

Prevailing Trends: How To Engage International Students in Admissions

NAFSA National Conference, May 28, 2015

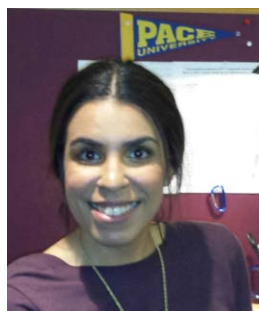
Presenters



Marty Bennett

Manager, International Partnerships

CollegeWeek Live



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Associate Director of International Admissions



Clayton Harmon

International Recruitment & Admissions Coordinator



University of Colorado
Denver

Agenda

Agenda

- Introductions
- Ruffalo Noel-Levitz Survey
 - key demographics
- Poll the audience – interactive poll questions
- Survey highlights
- Case studies from public & private universities recruiting ESL, undergrad and graduate international students
- Major takeaways
- Questions

What We Do – Marty – CollegeWeekLive

Enable online, live, and interactive student engagement throughout the enrollment process

CollegeWeekLive Clients

250+ college and university clients

UNIVERSITY OF
NORTH TEXAS

RUTGERS
THE STATE UNIVERSITY

THE UNIVERSITY
OF ARIZONA

UNIVERSITY OF
BRIDGEPORT

PURDUE
UNIVERSITY

CENTENNIAL
COLLEGE

MIAMI
UNIVERSITY

THE UNIVERSITY OF
BRITISH
COLUMBIA

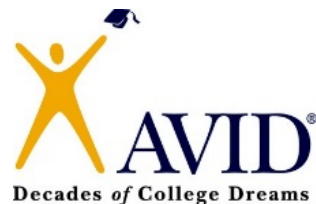
UC DAVIS
UNIVERSITY OF CALIFORNIA

Abilene Christian University
American University
Azusa Pacific University
Ball State University
Boston Architectural College
Broward College
Butler Community College
Caldwell University
Centennial College
Christopher Newport University
College of DuPage
Columbia College
Cornell University
CUNY, College of Staten Island
Daemen College
Design Institute of San Diego
Durham College
East Tennessee State University
Eastern Illinois University
Emory University
Florida International University
Full Sail University
Gannon University
Grambling State University
Hilbert College

Illinois College
Illinois Institute of Technology
Lakeland College
Manhattanville College
Marquette University
Miami Dade College
Miami University of Ohio
New York University
North Carolina State University
North Dakota State University
Nova Southeastern University
Oregon State University
Otero Junior College
Pace University
Pittsburg State University
Purdue Calumet
Roger Williams University
Rowan University
Saint John's University, NY
Saint Louis University
Sam Houston State University
St. Thomas University
Stevens Institute of Technology
Suffolk University
SUNY, Binghamton University
SUNY, Potsdam
SUNY, University at Albany

Texas Tech University
The University of Arizona
University of Bridgeport
University of British Columbia
University of California, Davis
University of Colorado, Denver
University of Florida
University of Houston
University of Idaho
University of Illinois at Chicago
University of Michigan, Flint
University of Nevada, Reno
University of Notre Dame
University of Portland
University of San Diego
University of Tampa
University of Texas, Arlington
University of Wisconsin-Stout
Utah State University
Valencia College
Virginia Tech
Washington State University
West Chester University
...and more...

CollegeWeekLive Partners



Survey Results

3rd annual International E-Expectations Survey

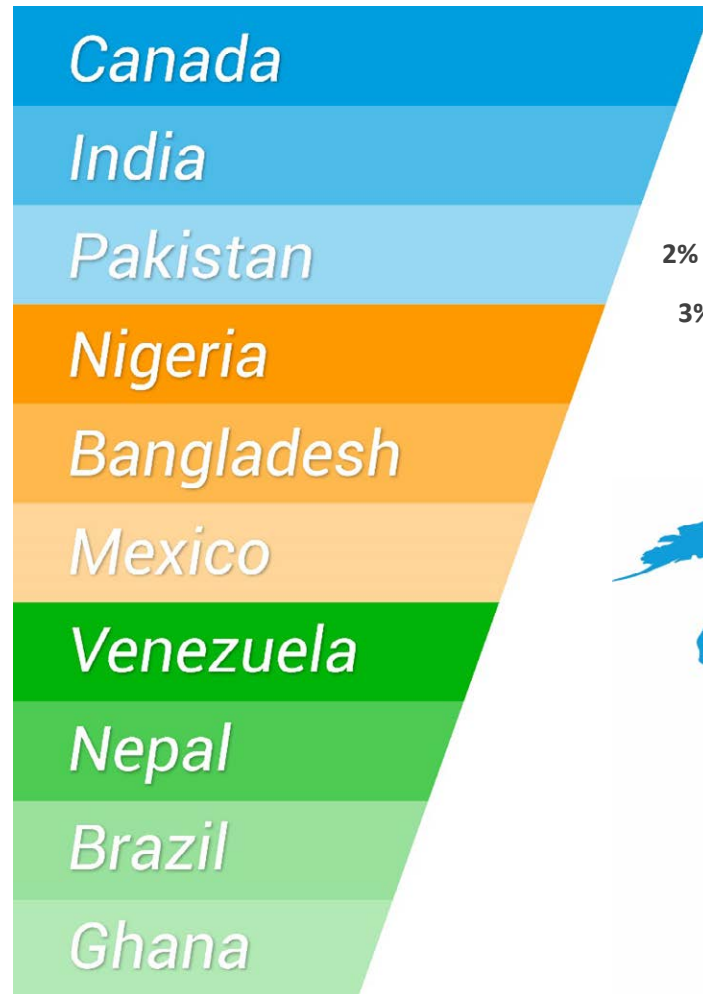
Meeting the Expectations of International Undergraduate and Graduate Students

- In cooperation with Ruffalo Noel-Levitz
- 2700+ student respondents
- Representing 164 countries
- 47% seeking undergraduate studies, 53% seeking graduate studies

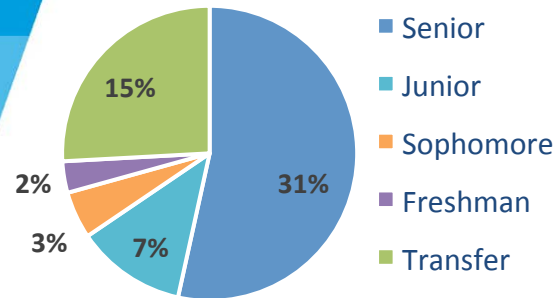
Global Representation

2714 respondents from 160 countries

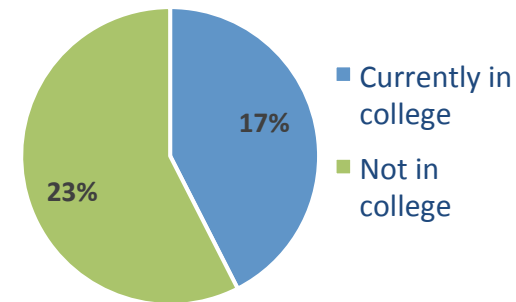
Top countries of origin



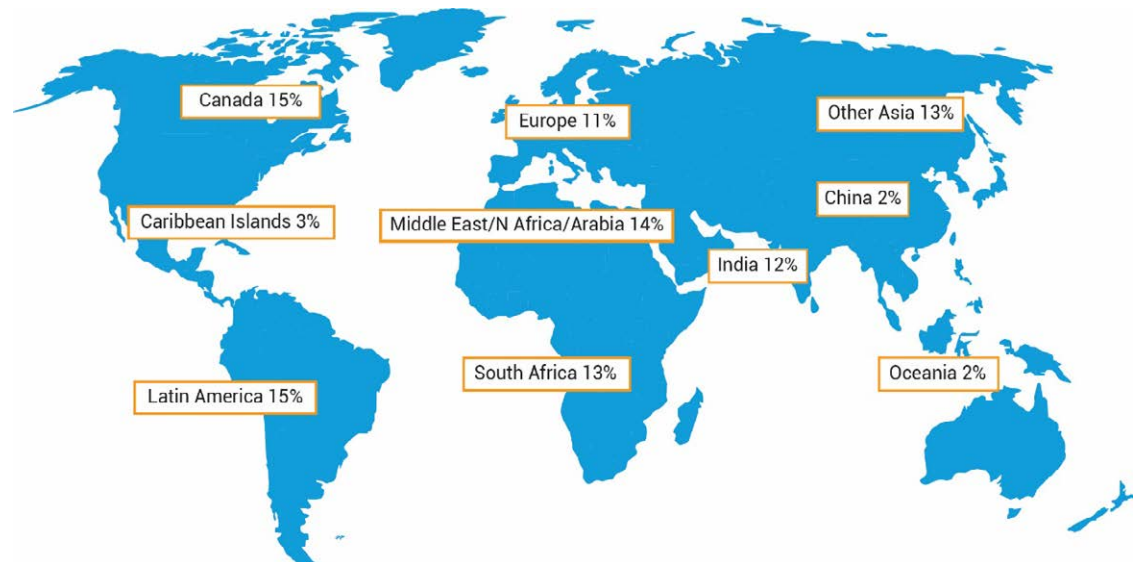
Undergraduate Students



Graduate Students



Regional Breakdown



Poll Questions

<https://www.polleverywhere.com/survey/BzahARTav>

1. Which of the following factors most influenced undergraduate students' decisions to attend a college/university outside of their home country?
2. What do students see as the biggest obstacle to study outside their home country?
3. What percentage of international students have looked at a college/university website on a mobile device?



Your poll will show here

1

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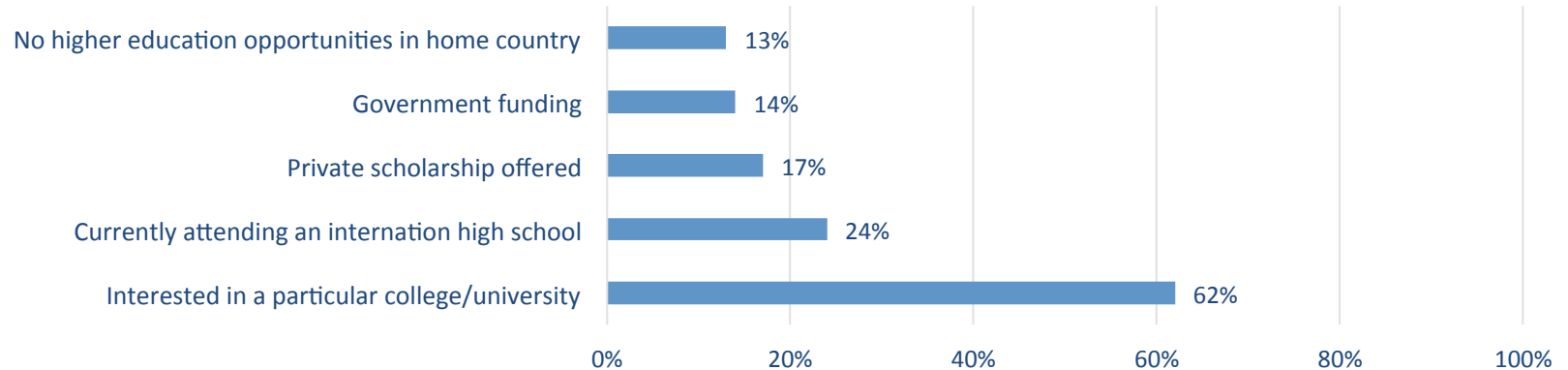
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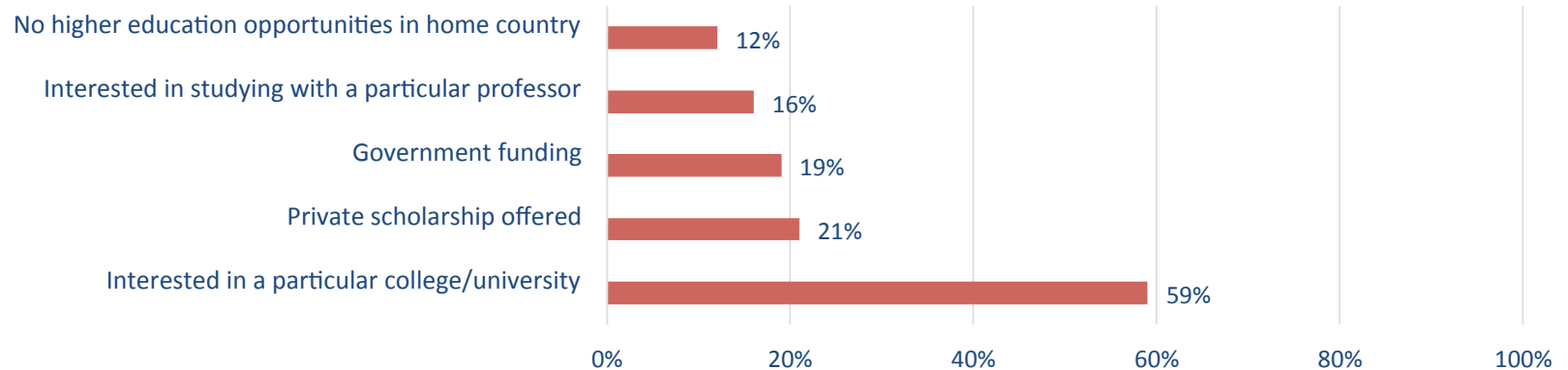
Survey Highlights

Motivations for Studying Abroad

Undergraduate Students



Graduate Students

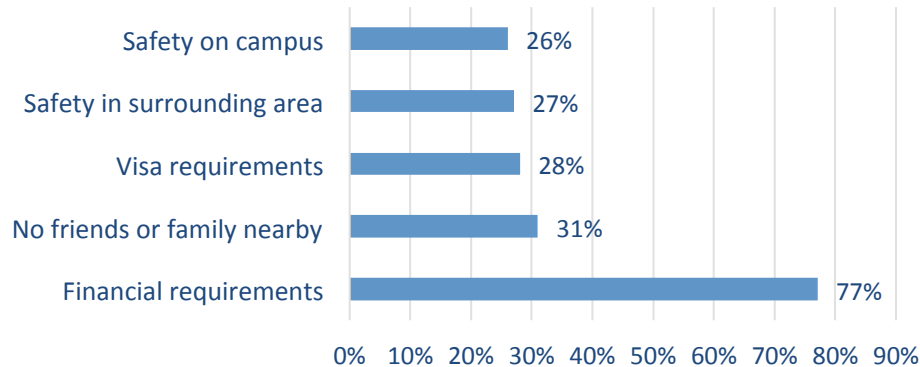


70+% will apply to 3 or more schools!

# of Applications	Undergraduate	Graduate
1 to 2	17%	19%
3 to 5	46%	47%
6 to 10	19%	16%
11 to 15	5%	3%
More than 15	3%	4%
Unknown	10%	11%

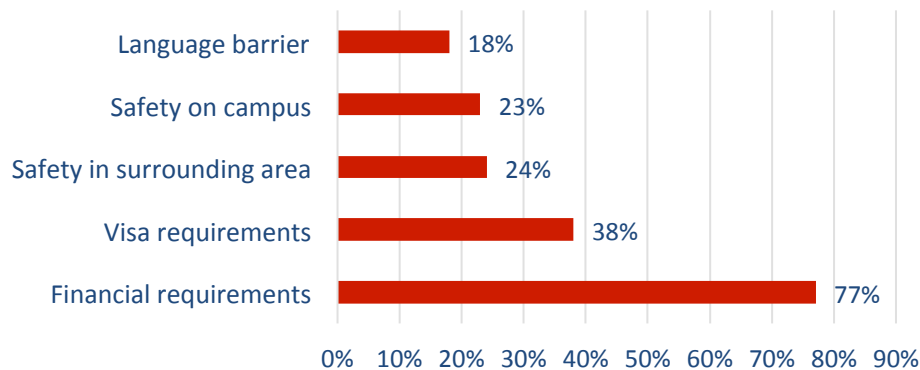
Top Concerns for Studying Abroad

Undergraduate Students



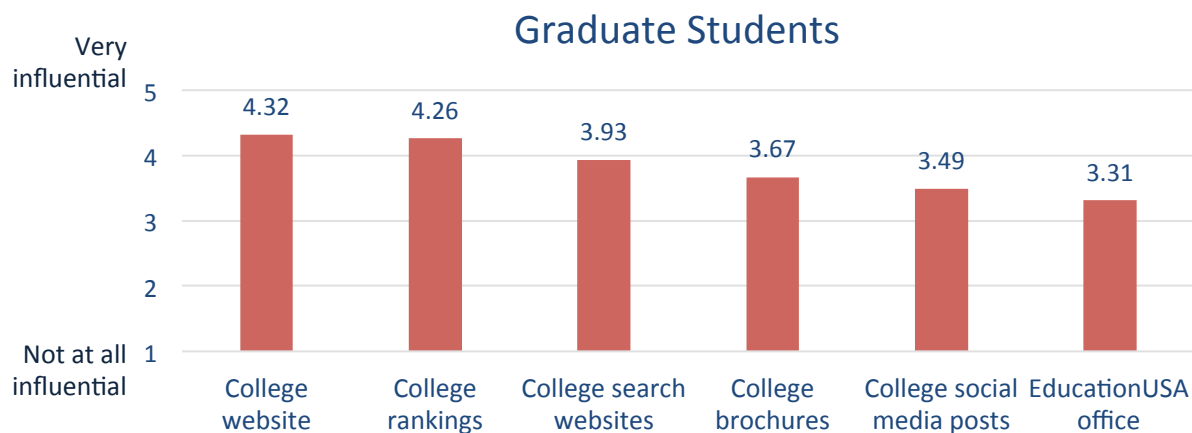
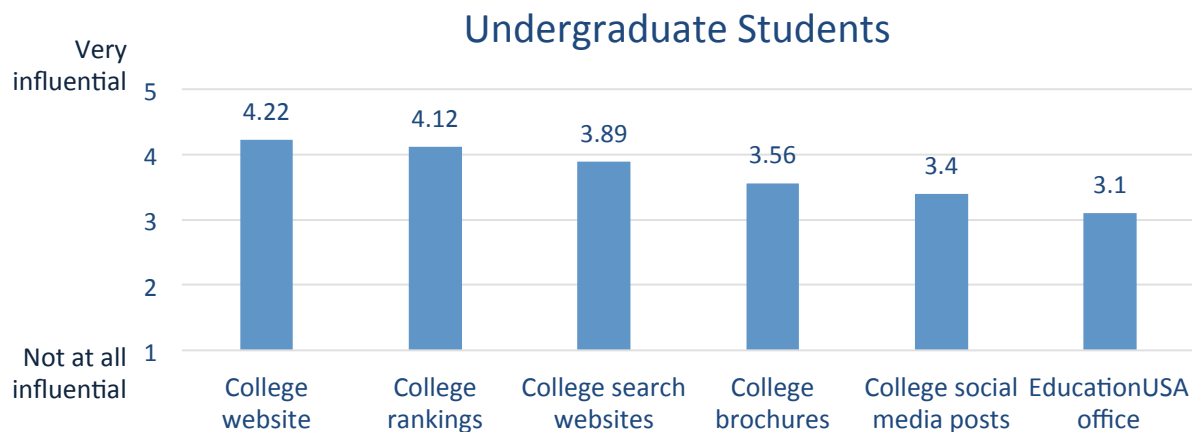
After money – main concern for prospective undergraduates – friends & family nearby

Graduate Students



Prospective graduate students most concerned about the visa requirements (after money)

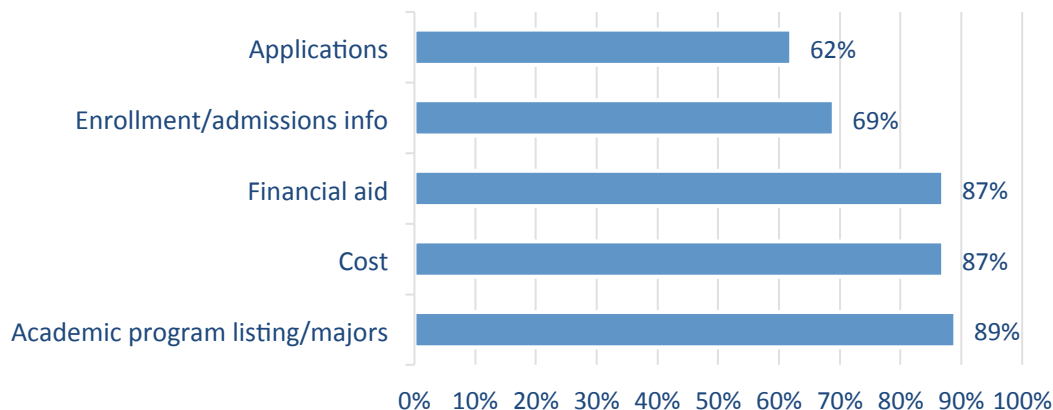
Top 6 Most Influential Resources



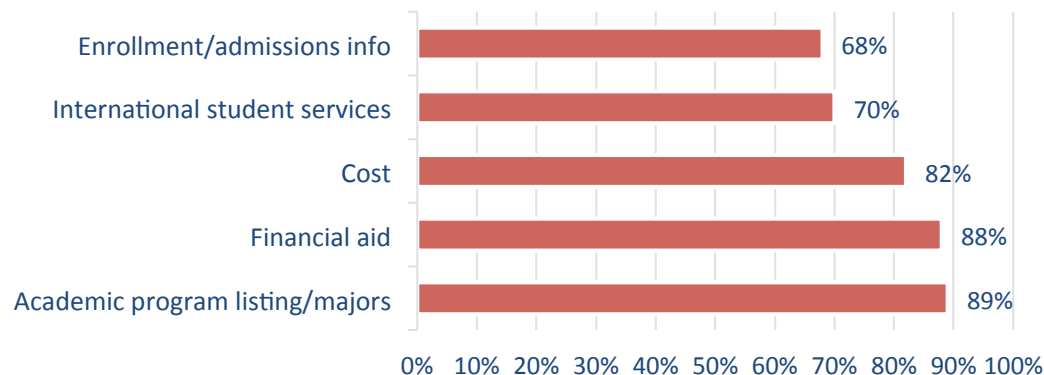
**How
international
student-friendly
is your website?**

Top 5 Viewed Content Areas On College Websites

Undergraduate Students



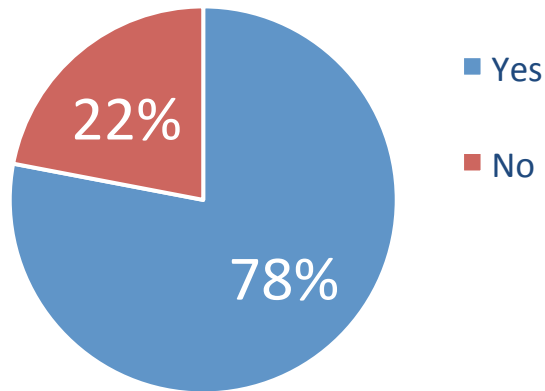
Graduate Students



The bottom 3 areas for both undergrad & grad prospects (under 25%):
Calendar of Events,
Athletic programs,
and Campus Visit
Details

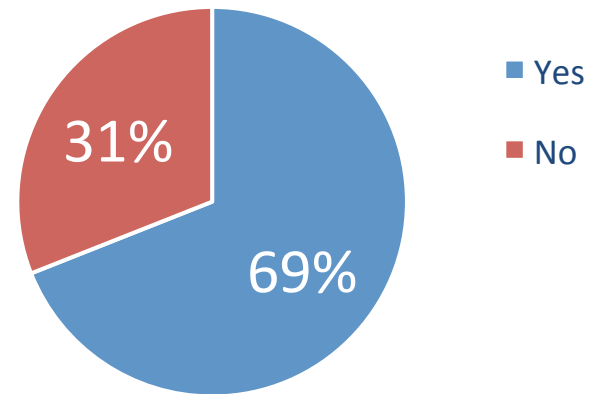
View college websites on a mobile device

Undergraduate Students



NB: Access the web most often from desktop/laptop (57%), but 38% use mobile most (up from 17% 2 years ago)

Graduate Students

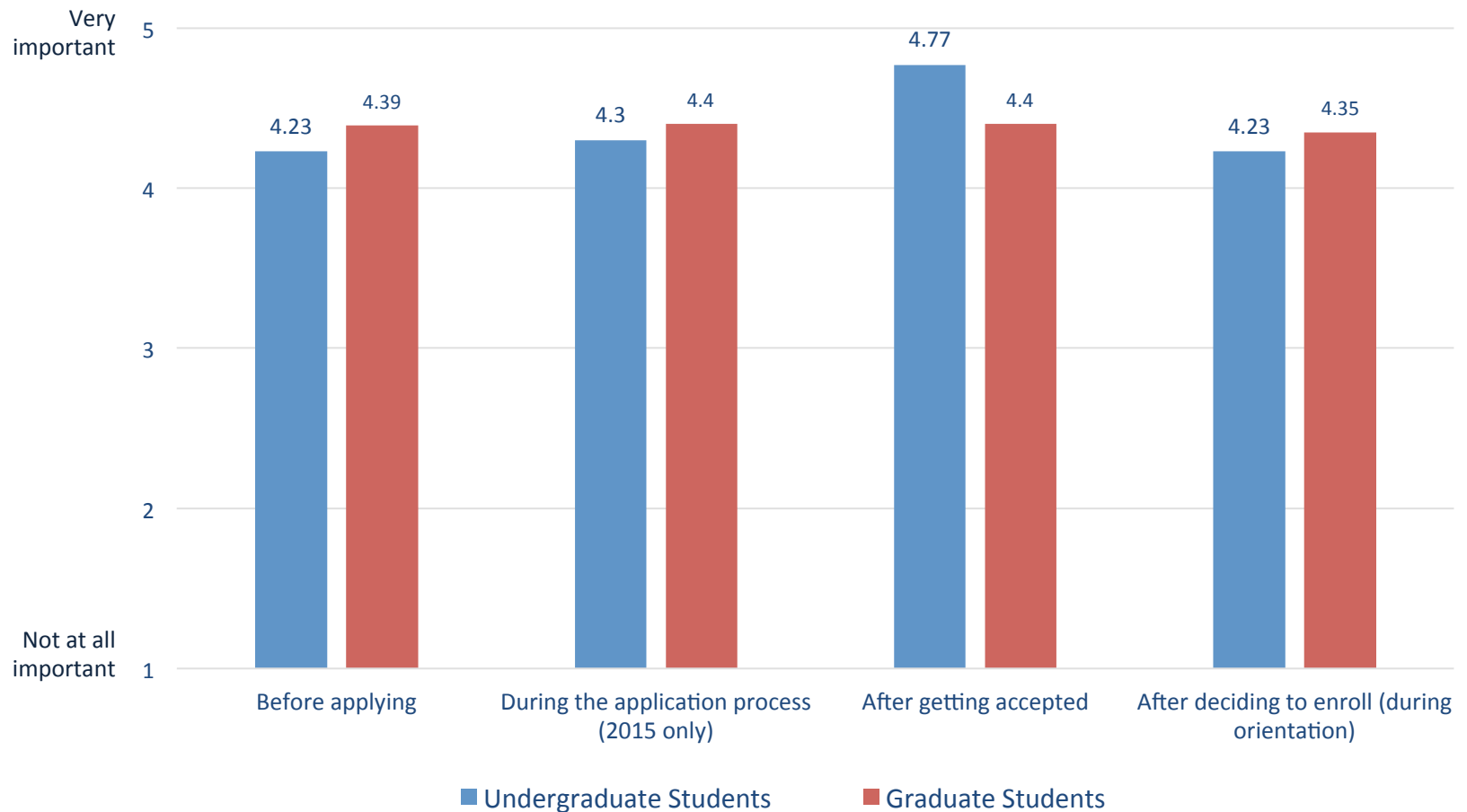


NB: 61% of grad prospects use desktop/laptop most, 35% use mobile most (up from 28% in 2014)

Google mobile-friendly website checker:

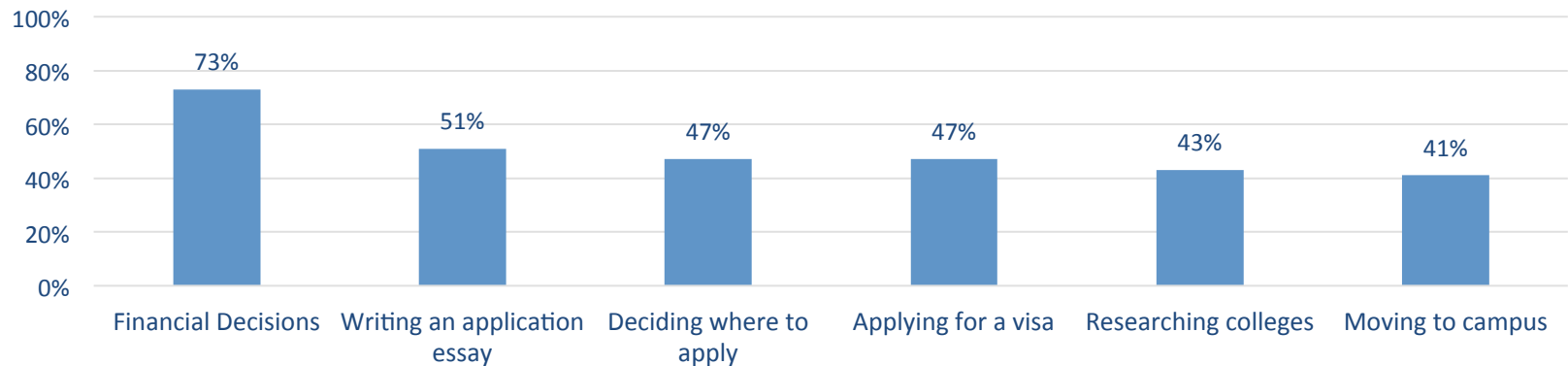
<https://www.google.com/webmasters/tools/mobile-friendly/>

Importance of Communication Throughout the Recruitment Process

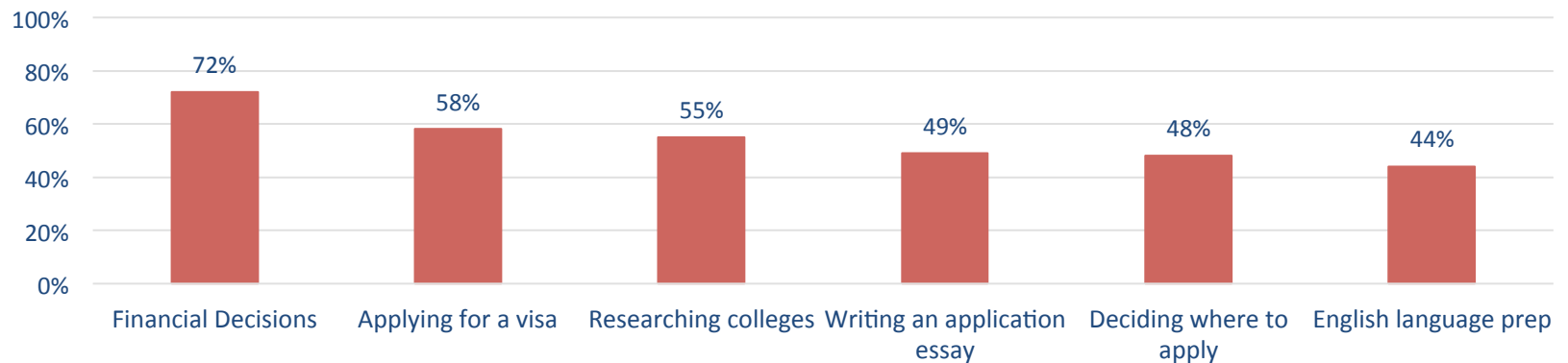


Top Areas of Support Needed During the Enrollment Process

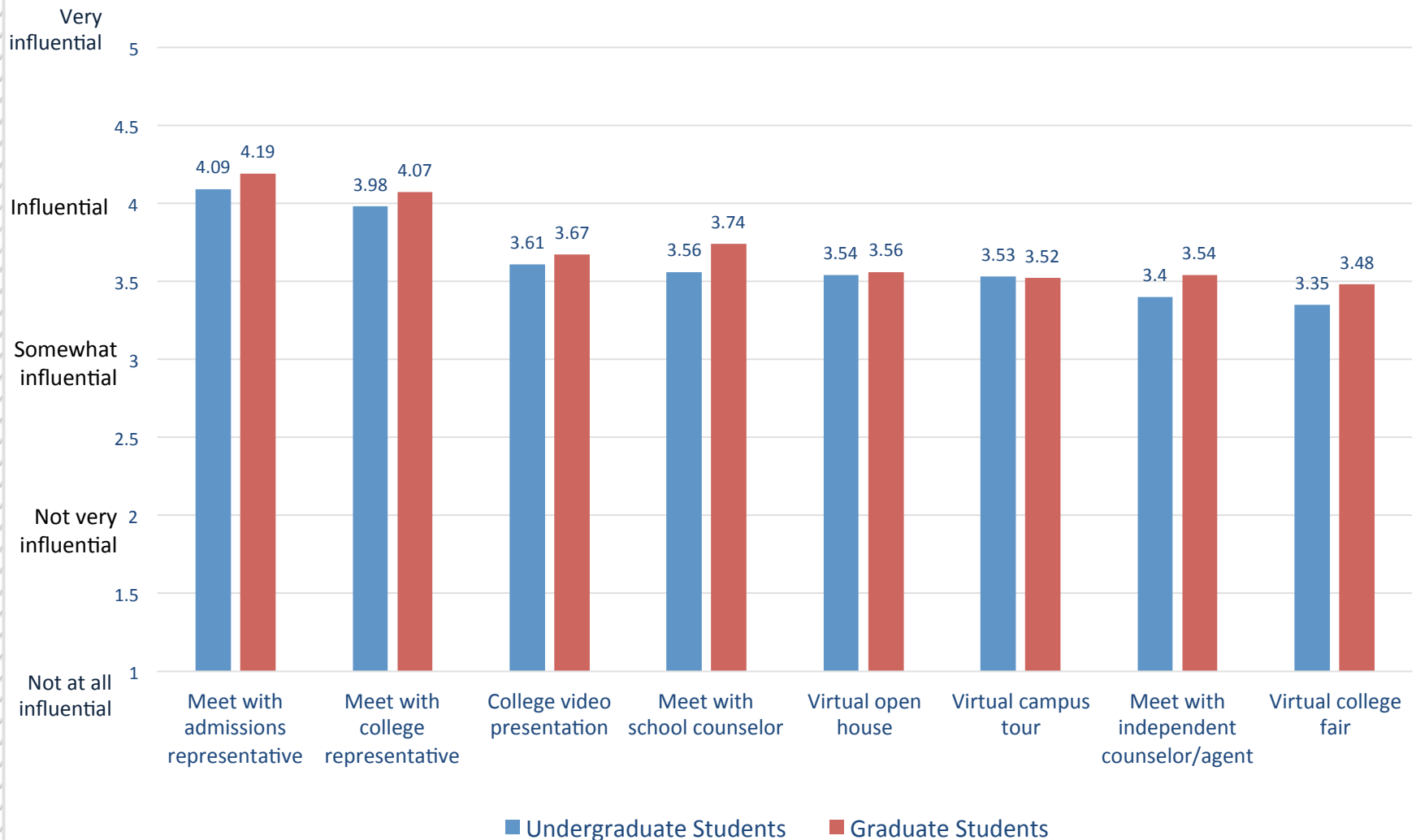
Undergraduate Students



Graduate Students

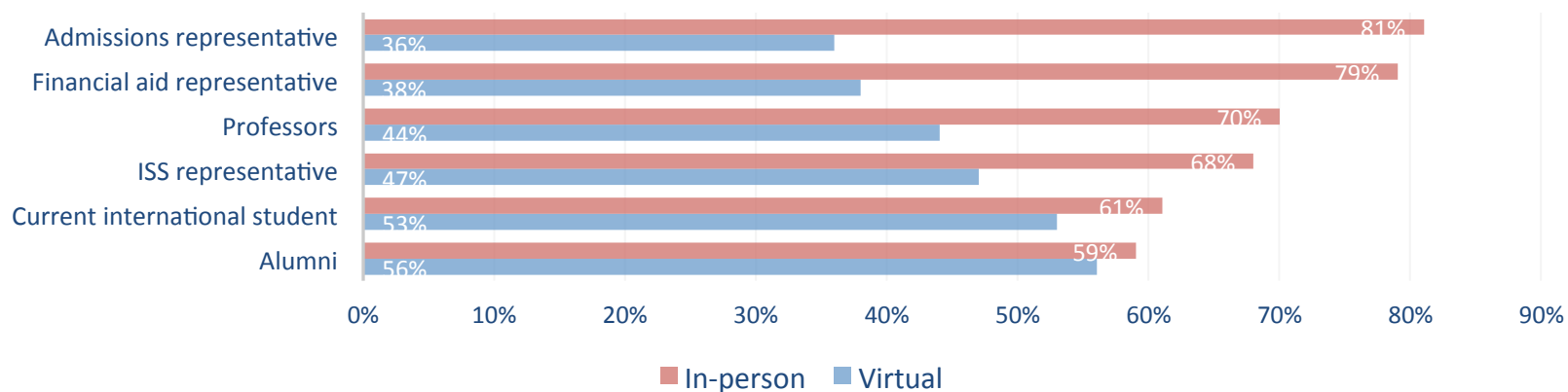


Online Interactions Influencing Where Students Apply

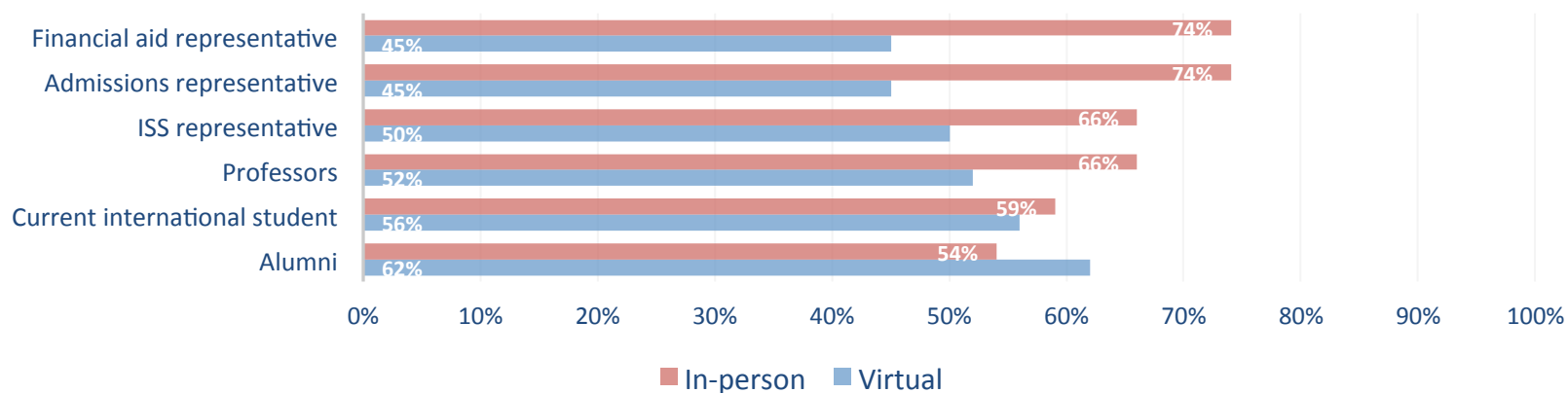


With who do students most want to interact?

Undergraduate Students

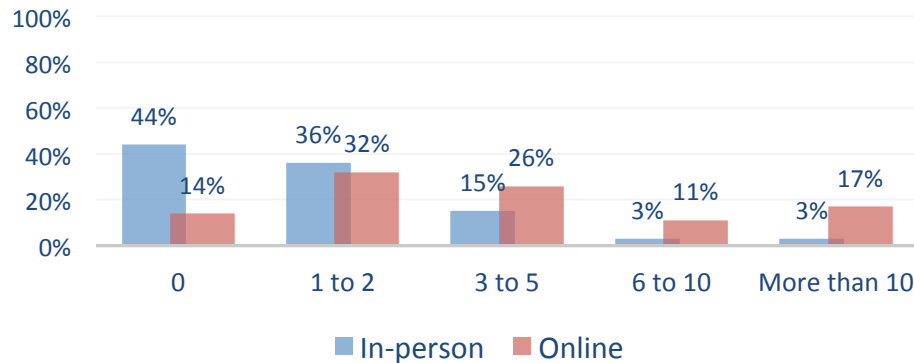


Graduate Students



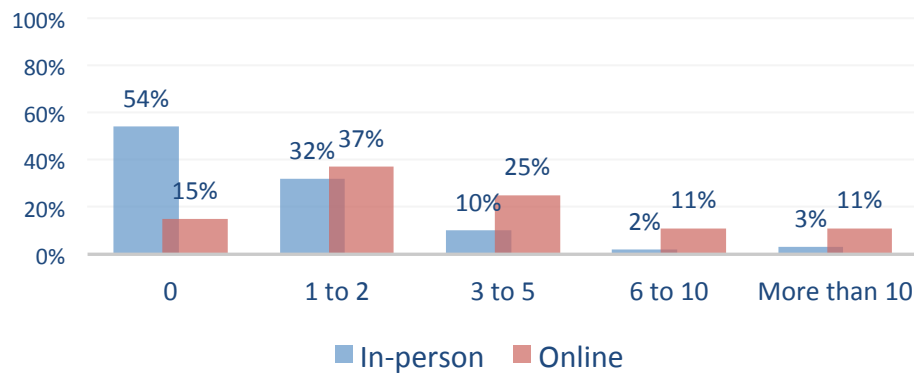
In-person Interactions with Top Choice College

Undergraduate Students



For Undergrads: 44% no in-person contact vs. 14% no online contact with top choice. 54% with 3 or more online contacts with top choice

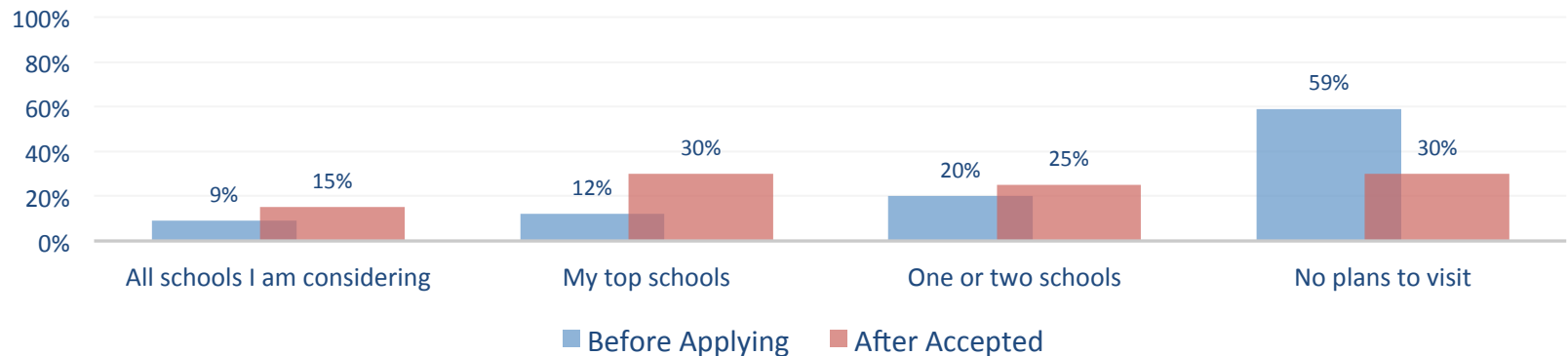
Graduate Students



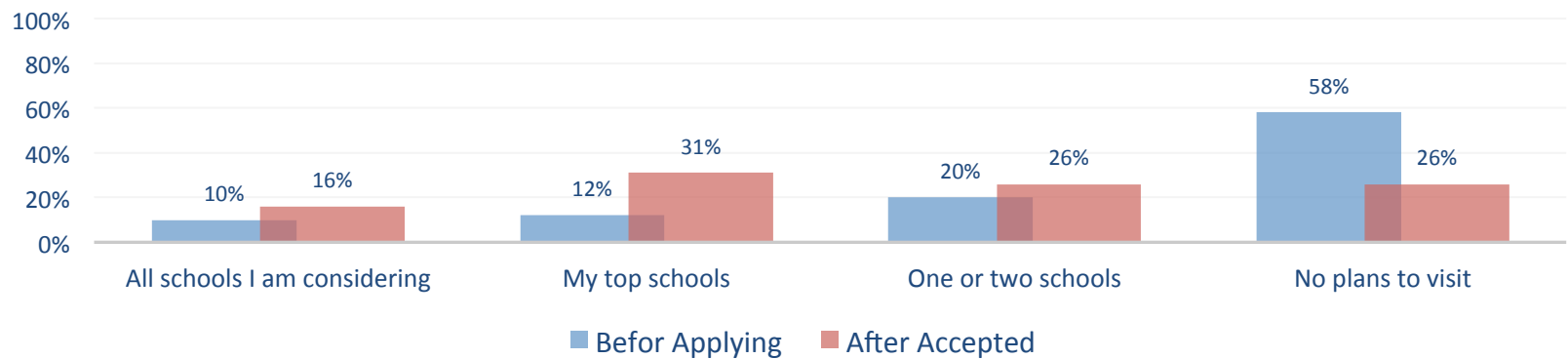
For Grads: 54% have no in-person interaction vs. 15% had no contact online w/ top choice. 47% will have had more than 3 contacts online.

Plans to Visit Campus

Undergraduate Students

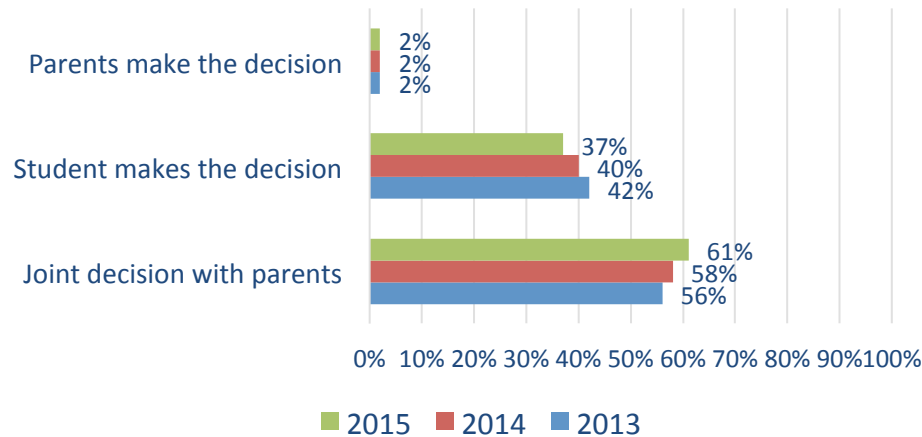


Graduate Students



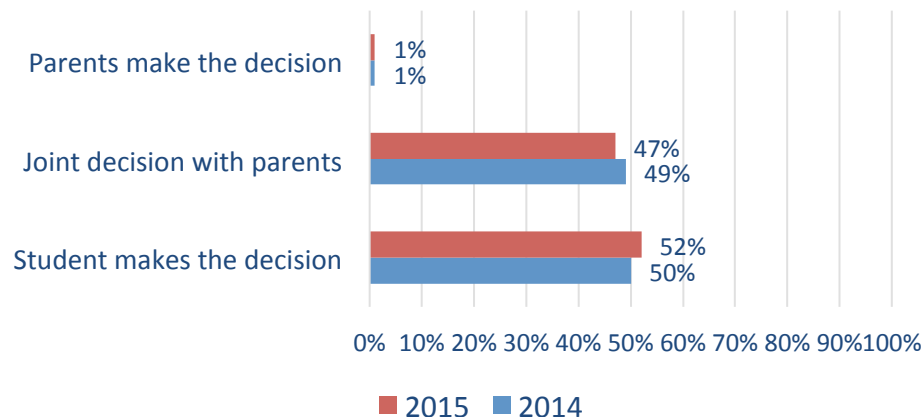
Parents Influence on Student's Decision

Undergraduate Students

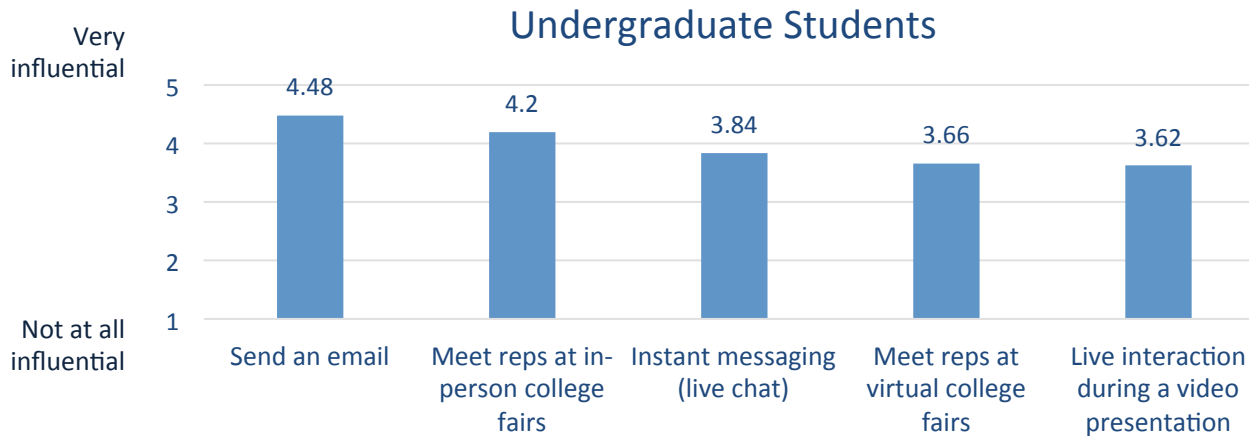


Prospective undergrads are increasingly more dependent on parents on their decisions!

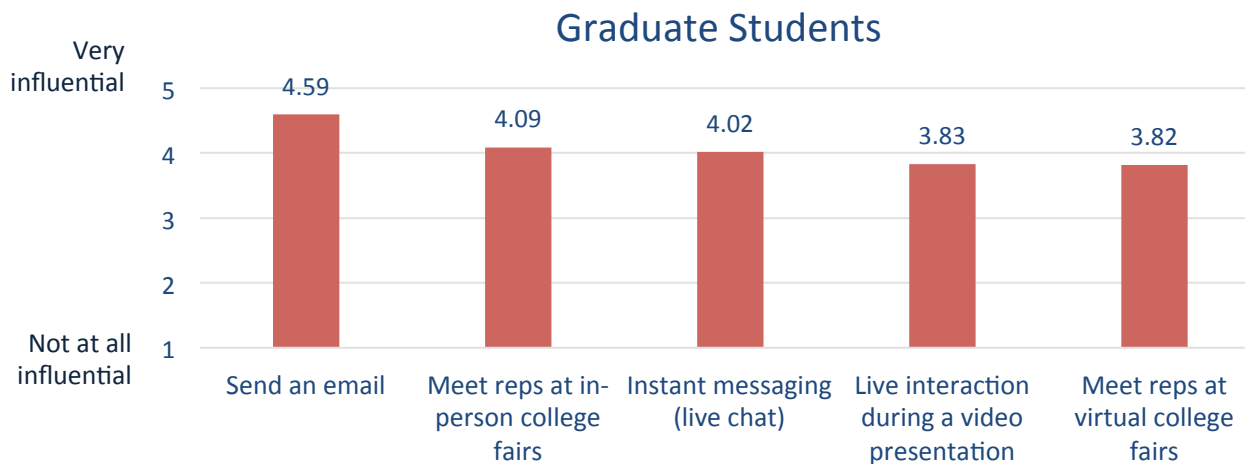
Graduate Students



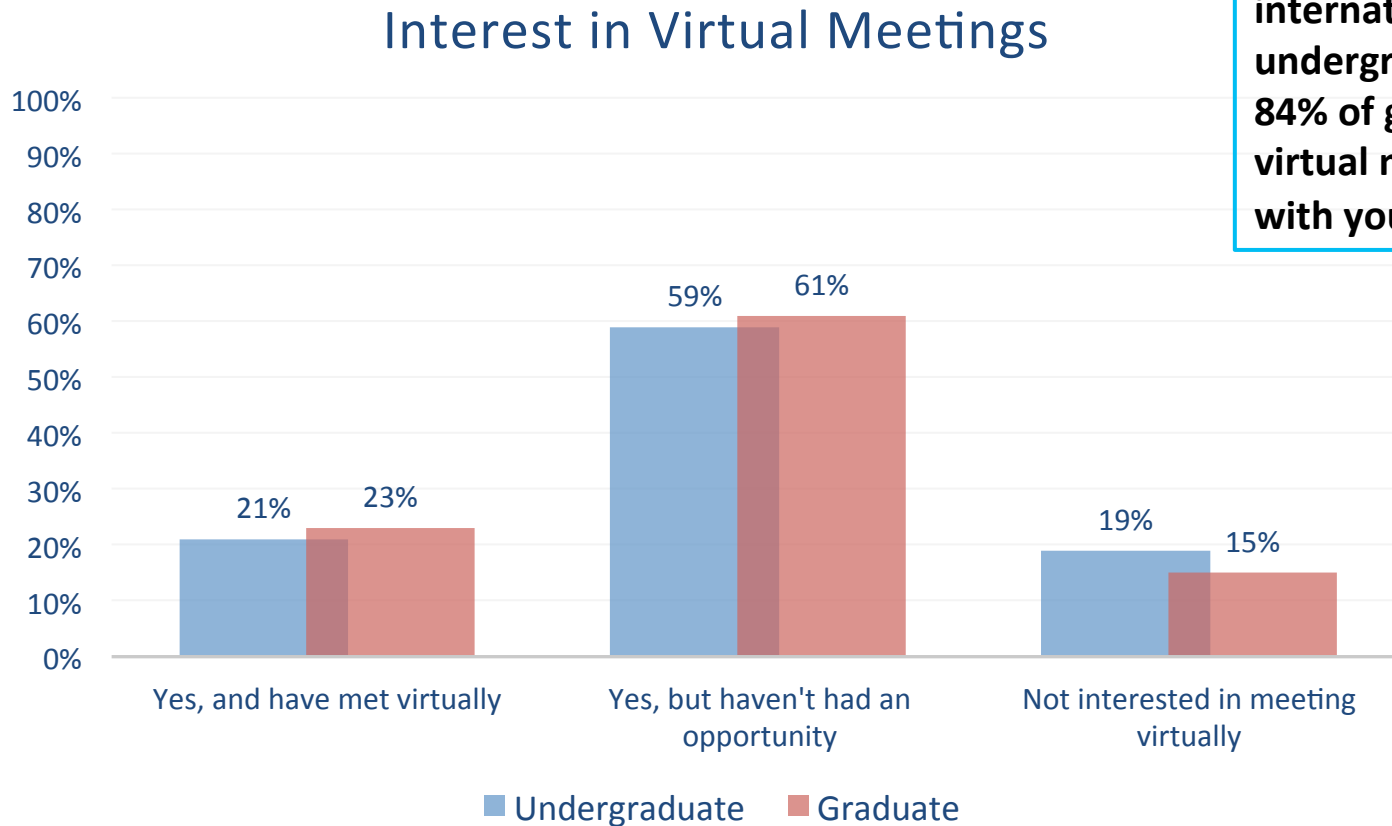
Top 5 Preferred Communication Channels



FYI: lowest rated is texting, but growing fast!



Interest in Virtual Contact with Colleges



80% of international undergrads & 84% of grads want virtual meetings with you!

University of Colorado, Denver

Mr. Clay Harmon, Intl Recruitment & Admissions Coordinator (clayton.harmon@ucdenver.edu)

University of Colorado Denver

A Comprehensive Public University in an Urban Setting



About CU Denver

- Medium-sized, comprehensive public university with health sciences specialization
- 14,500 students, 8% international (top senders: India, Saudi Arabia, China)
- Programs of note: ESL, Business, Engineering, Architecture, Arts & Media, Medical

About International Admissions

- Recruit for ESL, undergraduate, and graduate; manage undergrad applications
- Recruitment strategies include travel, agents in addition to online tools
- Part of larger Office of International Affairs

University of Colorado Denver

Online Tools for Recruitment and Conversion (= Planned Future Tools)

Online Tool	Lead Generation	Prospect/Applicant Conversion	Admit Conversion/ Yield Activities
Facebook, Other Social Media	✓	✓	✓
CollegeWeekLive: Always On	✓	✓	✓
CollegeWeekLive: Int'l Fair Events	✓		
SAT/TOEFL/GRE Name Purchases	✓		
iOpinion iPad App	✓		
OIA Messaging Platform		✓	✓
Royall: Applicant Messages		✓	✓
Application Fee Waiver Events		✓	
ESL Skype Interviews		✓	
CollegeWeekLive: HS Connect	✓		
CollegeWeekLive: Private Events		✓	✓



Pace University

Ms. Mitchell Chavez, Associate Director, International Admissions (mchavez@pace.edu)

- A private metropolitan university
- Pace enrolls approximately 12,500 students in bachelor's, master's, and doctoral programs:
 - Undergraduate: 8,336
 - Graduate: 3,705
 - Law Students: 731
- Student/Faculty ratio: 15:1
- International student enrollment (annual): 1,800+



Lead Generators

Online Services

Social Media

Takeaways

How do international students act? How can you respond accordingly?

- Students remain flexible in terms of where they apply.
- Institutional website content is the most important source for students.
- Students view your site on their mobile phones.
- Online interactions with institutions are important influencers as to where students apply.
- Parents need to be considered in outreach strategies.
- Don't count on students visiting campus to win them over.
- Students expect communication throughout the enrollment process.

Questions

Thank You!

Presentation available online – via NAFSA mobile app & on Slideshare
at: <http://www.slideshare.net/martybennett/>