



What is the Current State of the International Enrollment Field?

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Expertise in International Education Research

Industry Panel

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State of the Field: Overview



Next release in 2024



- Partnership project between AIRC and BONARD
- Landmark research into international enrolment management in the USA
- Most pressing issues in the field: organizational framework, recruitment activities, budgeting, working with education agents, agency perspectives
- Supported by AIEA and NACAC
- 300 participating institutions

195

U.S.
universities

105

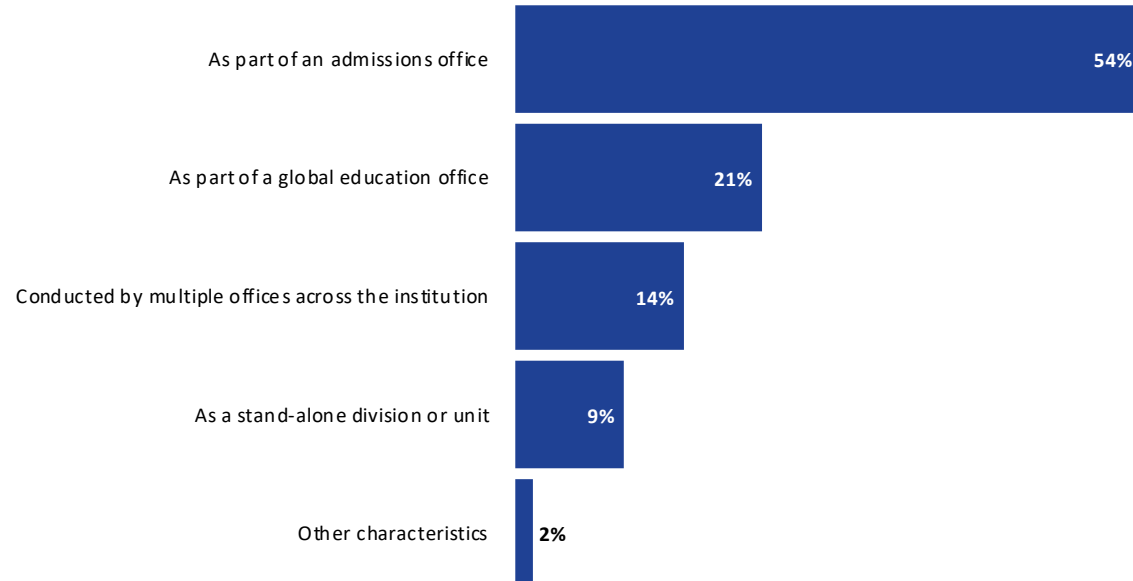
Education
agencies

39

Countries
represented

Organization of International Student Recruitment

At your institution, international student recruitment is organized and carried out:



Source: AIRC & BONARD, 2022; percentages do not add up to 100% due to rounding

Organization of International Student Recruitment



Question 1

How do you organize international student recruitment?

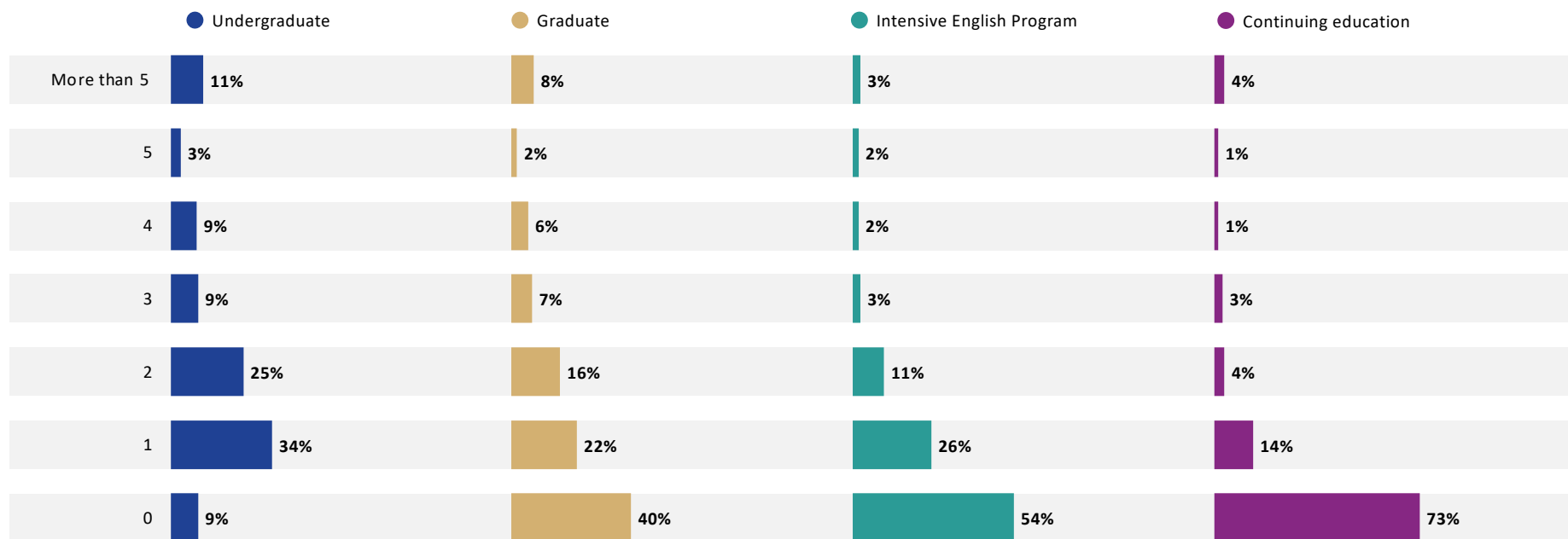
Question 2

What data is currently missing in the field?

Question 3

What role can study consortia play in advocating for the sector on the state and federal level?

Number of employees who spend 50%+ of their time on international student recruitment



Source: AIRC & BONARD, 2022; percentages do not add up to 100% due to rounding

Staffing

Question 1

What is the ratio between staff dedicated to each study level versus generalists (crossover between study levels)?

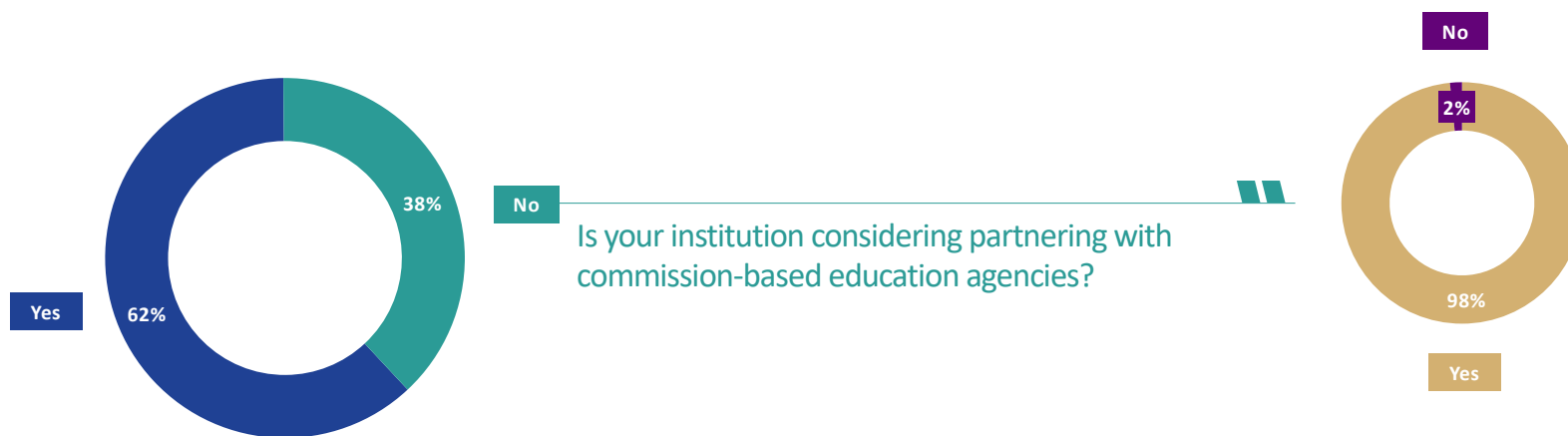
Question 2

Do you observe any significant internal shifts, such as more employees being involved in international student recruitment?

Question 3

How is your staff integrating technology into enrollment management?

Share of institutions partnering with commission-based agencies for international student recruitment



Source: AIRC & BONARD, 2022; A commission-based education agency is defined as an organization, company, or association that recruits and places non-resident U.S. students into accredited colleges, universities, and other educational institutions on a commercial 'fee for service' basis.

Working with Education Agents



Question 1

Do you observe any innovative approaches to managing a healthy working relationship between institutions and agencies?

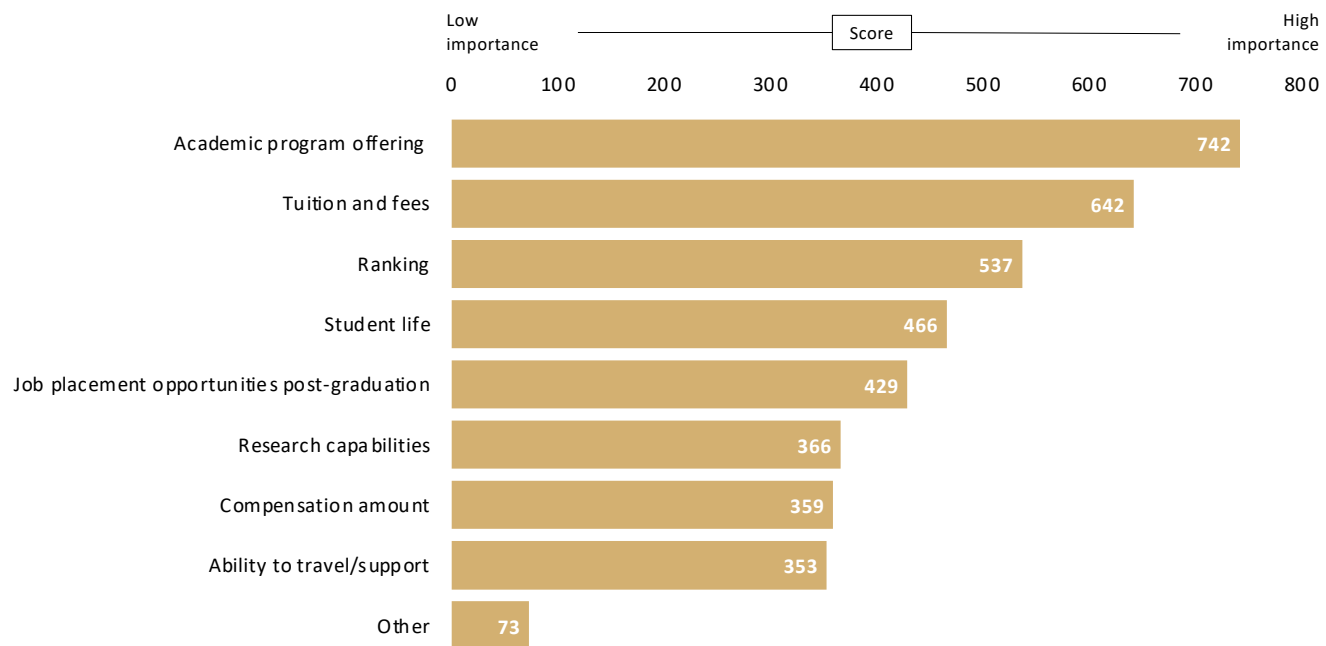
Question 2

What different agency business models have recently emerged?

Question 3

What are the concerns when contracting agency partners?

Factors of importance for agencies when vetting an institutional partner



Source: AIRC & BONARD, 2022; score-based ranking; the higher the score, the more important the attribute

University Partner Selection

Question 1

What are the factors of importance for universities when choosing their agency partners?

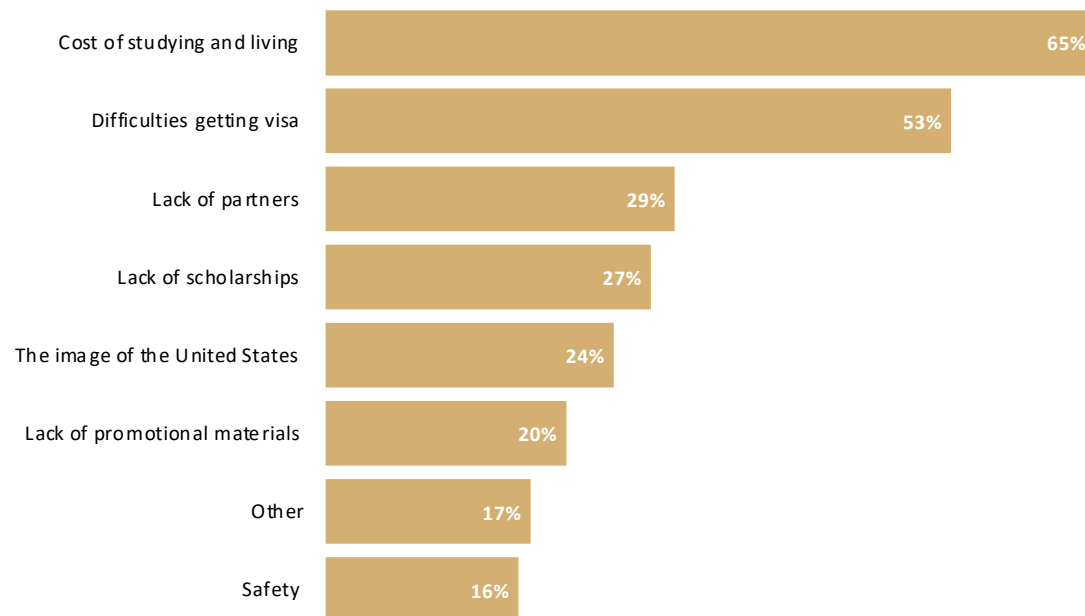
Question 2

How are institutions enhancing their value proposition to prospective students?

Question 3

What are the latest trends in improving student graduation outcomes?

Biggest challenges to recruiting students to the U.S. according to agencies



Source: AIRC & BONARD, 2022; multiple options possible

Challenges

Question 1

How can universities and agencies develop student support services to mitigate some of these challenges, such as affordability?

Question 2

In what marketing and recruitment areas do institutions and agencies need to collaborate more closely?

Question 3

To what extent will recent policy changes in other destinations influence the student recruitment outlook in the USA?

AIRC
The Association of International
Enrollment Management

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Thank you!