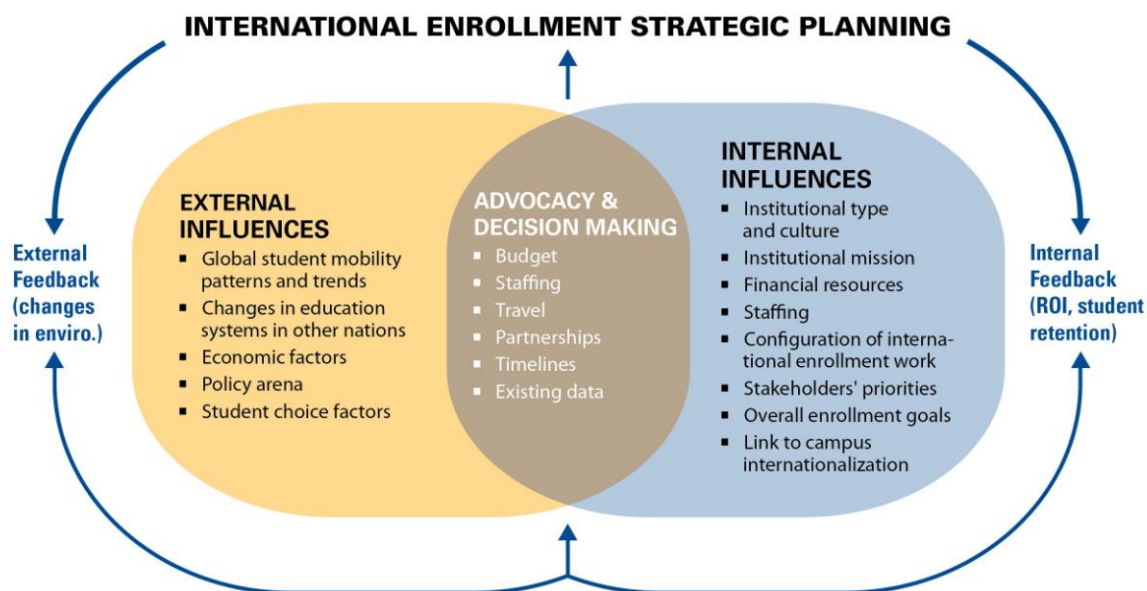


“Who is responsible for conceiving, informing, developing, and implementing international enrollment activities?”



“Creating an international enrollment strategy is a challenging undertaking requiring continual advocacy amidst a complex set of external environmental considerations, as well as a range of internal institutional factors, all of which may be constantly changing.”

“[A] key area for discussion is considering institutional infrastructures that are or need to be in place to support international students once on campus, addressing matters that increase retention. The work of numerous campus areas, such as student life and academic advising, are critical to the success of a strategic international enrollment plan.”

—Julie Sinclair, 2010. *International Enrollment Management: Framing the Conversation*. NAFSA: Association of International Educators.

Download the full paper at www.nafsa.org/IEMwhitepaper.

Presenters

Fanta Aw, Assistant Vice President of Campus Life, American University

Kathy Bellows, Executive Director, Office of International Programs, Georgetown University

Harvey Charles, Vice Provost for International Education, Northern Arizona University

Larry Bell, Director, Office of International Education, University of Colorado at Boulder

Challenges and Opportunities in International Enrollment Management

- What are some of the **internal environmental** challenges and opportunities you face at your institution around IEM?
 - What expectations do various stakeholders have?
 - What is realistic?
 - How do different stakeholders define IEM?
- What are some of the **structural** challenges and opportunities you face at your institution?
 - IEM strategies vary from program to program (undergrad/Grad/ESL/short term)
 - Classroom space
- What are some of the **political** challenges and opportunities you face at your institution?
 - Domestic vs. international diversity?
 - Local community concerns? Impact on the local community?
 - Space issues?
- What are some of the **financial** challenges and opportunities you face at your institution?
 - Return on investment (ROI) – How do you define it? How do other stakeholders define it?
 - What type of initial investment is required?
 - What are your measurables?

International Enrollment Management Resources

International Enrollment Management Discussion Forum

www.nafsa.org/IEMdiscussions

Available at www.nafsa.org/IEMresources

- International Enrollment Management: Framing the Conversation
- Building an IEM Strategic Plan: Questions to Ask Before you Begin!
- International Strategic Enrollment Management for Graduate Admissions