

India Institutional Engagement Research Findings

2012 AIEA Annual Conference
Washington, DC
February 21, 2012

Presenters

Jon Weller



Sara Allaei

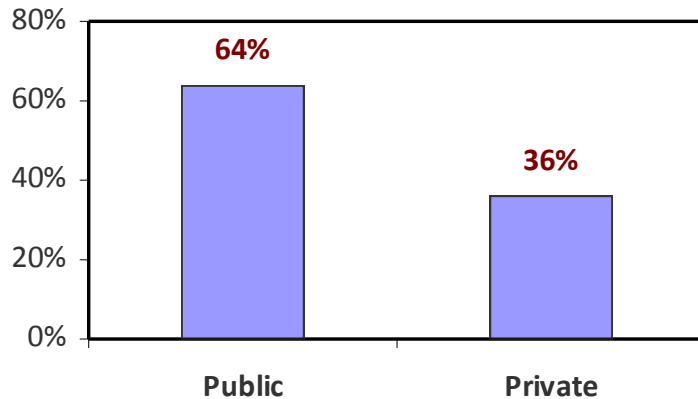


Swaraj Nandan



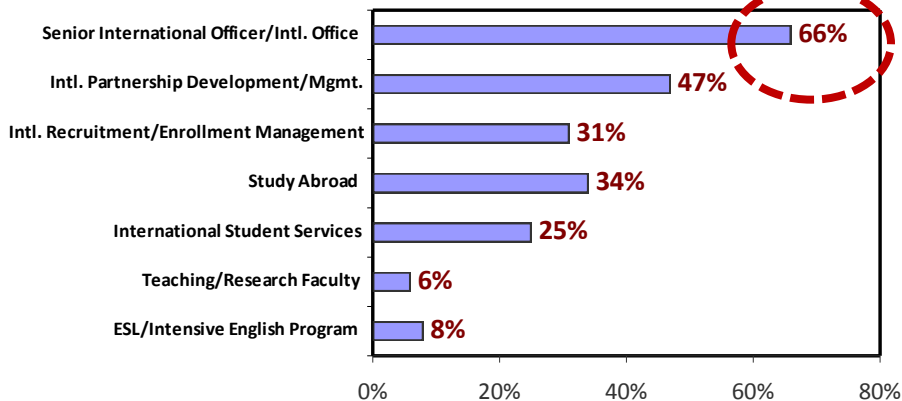
Research: Respondent Profile

Private vs. Public Institutional Respondents



- ❑ Survey administered online through AIEA listserv
- ❑ 83 institutional respondents with over 90% associated with a U.S. institution
- ❑ Other respondents represented Australia, U.K., New Zealand, India

Respondent's Institutional Role

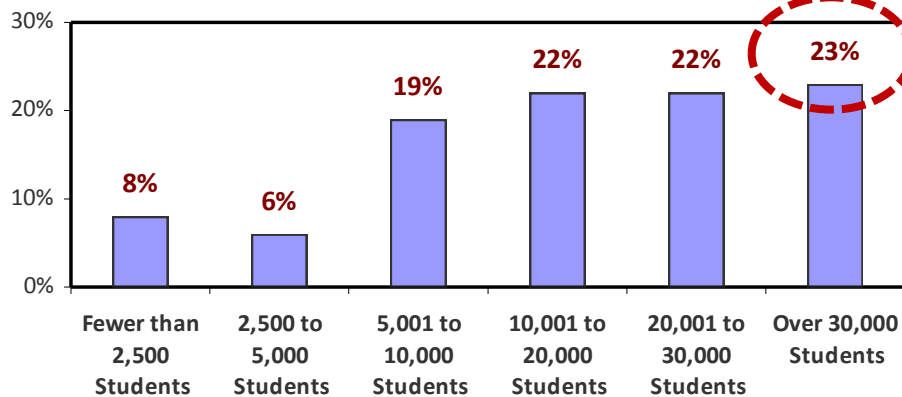


- ❑ Over 66% respondents were SIOs or associated with the Intl. office
- ❑ Almost half of the respondents involved in International partnership development/ management
- ❑ International recruitment, study abroad and ISS other key areas represented

SOURCE: UC, IUPUI, KIC UnivAssist survey 2012

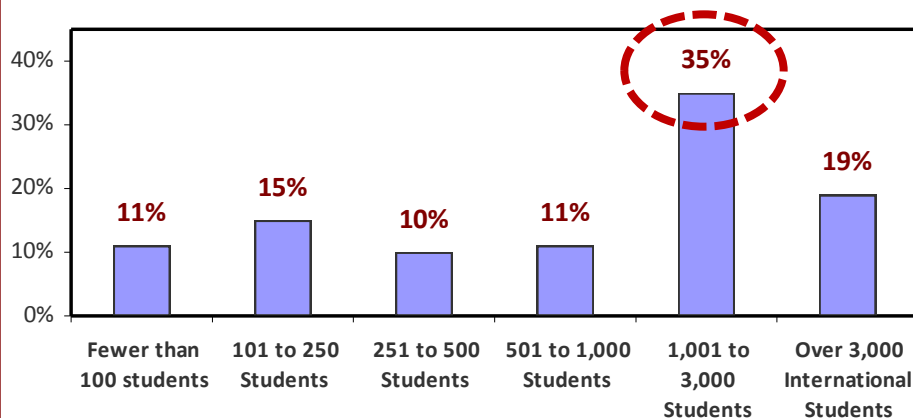
Research: Institutional Profile

Total Student Enrollment



- About 60% of the institutions were doctorate granting universities
- 22% Master's College/University and 12% Baccalaureate College
- 66% of institutions had >10,000 enrollment

Total International Student Enrollment

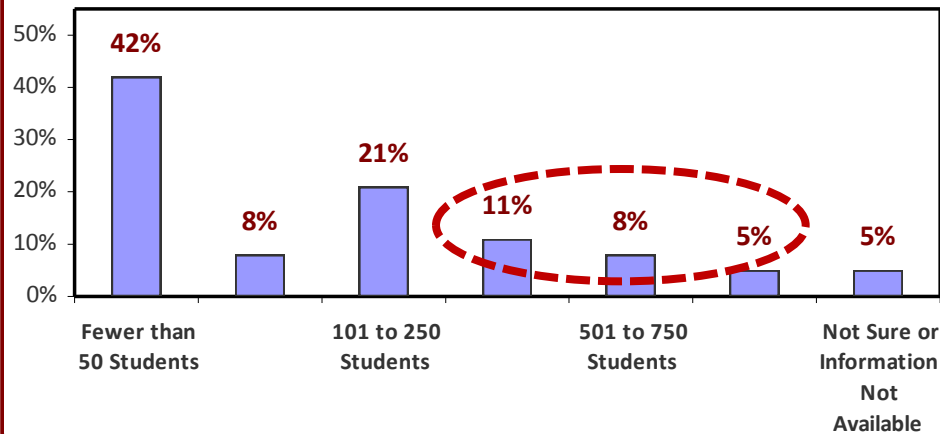


- Over 65% institutions had >500 international students enrolled
- There was a direct correlation between total enrollment and international enrollment

SOURCE: UC, IUPUI, KIC UnivAssist survey 2012

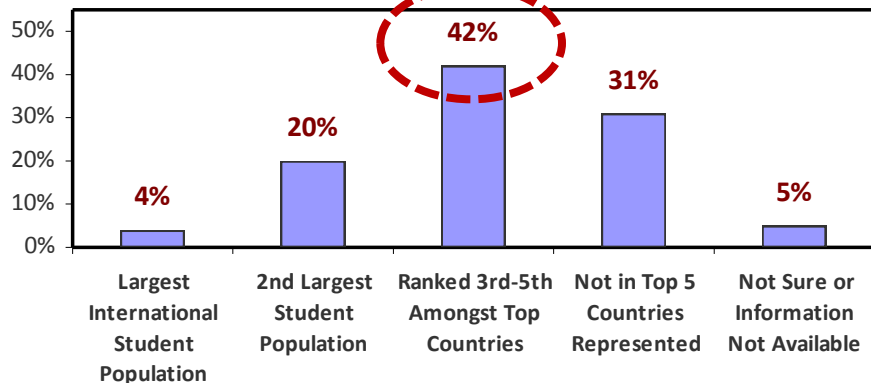
Research: Institutional Indian Student Enrollment

Total Indian Student Enrollment



- 45% of the institutions had over 100 Indian students enrolled
- 24% of the institutions had over 250 Indian students enrolled

Indian Student Ranking Among International Student Population

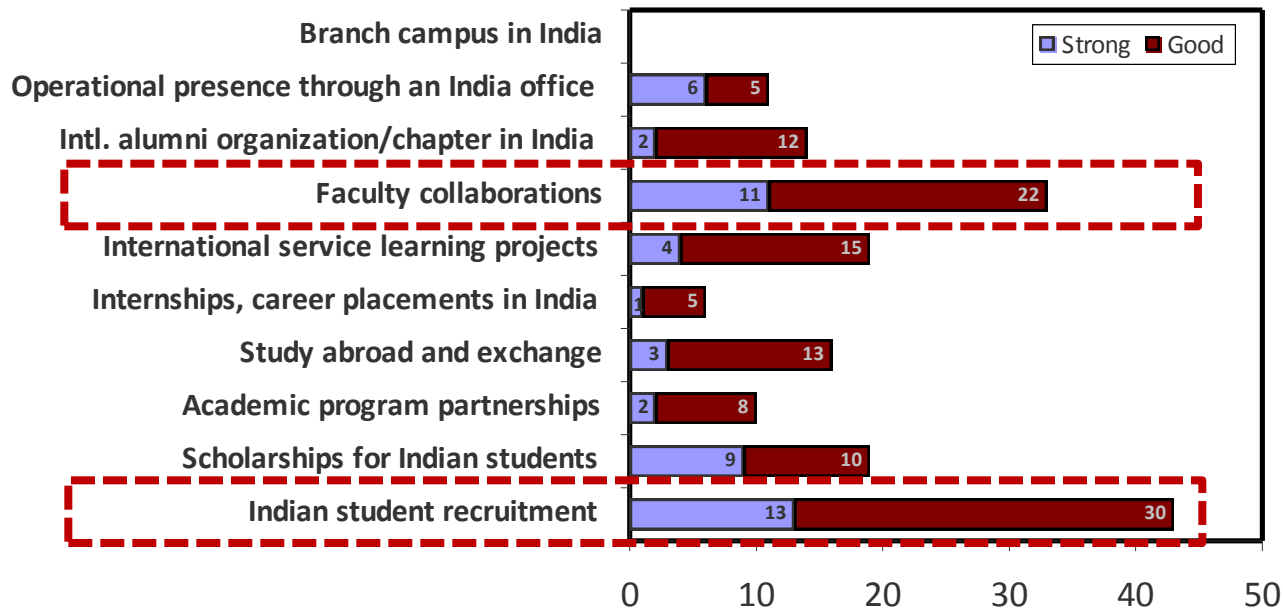


- 65% institutions had India amongst the top 5 countries represented with majority ranking 3-5
- 80% of the institutions where India was not ranked in top 5 had fewer than 50 Indian students enrolled

SOURCE: UC, IUPUI, KIC UnivAssist survey 2012

Research: Current Institutional Engagement

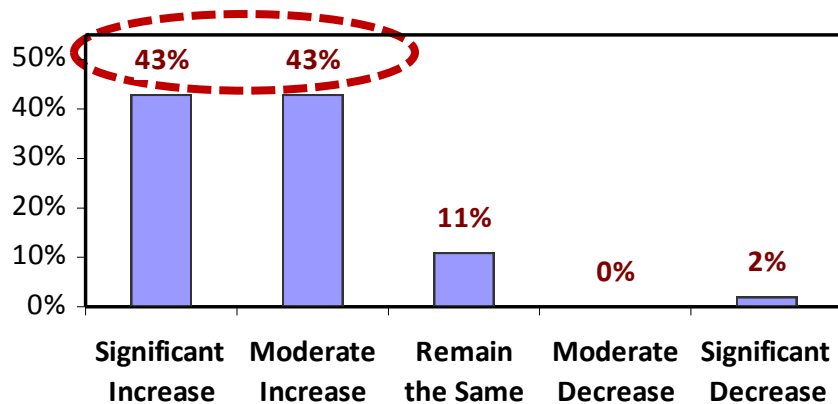
Institutional Level of Activity & Engagement with India



- ❑ >80% institutions engage in student recruitment with >50% rating it good+
- ❑ 85% institutions were engaged in study abroad activities but only 20% rated their engagement level as good+
- ❑ 46% of institutions with operational presence rated their engagement good+

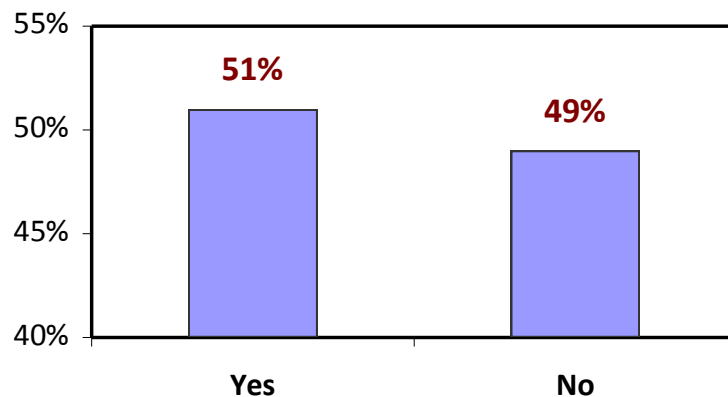
Research: Future Engagement Level

3-Year Forecast of Institutional Engagement with India



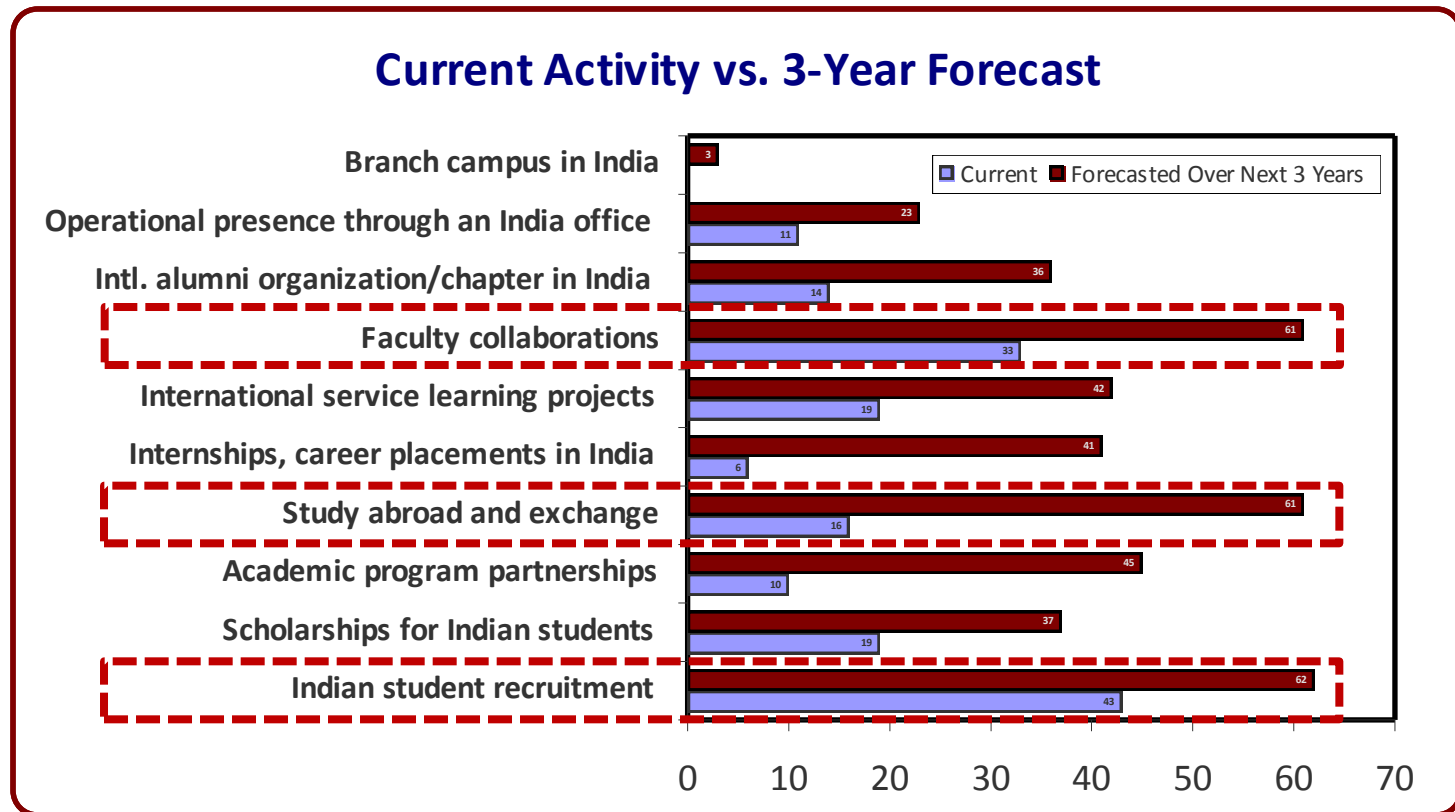
- ❑ 87% of the institutions expected at least a moderate increase in engagement with India over 3 years
- ❑ 65% of institutions >1000 international students enrolled expected a significant increase vs. 43% overall

Should your institution have a single point of contact?



- ❑ Institutions had a split point of view regarding single point of contact
- ❑ 64% institutions with >500 Indian students preferred a single point of contact

Research: Future Institutional Engagement



- ❑ Continued engagement in student recruitment, faculty collaborations and study abroad
- ❑ Internships/ career placements in India and academic partnership areas expected to show most growth in engagement

International Engagement Plan: Recommendations

❑ **Assessment of current international engagement**

- Internal gathering of engagement details at a country level

❑ **Planning & prioritization**

- Institutional prioritization of focus countries. Bring different owners across institution together as needed.
- 3 year planning across engagement areas defining areas of focus and investment
- Set yearly goals and measures, appoint a person to coordinate at an institutional level
- Define country level activities that will deliver on engagement area specific goals

❑ **Implementation at a country level**

- Institutional travel vs. on ground support
- Frequency of initiatives
- Expect challenges along the way and assign key point persons by type of engagement

❑ **Measurement and plan refinement**

Q & A

Jon Weller



jonathan.weller@uc.edu

Sara Allaei



sallaei@iupui.edu

Swaraj Nandan



swaraj.nandan@univassist.com