Recruiting International Students—An Overview

Community College Toolkit for International Recruitment

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International Services and Programs
Global Trends

- Global competition (Australia, UK, Canada)
- Emergence of new competitors (Agents/Consultants)
- English language programs outside U.S.
- Less money to recruit overseas
- Economic crisis causing some countries to stay closer to home
Why International Students Want to Study in U.S.

- Improve career opportunities
- Gain new experiences
- Become culturally competent
- Seek excellent facilities at institutions with high academic reputation
- Learn and improve English language skills
- Options to obtain a higher education
  - May not have passed academic tests
  - Could be on a vocational track in high school
  - Home country institutions have limited spaces
Community Colleges at the Forefront

- More awareness globally about benefits
- Respect is growing through understanding
- Increased government interest leading to more Federally-funded initiatives
- News media is paying more attention
Reasons  86,000+ International Students Choose Community Colleges

- Credit Transfer to University
- Cost-Effective Tuition
- A Focus on Teaching
- Intensive English Programs (thus lower TOEFL/ IELTS)
- Supportive Learning Environment (focus on teaching; small class size)
- Expanded Optional Practical Training (OPT) Prospects
Enrollment Trends 2004-2008

- 86,683 international students in 2007/08
- 3.1% increase over last year
- 7.2% growth since 2005/06
- Approx 22% growth overall in past decade
While students from Asia comprise the lion’s share of Community College international student enrollments, they make up a smaller percentage than at all institutions.

A higher percentage of students from Latin America are enrolled at Community Colleges compared to all institutions.

The percentage of students from Africa at Community Colleges is double that of all institutions.
### International students at CC
#### Top 20 Places of Origin

<table>
<thead>
<tr>
<th></th>
<th>Place</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>South Korea</td>
<td>8,399</td>
</tr>
<tr>
<td>2.</td>
<td>Japan</td>
<td>7,227</td>
</tr>
<tr>
<td>3.</td>
<td>Vietnam</td>
<td>3,493</td>
</tr>
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<td>4.</td>
<td>China</td>
<td>2,904</td>
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<td>5.</td>
<td>Mexico</td>
<td>2,602</td>
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<td>6.</td>
<td>Hong Kong</td>
<td>2,366</td>
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<td>7.</td>
<td>Taiwan</td>
<td>1,982</td>
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<td>8.</td>
<td>India</td>
<td>1,741</td>
</tr>
<tr>
<td>9.</td>
<td>Nepal</td>
<td>1,658</td>
</tr>
<tr>
<td>10.</td>
<td>Indonesia</td>
<td>1,620</td>
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<td>11.</td>
<td>Brazil</td>
<td>1,287</td>
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<tr>
<td>12.</td>
<td>Kenya</td>
<td>1,280</td>
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<tr>
<td>13.</td>
<td>Canada</td>
<td>1,256</td>
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<tr>
<td>14.</td>
<td>Colombia</td>
<td>1,055</td>
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<td>15.</td>
<td>Philippines</td>
<td>1,045</td>
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<tr>
<td>16.</td>
<td>Venezuela</td>
<td>852</td>
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<tr>
<td>17.</td>
<td>Thailand</td>
<td>834</td>
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<td>18.</td>
<td>Sweden</td>
<td>796</td>
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<td>19.</td>
<td>Nigeria</td>
<td>753</td>
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<tr>
<td>20.</td>
<td>Poland</td>
<td>716</td>
</tr>
</tbody>
</table>

*Source: IIE Open Doors 2008*
Challenges to Increasing International Student Growth

- Myths related to visas, admission requirements
- Insufficient knowledge about community college opportunities/benefits/2+2 concept
- Financial uncertainty
  - Cost of tuition
  - Lack of financial aid or scholarships
  - Current economic climate
- Competition from other countries
A Strong Program Needs...

- Campus leadership & willingness to invest resources in recruitment/retention is key!

- Strong emphasis on marketing and promotion of programs—Branding

- Ability to promote 2+2 Concept/Other Community College Benefits
As well as...

- Strong Leadership from the top
- Dedicated staff to recruit students
- Welcoming admission processes
- Focus on retention methods
- Robust international programs/initiatives
- Community support and involvement
- Financial benefits (i.e., scholarships, work opportunities on campus)
Lots to learn....

Let’s Begin....