



2024
Annual Conference

Leading
International
Education
at a Crossroads

Crossroads of Opportunity

Navigating U.S. Immigration Policies for International Students

Anthony C. Ogden, Ph.D.
Penn State Dickinson Law

Travis Ulrich
Terra Dotta

Miriam Feldblum, Ph.D.
Presidents' Alliance on Higher Education & Immigration

Meredith McQuaid, J.D.
Gateway International Group





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Crossroads of Opportunity Navigating U.S. Immigration Policies for International Students

Overview

- Welcome & Introductions
- The current landscape of international student enrollment in U.S. institutions
- Impact of U.S. immigration policies on international student recruitment and retention
- The role of SIOs in Advocating for U.S. Immigration Reform
- Discussion





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Navigating U.S. Immigration Policies
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Guiding Questions

- How has the landscape of international student enrollment in U.S. colleges and universities changed in light of recent global challenges, and what implications does this have for attracting and retaining international talent?
- How do current U.S. immigration policies impact the decisions of international students to pursue higher education in the U.S., and what potential changes could be considered to enhance student retention after graduation?
- What role can SIOs play in advocating for immigration reform that considers both U.S. interests and the needs of international students and scholars?



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Our Objective

- Participants will gain insight into international student enrollment trends at U.S. institutions, consider the impact of restrictive U.S. immigration policies on international student recruitment and retention, and explore innovative strategies to attract and retain international students while advocating for immigration reform.

The Current Landscape of International Student Enrollment in U.S. Institutions



- Global Engagement solutions and expertise for *Incoming, Outgoing & Travel Risk*
- Terra Dotta is committed to assisting institutions grow and enhance their global engagement initiatives

SERVING

700+

INSTITUTIONS

EMPOWERING

187,765

**INTERNATIONAL STUDENTS
AND SCHOLARS TO U.S. IN 2023**

**ENABLING
MATRICULATION FROM**

196+

COUNTRIES & TERRITORIES



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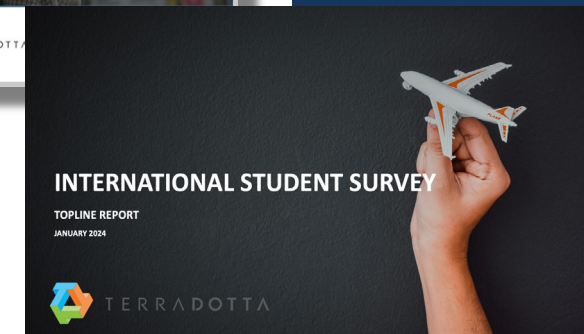
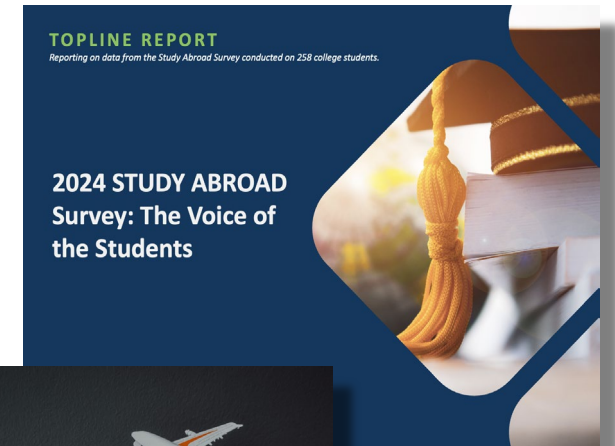
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Terra Dotta - *A Wealth of Data*



TERRADOTTA

- Internal analytics based on global trends
- Primary research, including surveys, qualitative interviews
- Published reports, webinars, podcasts

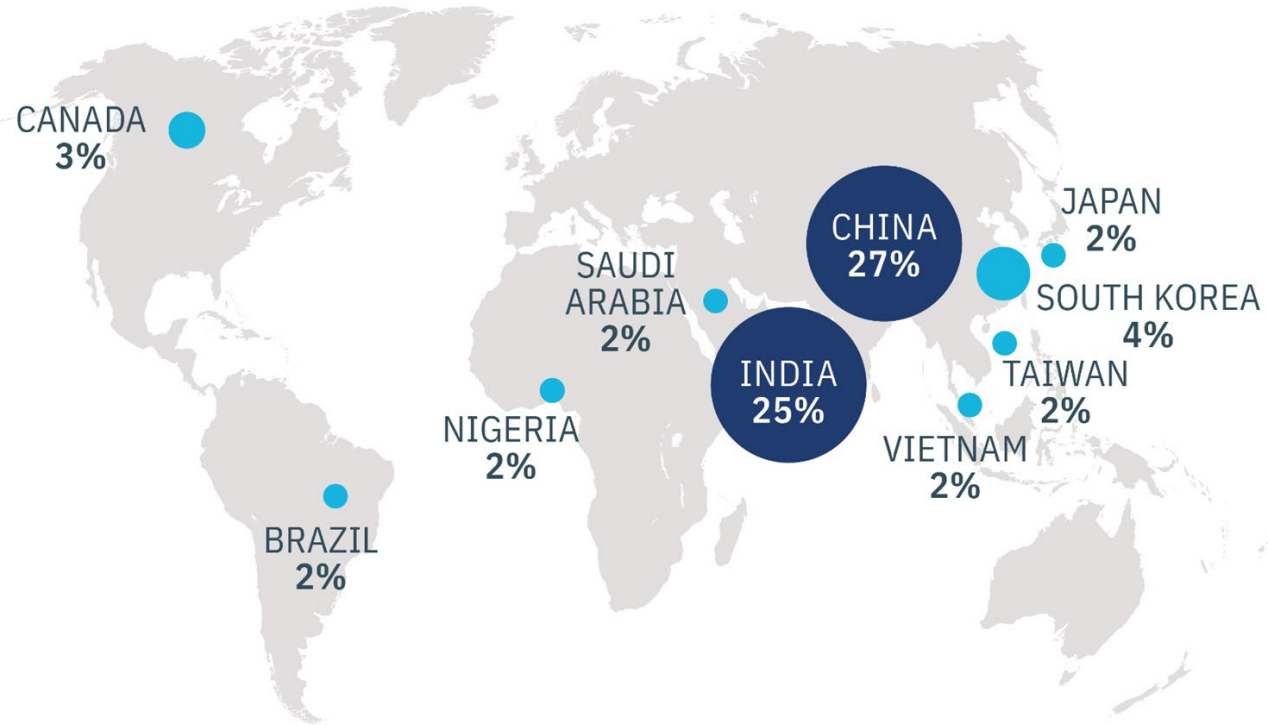


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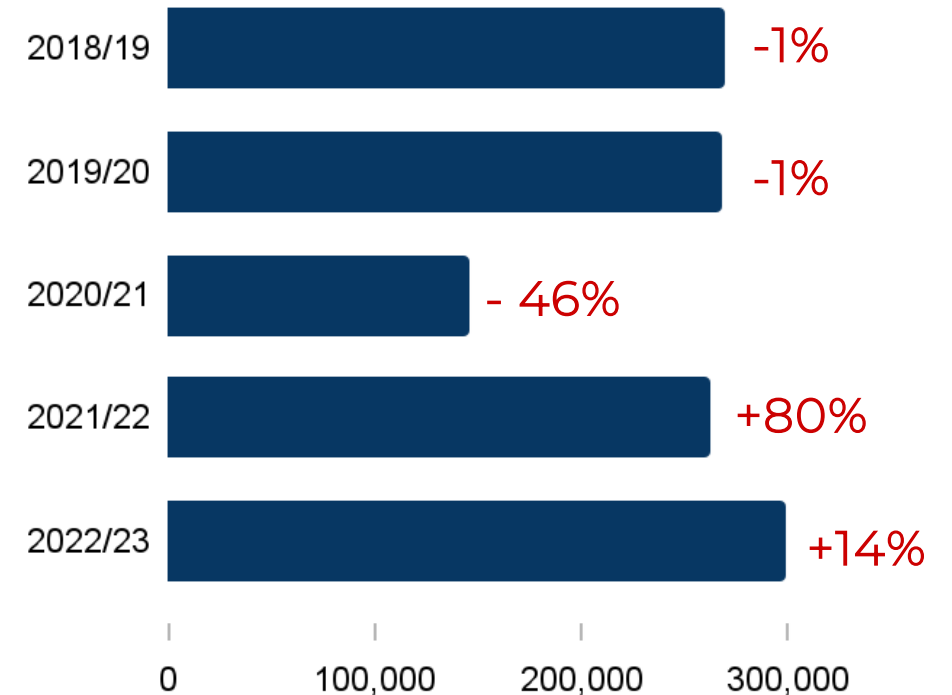
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U.S. Enrollment of International Students

Places of Origin - International Students 2022/23



New Enrollment & Percentage Change



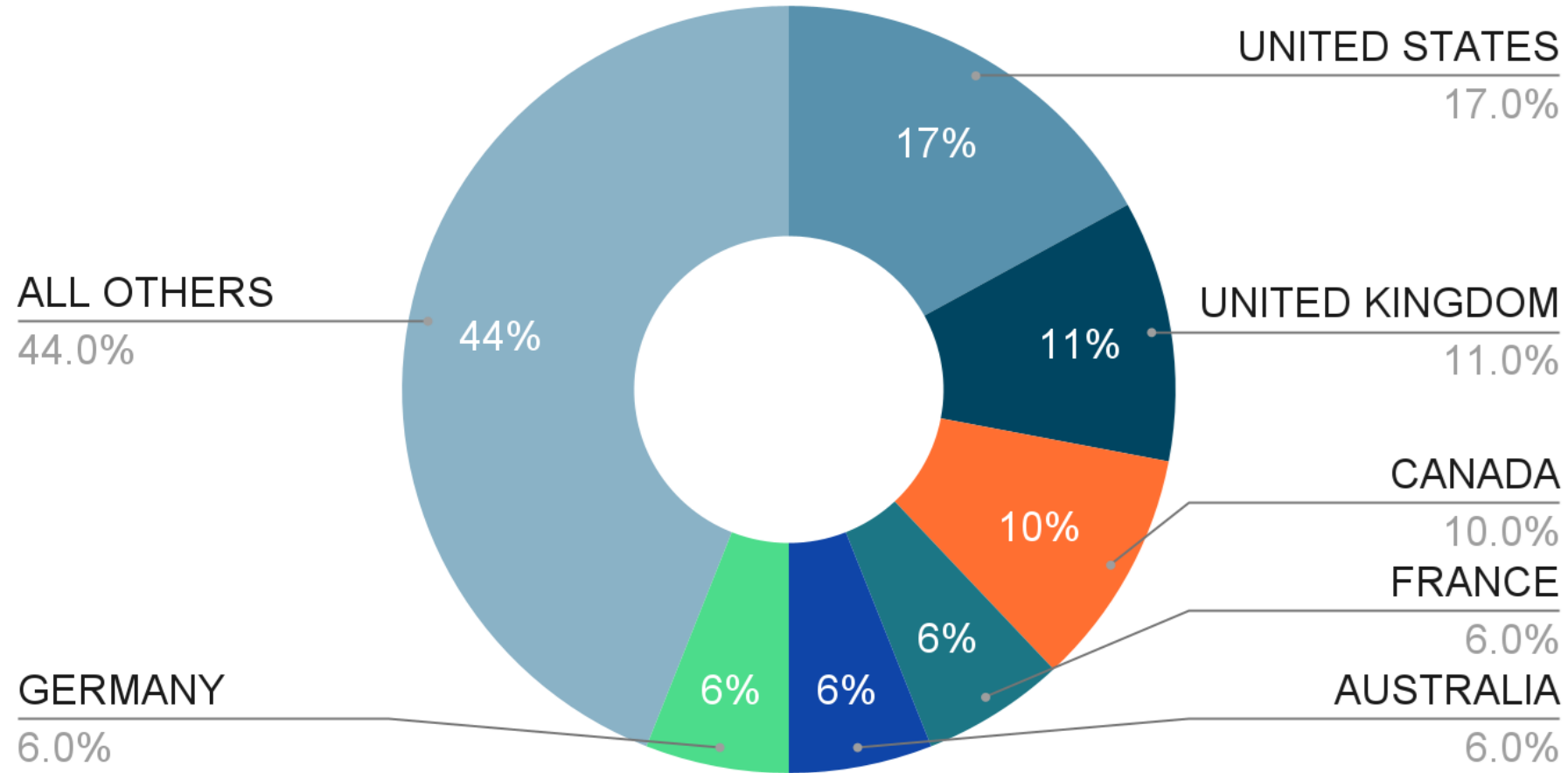
Courtesy of the Institute of International Education



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Top Host Countries for International Students, 2023



Courtesy of the Institute of International Education



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Countries with an International Education Strategy (IES)

International Pressure : Other countries have government-driven international education strategies with specific policies aimed at attracting international students



The UK government offers several scholarship options, such as Warm Welcome, Chevening and others.

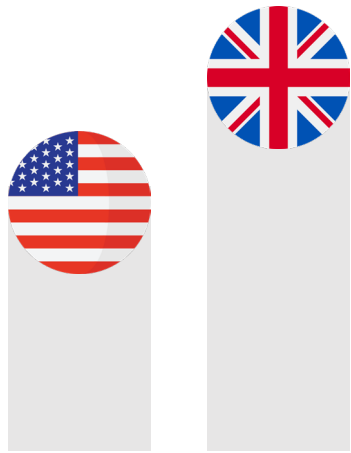


Canada has been focused on providing pathways to permanent residency and citizenship.

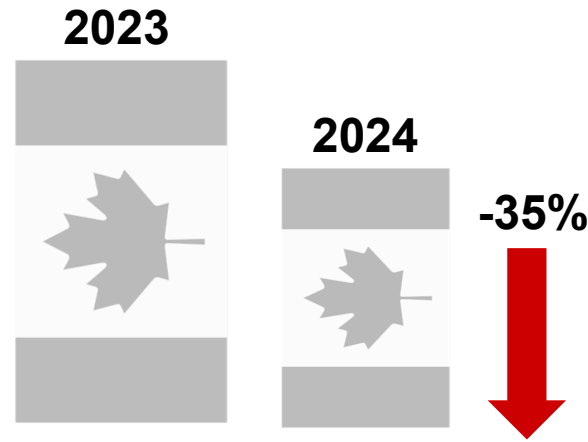


Australia is focusing on diversification, meeting skills needs, putting students at the centre and growth & global competitiveness.

Opportunities & Challenges to U.S. Dominance in Attracting International Students



U.K. surpasses U.S. in attracting Chinese students



Canadian international student cap will cause 35% decline in approved study permits in 2024



Significant rise in international student numbers in Australia over the past two decades.

The Current Landscape of International Student Enrollment in U.S. Institutions



US Rebounds

U.S. International student enrollment in rebounds, surpassing 1 million students.



Africa takes the Stage

Africa emerges as a major growth area, surpassing Europe at some institutions.



China Declines; India Surges

Internal data shows declining Chinese enrollment (-26% since 2018) but rapidly rising Indian enrollment (+72%).



Students Weigh Options

Students are applying to institutions in up to 4 countries amid increasing competition.

Data based on Terra Dotta survey of 365 international students, and network system data.



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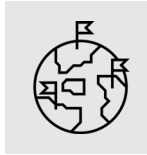
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International Students' Decision Factors



Aggressive Recruiting

Australia, UK, and Canada are aggressively recruiting international students.



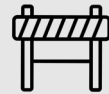
U.S. Dominance Waning

U.S. dominance faces strong competition as international student enrollment landscape evolves



Simplified Visa Process

Canada simplifies visa process to attract international students, offering pathways to permanent residency.



Employment Barriers

50%+ of prospective students are motivated by post-study employment, but 46% cite visa delays and 38% lack of willing employers as barriers.



Interest in Permanent Residency

International students keen on permanent residency in Canada.



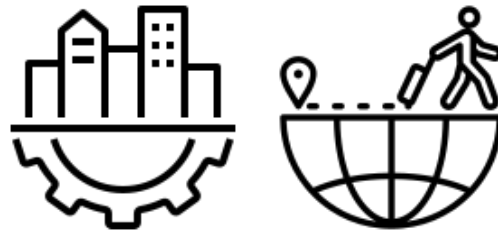
Lack of Career Support Services

Nearly 40% want more career support services to aid job search and retention.

Factors Diminishing U.S. Appeal to International Students



Rising Costs & Visa Issues
deter international students from choosing the U.S.



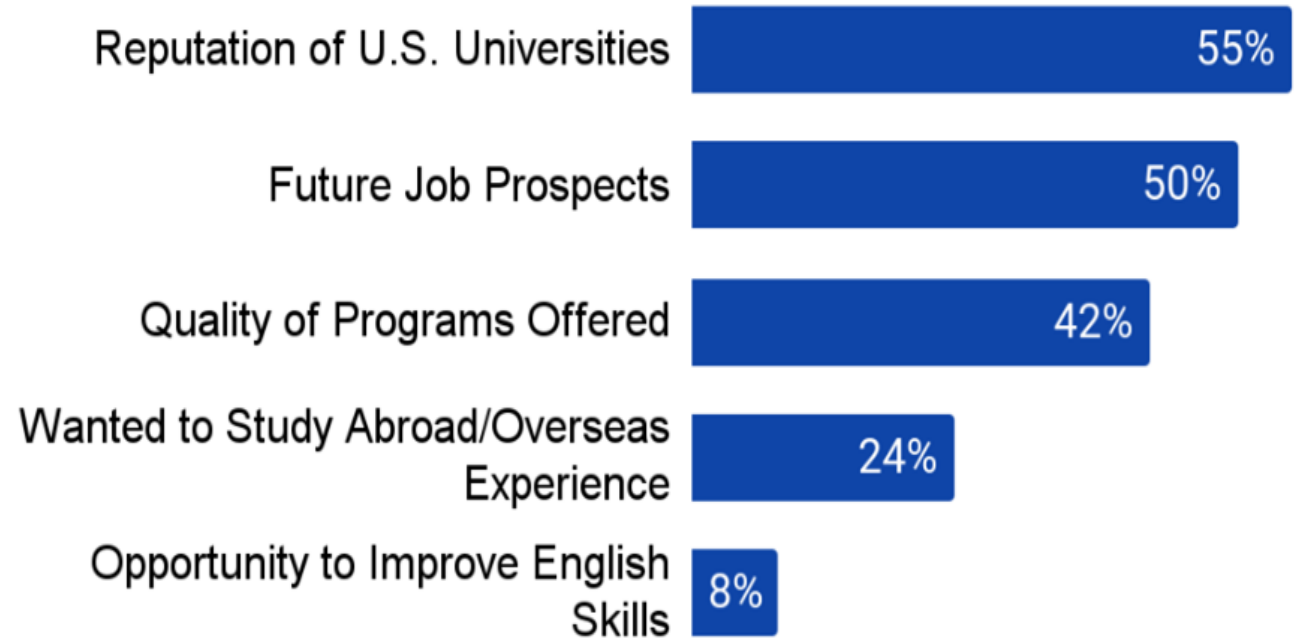
Housing Infrastructure & Migration Regulations
other countries, including Canada and Australia, face challenges with housing infrastructure and migration regulations.



Political Climate & Gun Violence
concerns over political climate and gun violence in the U.S. contribute to declining appeal.

Deciding Factors Under Consideration by International Students

Reputation, job prospects, and quality of programs among top deciding factors in selection



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Deciding Factors Under Consideration by International Students

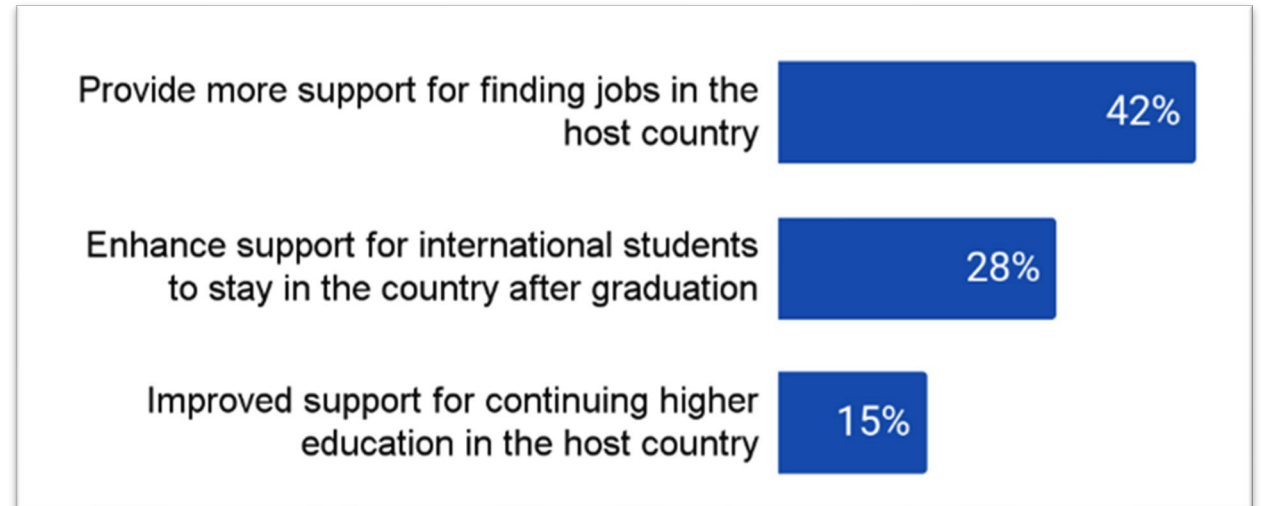
56%

International students plan to seek employment in the U.S. after graduation.

72%

Stated it was important when selecting the university.

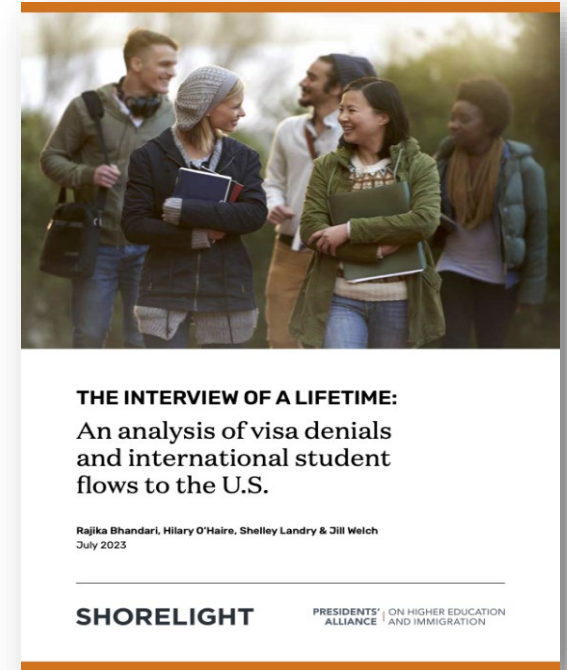
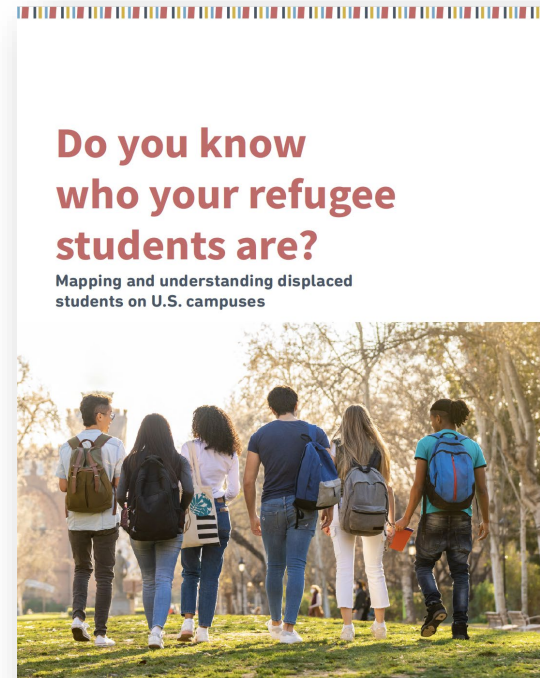
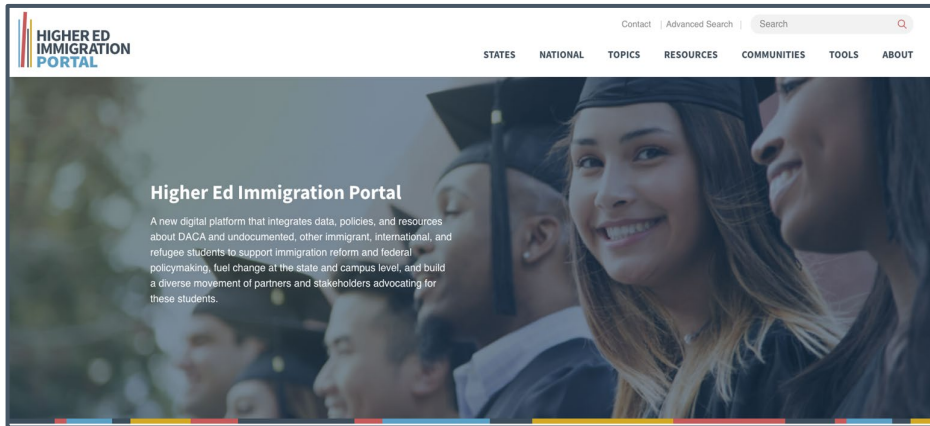
More student support post-graduation is wanted by international students



Impact of U.S. Immigration Policies on International Student Recruitment and Retention



PRESIDENTS' ALLIANCE
—
ON HIGHER EDUCATION AND IMMIGRATION



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Impact of U.S. Immigration Policies on International Student Recruitment and Retention



Int'l students help fill critical gaps in U.S. enrollments & int'l ed constitutes top U.S. export



Int'l students help increase domestic enrollment in STEM fields & spur research



One-quarter of U.S. \$1B start-up founders first came to as international students.



International student alumni are increasing percentage of campus leaders & faculty



Administrative policy wins and advocacy to support international students



New efforts to leverage existing employment-based pathways: H-1B, O's, J's, Schedule A, and more

Impact of U.S. Immigration Policies on International Student Recruitment and Retention

CHALLENGES

- Anti-immigration politics
- Anti-DEI politics
- Record global displacements
- Congressional stalemates
- Visa policy disparities
- Court cases
- Lack of campus capacity/ability to support immigration pathways

OPPORTUNITIES

- U.S. for Success Coalition to support international student success
- Welcome Corps on Campus for refugee student access to U.S. higher education
- New efforts to support campuses and students with employment-based immigration pathways



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The role of SIOs in Advocating for U.S. Immigration Reform

Educate faculty, staff, and students about policy updates to ensure everyone shares the same information through formal training or informal communication.

Learn to explain not only the regulations, but their impact. Practice ways to reduce the “bureaucratic-ese” with practical language that is understandable and accurate.

Understand how the immigration system impacts students and how the system runs counter to our community goals to be inclusive and welcoming.

Identify where and when your input should be factual or rhetorical; maintain your professionalism and still seek change.



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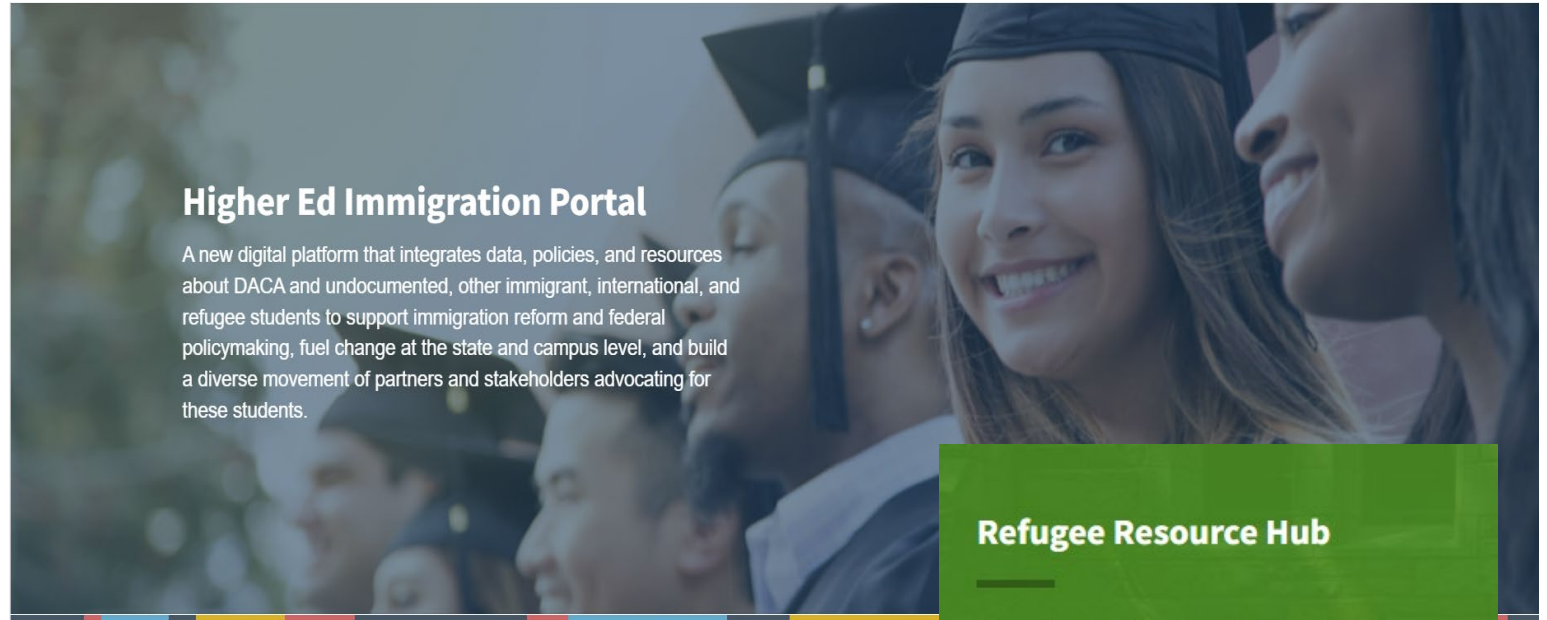
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Higher Ed Immigration Portal

A new digital platform that integrates data, policies, and resources about DACA and undocumented, other immigrant, international, and refugee students to support immigration reform and federal policymaking, fuel change at the state and campus level, and build a diverse movement of partners and stakeholders advocating for these students.

Refugee Resource Hub

This “one-stop” refugee-focused hub, provides access to a suite of resources, tools, and training to support the work of colleges and universities desiring to engage or already engaged in supporting refugee students and non-students.

[Learn More](#) ▾





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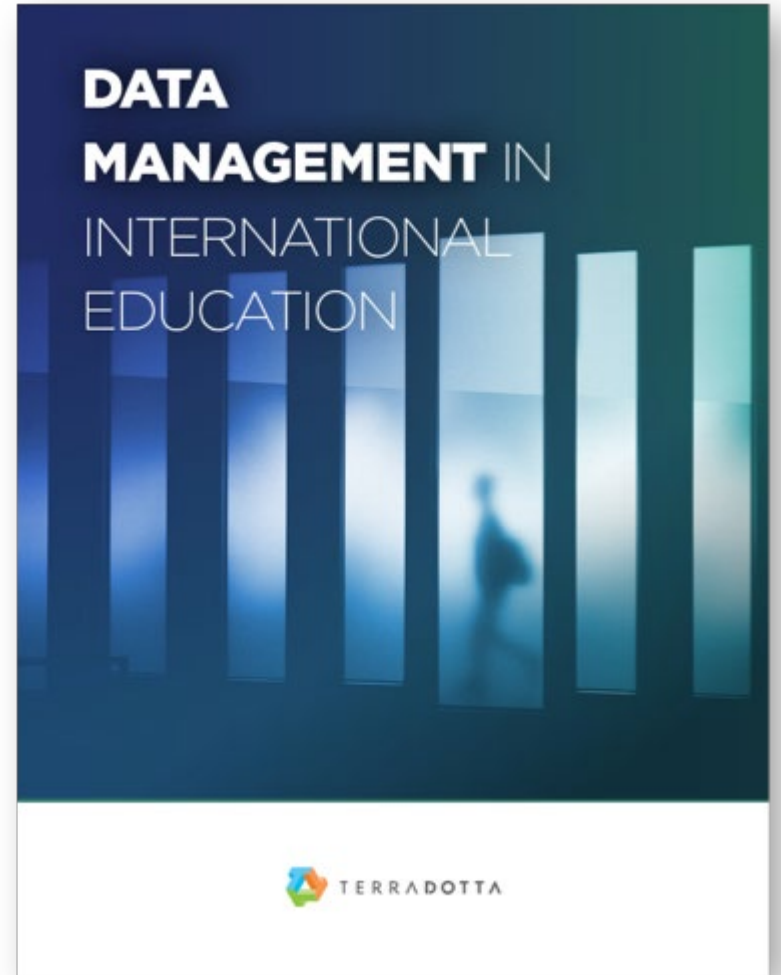


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THE IMPACT OF
**U.S. IMMIGRATION
POLICIES**
ON OUR
INTERNATIONAL
STUDENTS

HOW CAN WE HELP?



**DATA
MANAGEMENT** IN
INTERNATIONAL
EDUCATION



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Ready to Collaborate with International Student Recruitment Agents?
Here are 10 quick tips

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CHAT BOT AI

Part 1

Harnessing Generative AI

For International Student Recruitment & Admissions

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MANAGING CRITICAL EVENTS IN INTERNATIONAL SETTINGS:
RESOURCES FOR SENIOR INTERNATIONAL OFFICERS

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Thank you!

