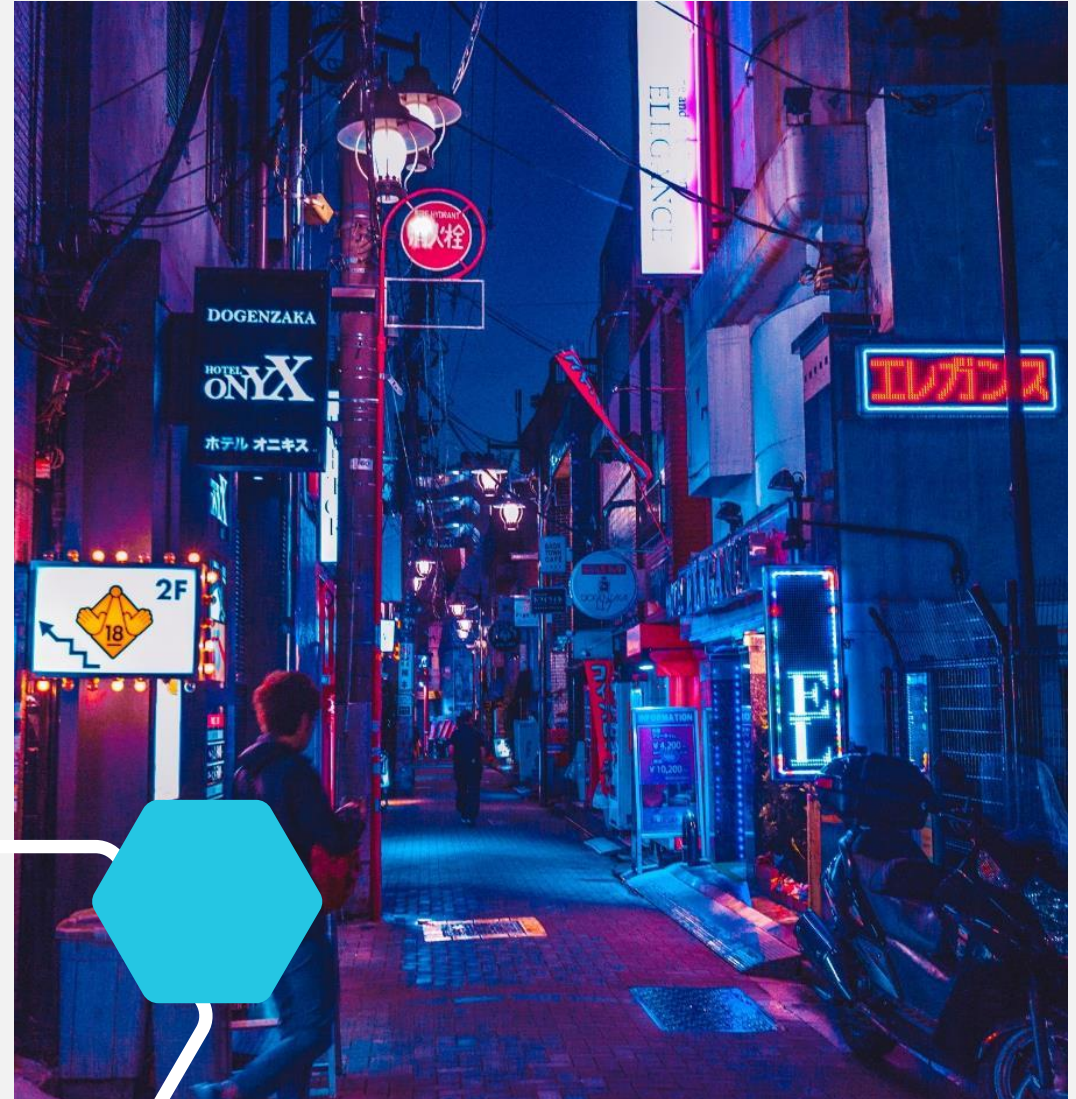
- Enhanced college search engine profile representation
  - Locally-hosted, native language
- Segmented communications to key markets
- Live events – Zoom, FB/WeChat live chats, other virtual fairs
- Social media presence & messaging for each stage in the admissions funnel



# Need: Flexible admissions policies

From required tests, deadlines, deposits, and other criteria, change is going to come.

- Test-optional for international students (SAT/ACT)
- Various options for English language proficiency
- Rolling admissions for international students
- Adjusted deposit deadlines





# Graduate Priorities

Quality, diversity, adaptation

# Need: Program-specific messaging

Graduate prospects' first question is "Do you have the program I want?"

## *Content review*

- Check website. Is content complete and compelling concerning program options?
- Review email campaigns. Do they acknowledge students' experience with COVID-19?
- Print. How can you make the most of publications?



# Need: Clarity on recruitment objectives

Institutions vary on goals for research-based or income-generating programs (or a combination of the two).

- Goal setting. Who sets goals and how do you influence them?
- Contingencies. What are the plans? How do those get communicated to prospects?
- Differentiation. How to serve different types of programs, based on their needs?





# Need: Quality applicants

Without the ability to target the students you want by visiting their institutions, a multi-channel approach is needed.

- If not China and India, where can you go to find students?
- How do you reach the students you want? Test-taker name purchases? Online portals?
- How can faculty help?
- What funding options do you offer? Are there any new sources?



# NAFSA Insights

Enrollment estimates and  
Congressional advocacy

# International Student Enrollment

- Fall 2020 enrollment uncertain; possible 25% decline
- New international student enrollment already in decline since fall 2016 – nearly 11%
- U.S. higher ed institutions are economic engines for local communities
- 25% decline in enrollment = Potential loss of \$10 billion and over 100,000 jobs

2018-19 Academic Year



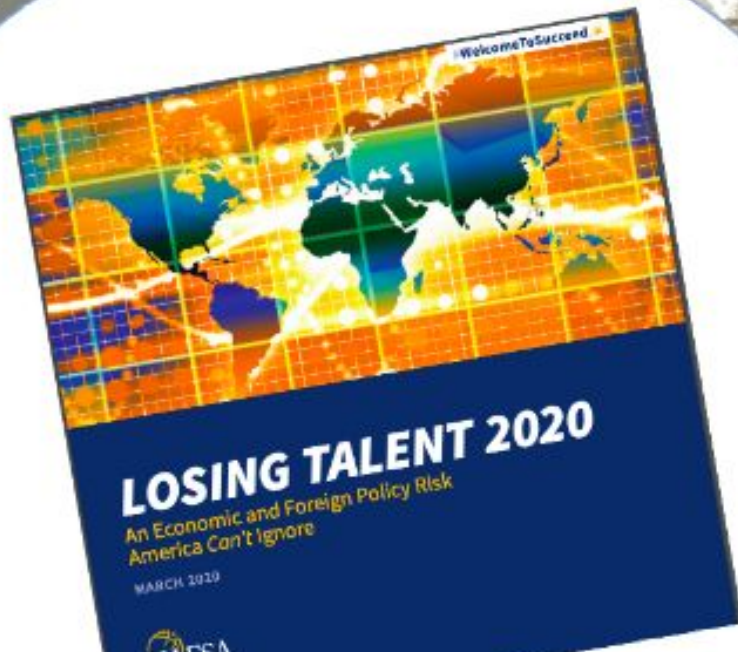
[www.nafsa.org/economicvalue](http://www.nafsa.org/economicvalue)

#WelcomeToSucceed

# Congressional Asks

**2. Ensure international students and scholars are able to return to U.S. institutions of higher education when in-person classes resume and mitigate continued decline in international student enrollment by exercising oversight of visa and immigration policies.**

- [“Welcome to Succeed”](#)
- [“Losing Talent 2020”](#)



# Congressional Asks

Specifically, we ask Congress to:

- a) Create targeted scholarships for those studying COVID-19 and other pandemic responses and best practices
- b) Direct the U.S. State Department's Bureau of Consular Affairs to institute transparent, easy-to-understand and timely processing for visa issuance and renewals
- c) Require the State Department to report to Congress and the public its plans to address the expected surge of visa requests at U.S. consulates once they reopen





# Congressional Asks

Specifically, we ask Congress to:

- d) Require DHS to postpone any non-COVID-19 rulemaking
- e) Direct CBP to implement a streamlined process at ports of entry for returning and newly-arriving international students and scholars
- f) Direct USCIS to automatically extend employment authorization documents, extend or pause filing deadlines, and restart premium processing
- g) Establish a national recruitment strategy to attract and retain international students and scholars



Questions?



# Thank you!

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