

ENROLLMENT MANAGEMENT – INTERNATIONAL

Context

- International enrollments at KU, particularly undergraduate, have grown steadily since the University began minimal investments in recruitment abroad in 1997, but KU still has no formal unit in charge of international recruitment.
- KU has a highly rated, multi-faceted intensive English program, which broadens recruitment horizons and creates numerous opportunities for special programs.
- International student persistence rates are solid, and initial programs to further strengthen retention and provide focused academic support have clear potential.
- KU has not yet invested in the development of visiting (short-term) student programs, services to attract additional sponsored students, or articulation agreements with institutions abroad.

Goals

- Create a unit with formal responsibility for international recruitment planning and accountability.
- Establish international partnerships and articulation agreements that yield steady growth in the form of quality international undergraduate student prospects.
- Establish visiting student programs to tap the huge market potential among students who wish to come only for one- or two-semester programs.
- Create a sense of ownership and involvement in international enrollment goals and the internationalization concept among faculty and staff throughout the University, and develop strategic partnerships with academic departments and units such as Distance Learning and Continuing Education.
- Significantly increase and diversify investments in traditional international recruitment activities.

Challenges

- Careful oversight and follow-up are needed to nurture and fully develop over time the potential of new partnerships as they are created.
- KU's international brand needs to be clearly recognized but also protected as exposure increases through partnerships and advertising.
- International student markets can be volatile and are reactive to external forces that KU has no ability to influence; KU must diversify its student recruitment base and develop sustainable partnerships.

Opportunities

- To expand international enrollment, International Programs should reorganize, shifting the International Undergraduate Admissions area from International Student and Scholar Services into a new, larger unit, which will have formal responsibility both for direct international recruitment and for the establishment of productive long-term relationships abroad.
- International students have unique needs: verification of financial ability, foreign transcript analysis and GPA conversions, verification of language proficiency, international credit transfer, immigration documentation, visa processes and regulatory compliance, cultural adjustment, and, for some, entry to KU via the AEC.
- Unlike domestic recruitment, international enrollment can be greatly enhanced by building on the global linkages of KU's international programs, faculty, researchers and schools – these critical links can be an effective foundation for long-term relationships that funnel international students to KU.
- Faculty support and assistance with international enrollment will be key in achieving optimal growth:
 - A willingness to partner with international entities and develop joint programs.
 - Sharing of international linkages and opportunities with International Programs.