# Sponsored Student Recruitment Timeline

<table>
<thead>
<tr>
<th>9-12 Months</th>
<th>6-9 Months</th>
<th>3-6 Months</th>
<th>1-3 Months</th>
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| 1. Analyze current enrollment data.  
  a. What key regions do your students come from?  
  b. What majors are they studying?  
  c. Do sponsored programs exist within these regions? | 1. Schedule calls or in-person meetings with embassies and cultural offices  
  a. Discuss program approval (if needed).  
  b. Can they help schedule meetings with key stakeholders in-country? | 1. Partner with your central admissions team to set up a streamlined process to include added flexibility and quick turnaround in application decisions.  
  2. Travel into market to meet with various sponsors or stakeholders with key roles in recruiting sponsored students. | 1. Process applications and follow-up continuously with students and/or agents.  
  a. Ensure that proper financial guarantee letters have been provided.  
  b. Ensure no bottlenecks exist within application processing. |
| 2. Identify most popular and well-ranked programs.  
  a. Are these programs on any scholarship approval lists? If not, reach out to cultural office regarding the process to be added to such lists.  
  b. Schedule meetings with the key academic departments to identify and create a support structure. | 2. Narrow down to 1 – 3 key sponsored markets to target, focusing on the most well-known programs at your institution.  
  a. Do you have any existing relationships in these key markets? | | 2. Organize sponsored student orientation. |
| 3. Initiate research on sponsored programs and key majors within these programs. | 3. Include sponsored student recruitment in your upcoming travel budget and planning.  
  a. Schedule meetings with sponsored entities or utilize existing agent network to navigate sponsored landscape.  
  b. Participate in fairs and events focused on sponsored students. | | |

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