

## Section 3: International Student Recruitment

### Part I: Current Recruitment Strategies

#### *UCCS Strategic Plan 2020: Goal 4*

***“Substantially increase international and domestic multicultural program opportunities and the number of international students and scholars on campus to build cultural understanding and to develop the global competencies of the UCCS community.”***

“Success” in relation to the recruitment of international students is defined as having a steady stream of academically-qualified international students coming to an institution’s campus. Institutions that are successful at the recruitment of international students tend to have the following in common:

- Offer various forms of scholarships
- Have English language programs
- Have application and admission procedures that are easily understood and quick, and have steps/tools that are managed with relative ease
- Utilize in-country alumni
- Invest in a combination of recruiter agents and/or education consultants, on-site fairs, and school visits, partnership development, and exchange program agreements
- Have developed Pathway Programs that combine English language and academic course preparation
- Are aggressively in-market on a personal level, as many cultures prefer to only collaborate with those they have met

Drawing on these observations as well as the UCCS Strategic Plan 2020, the OIA is currently using the following strategies for international student recruitment:

- Recruitment through international partnerships
- Recruiter agent in Brazil (with options for China and Turkey under review)
- Print materials
- Travel to student recruitment fairs
- Online promotion
- Virtual recruitment fairs
- EducationUSA offices

The OIA is currently working on development of the following strategies, in some cases in collaboration with Student Success, Advancement, Office of Alumni Outreach, UCCS Media Services, and assorted professional organizations:

- Development of short videos for the OIA website
- Development of an outreach network via international alumni
- Establishment of an alumni chapter in South Korea
- Participation in the Study Colorado initiative ([www.studycolorado.org](http://www.studycolorado.org))
- Development of social networks

- Contact through EducationUSA offices in target countries
- Development of faculty/student exchange to promote outreach
- Contact with government agencies/organizations
- Participation in the U.S. Department of Commerce’s Gold Key Initiative for matching up universities
- Participation in American International Recruitment Council (AIRC) webinars and conferences
- Development of relationships with local companies that have an international reach
- Development of a network of recruiter agents in markets such as Brazil, China, Turkey, Vietnam, and other countries where language barriers make follow-up challenging
- Targeting select regions/countries deemed as potential sources of students, based on IIE Open Doors statistics that indicate which countries are emphasizing international education and are sending students to the United States. These include China, India, South Korea, Canada, Taiwan, Japan, Saudi Arabia, and Mexico.

**Part II: Projected Enrollment Data**

**Figure 3.A:** Projected student enrollment data through Fiscal Year 2019-2020

Fiscal Year	% Increase	New Students	Total Students
<i>Spring 2013 census</i>			<b>243</b>
FY13-14	15%	36	279
FY14-15	15%	42	321
FY15-16	18%	58	379
FY16-17	18%	68	447
FY17-18	20%	89	537
FY18-19	20%	107	644
FY19-20	22%	142	786

Includes all temporary visas.

Fiscal Year	% Increase	New Students	Total Students
<i>Spring 2013 census</i>			<b>187</b>
FY13-14	15%	28	215
FY14-15	15%	32	247
FY15-16	20%	49	297
FY16-17	22%	65	362
FY17-18	25%	91	453
FY18-19	28%	127	579
FY19-20	30%	174	753

Includes all temporary visas minus IEP students.

**Part III: Future Development of Recruitment**

- The OIA will begin a series of three review/brainstorming sessions in order to adjust and improve the overall recruitment strategy and its various components.
  - The OIA has submitted a seven-year investment plan designed to assist the office in recruiting, processing, and providing on-campus support to international students. An emphasis will be placed on recruiting qualified undergraduate students.
  - The OIA will also be working on developing methods for measuring outcomes, including (but not limited to) investment in recruitment and yield rate. An attempt will be made to also include the variables of processing and on-campus support costs.
- Note: It is important to mention that increases in international student numbers will be gradual with on-campus support services increasing to meet students’ needs.