THE COLLEGE BOARD/AACC

6th Annual
COMMUNITY COLLEGE TOOLKIT
FOR INTERNATIONAL RECRUITMENT

February 24-25, 2009
Denver, Colorado
Community College Toolkit for International Recruitment:
Planning Strategies for Challenging Times

Tuesday, February 24, 2009
Location: Marriott City Center Hotel, Denver – Nat Hill Room (3rd floor)

11:30 – 12:00 pm  Registration

12:00 – 1:00 pm  Lunch
Greetings from: Christine Johnson, Special Assistant to the Provost, University of Colorado Denver, and formerly President of Community College of Denver, and College Board representatives Ron Williams and Steve Handel

1:00 – 2:00 pm  Welcome, Introductions and Opening Discussion
Faculty and participant introductions, rationales for attending the seminar. Where are we and what does the future look like? Immediate plans and long-term goals; action plan for idea implementation.
Janine Farhat, College Board; Debbie Heffernon, Consultant, International Education & Cross-cultural Communication; and Judy Irwin, AACC

2:00 – 3:30 pm  Strategic Planning and Budgeting in the New Economic Environment
Defining vision and objectives; aligning institutional priorities and international office goals; following practical steps for strategic planning and data collection; creating and managing appropriate budgets given current fiscal realities; adapting the admissions funnel cum cylinder to today's modern world; and incorporating a successful ROI (return on investment) model. Three seasoned professionals will explore how these elements blend together to create a strategic international enrollment management plan.
Marty Bennett, JIE; Ken Bus, Glendale Community College (AZ); Julie Pitts, Johnson County Community College (KS)

3:30 – 3:45 pm  Coffee break

3:45 – 4:00 pm  Cost-effective and Creative Marketing Tools - Part I
Armchair vs. Direct Recruitment – What’s doable without leaving your hometown?
Debbie Heffernon

4:00 – 4:30 pm  Who’s Representing US Higher Education Abroad: the EducationUSA Network, US Departments of State and Commerce
How can overseas advisers in the US Department of State network help you with recruitment, travel, credential review, pre-departure orientation, visa counseling, etc.? What other US government resources are available for education fairs; recruiting trips, websites and more?
Marty Bennett; Paul Bergman, US Department of Commerce (Denver office)

4:30 – 5:15 pm  International Recruitment Outreach: Working with AACC and Others
A variety of ways to showcase your college, either through direct or armchair recruitment
Judy Irwin

5:15 – 6:00 pm  Recruiting Tips from Experienced Colleagues
Learn from others’ adventures and their views on the role of agents in recruitment.
Marty Bennett; Ken Bus; Julie Pitts; Marjorie Smith, University of Denver;

6:15 – 7:30 pm  Reception hosted by the College Board (Matchless Room – Lower Level I)
Wednesday, February 25, 2009  
Location: Tivoli Student Union, Auraria Higher Education Center - Zenith Room #640

7:45 am  
Meet in Marriott lobby to walk to Tivoli Student Union

8:15 am  
Continental breakfast  
Welcome to Auraria Higher Education Center  
Michael Rusk, Dean of Students, Community College of Denver

8:30 – 9:15 am  
Review and Discussion of Tuesday’s sessions  
Let’s recap what we’ve learned so far – bring your feedback and questions.

9:15 – 10:00 am  
Cost-effective and Creative Marketing Tools- Part II  
What Works Where? Marketing Techniques and Media choices (including region- & culture-specific strategies/styles and advertising overseas)  
Debbie Hefferon

10:00 – 11:00 am  
It All Begins With Your Website!  
Review and critique exemplary sites; strategize how to be an advocate for international students and ease access to the international information.  
Debbie Hefferon; Marty Bennett

11:00 – 11:15 am  
Coffee Break

11:15 – 11:45 am  
Social Networking - Tools to Capture your International Audience  
Find them where they hang out – and lead them to your community college community!  
Marty Bennett

12:00 – 1:30 pm  
Lunch in Adirondack’s followed by a brief campus tour

1:30 – 2:15 pm  
Managing an International Admission Operation  
Structure and staffing of international admissions offices; communicating and handling inquiries and applications; application review; creating effective materials.  
Ken Bus; Julie Pitts

2:15 – 3:30 pm  
Creating an Internationally-friendly, Effective Campus Environment and Student Services Infrastructure to Support Ethical Recruitment  
What is needed to serve and retain international students on your campus; orientation; academic advising/placement; ESL programs, intercultural environment; working with alumni, student ambassadors and your local community.  
Ken Bus; Julie Pitts

3:30 – 3:45 pm  
Refreshment Break

3:45 – 4:30 pm  
Q&A on Campus SEVIS Procedures and Advising  
Pre-arrival tips for visa process and travel; crafting a 2+2 plan; SEVIS II; DSO role and SEVIS responsibilities (monitoring, transfer in/out, OPT/CPT, etc.).  
Ken Bus; Julie Pitts; Sharon Snyder, Acting Branch Chief for Policy, SEVP

4:30 – 5:00 pm  
Wrap Up: Q&A, Evaluation, Certificates  
Janine Farhat; Judy Irwin

Note: 1.0 IACET Continuing Education Unit (CEU) is awarded for this workshop provided the participant attends all program sessions (10+ contact hours) and completes the evaluation form.