



# AACRAO

*Advancing Global Higher Education*

# International Student Recruitment Practices

Summary Results of the AACRAO January 2015 60 Second Survey

January 2015

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## Introduction and Methodology

The January 2015 AACRAO *60 Second Survey* asked respondents to indicate their institutions' international student recruiting practices (Appendix A). As with other 60 Second Surveys, the survey was distributed through the FluidSurveys<sup>1</sup> platform to all AACRAO members. After cleaning the data to account for multiple responses from several institutions, there were 806 total institutions who responded to the survey.

Data cleaning methods included first taking steps to determine if the multiple responses represented both undergraduate and graduate practices, if so, both responses were retained. Further duplicates were corrected by assuming the response from the position title most closely tied to the international student recruitment was retained. Finally, a few institutions were contacted via email for clarification.

Respondents represented 26 countries, commonwealths or territories, all 50 states plus DC, and 7 Canadian provinces as well as a variety of institutional types and control (Appendix B and C).

## Results

Two-thirds (67.4%, n=543) of respondents indicated that their institution actively recruits international students. Table 1 disaggregates the results by institutional type and control. Comprehensive institutions are much more likely to actively recruit international students (82%) the lower-division only institutions (33%). Among those institutions who actively recruit international students 55.7% reported that they recruit both undergraduate and graduate students (Figure 1).

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<sup>1</sup> <http://fluidsurveys.com/home-1/>



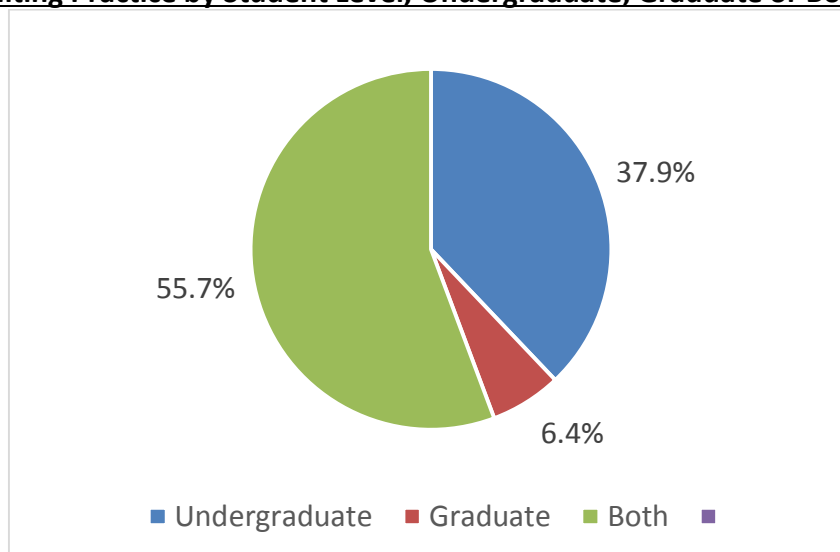
**Table 1: International Student Recruiting By Institution Type and Control**

<b>Institution Type and Control</b>	<b>No</b>	<b>Yes</b>
<b>Undergraduate</b>	<b>45 (37%)</b>	<b>76 (62%)</b>
P	16 (46%)	19 (64%)
PN	22 (29%)	53 (71%)
PP	6 (60%)	4 (40%)
UNK	1 (100%)	
<b>Graduate and/or Professional</b>	<b>18 (58%)</b>	<b>13 (42%)</b>
P	1 (25%)	3 (75%)
PN	15 (60%)	10 (40%)
PP	2 (100%)	
<b>2-Year Lower Division Only</b>	<b>106 (67%)</b>	<b>53 (33%)</b>
P	100 (70%)	43 (30%)
PN	5 (55%)	4 (45%)
PP	1 (14%)	6 (86%)
<b>2-Year Upper Division with Graduate</b>		<b>1 (100%)</b>
P		1 (100%)
<b>Undergraduate, graduate and/or Professional</b>	<b>86 (18%)</b>	<b>396 (82%)</b>
P	26 (12%)	192 (88%)
PN	54 (23%)	185 (77%)
PP	5 (24%)	16 (76%)
UNK	1 (25%)	3 (75%)
<b>Other</b>	<b>7 (58%)</b>	<b>5 (42%)</b>
P	2 (67%)	1 (33%)
PN	3 (50%)	3 (50%)
PP		1 (100%)
UNK	2 (100%)	
<b>Grand Total</b>	<b>262</b>	<b>544</b>

About three-quarters (76%, n=411) reported that their international recruiters travel out-of-country. Respondents were asked to indicate how many full-time and less-than-full-time recruiters were at their institution by recruiting level (undergraduate and graduate) (Table 2). The top of the sliding scale was 25 so the one response tabulated at 25 for all four categories may not be accurate.



**Figure 1: Recruiting Practice by Student Level, Undergraduate, Graduate or Both**



**Table 2: Number of Full-Time and Less-Than-Full-Time International Student Recruiters by Level and Respondent Count**

Number Of Recruiters	Undergraduate Full-Time Recruiter Institutional Count	Undergraduate Less-Than-Full-Time Recruiter Institutional Count	Graduate Full-Time Recruiter Institutional Count	Graduate Less-Than-Full-Time-Recruiter Institutional Count
1	191*	63	0	0
2	62	62	36	28
3	37	37	37	37
4	15	15	15	15
5	8	8	8	8
6	9	9	9	9
7	6	6	6	6
8	1	1	1	1
9	3	3	3	3
10	5	5	5	5
11	1	1	1	1
12	3	3	3	3
13	2	2	2	2
15	1	1	1	1
25	1	1	1	1

\*These columns represent the number of institutions who indicated they have “X” number of international recruiters.( e.g., 191 institutions indicated they had 1 undergraduate full-time international recruiter).

One-third (33%, n=479) of respondents answered ‘Yes’ to the question about whether their institutions use agents to assist with international student recruiting. Table 3 provides the responses to the follow-up question which inquired about agent practices at their institution. Given the high percentage of “Unsure/Don’t Know” responses generalizations about practice should be limited. Both NAFSA and NACAC provide resources on how best to work with international student recruiting agents. NAFSA provides detailed contract guidelines and 50.3% of respondents indicated that their institution used the NAFSA contract guidelines. Links to NACAC and NAFSA resources are included in Appendix D.

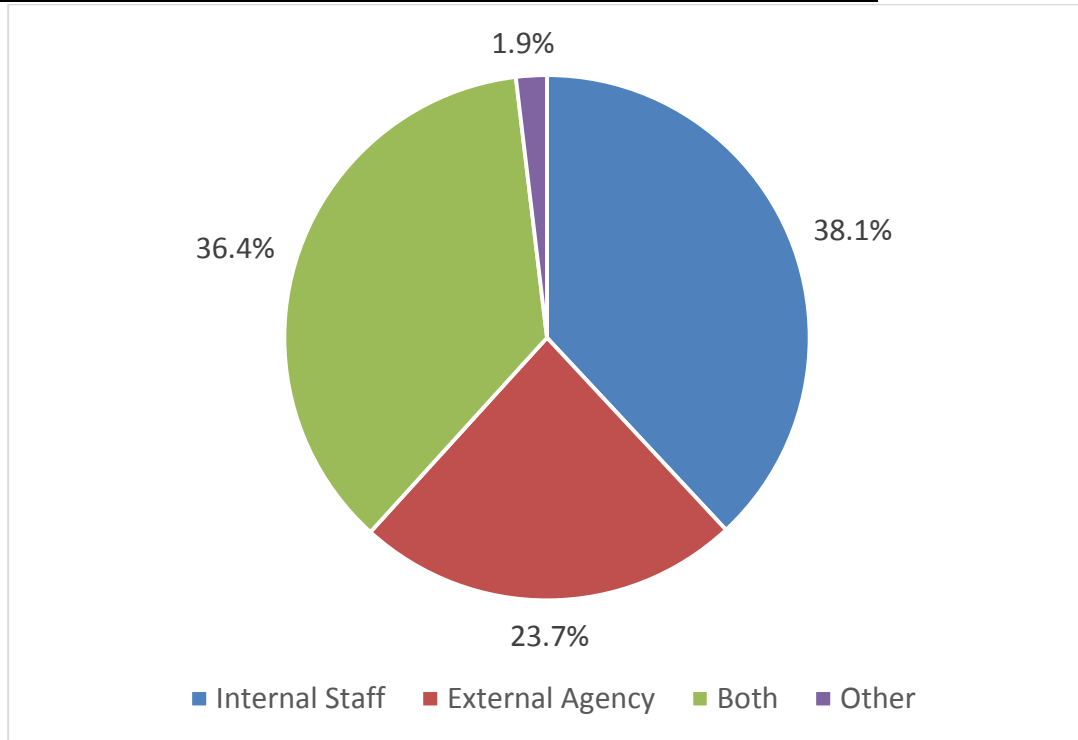
**Table 3: Agent Practice Information**

	Yes	No	Unsure/Don't Know
Did you use a service to find your agent?	37 (22.7%)	86 (52.8%)	40 (24.5%)
Did you use a recommendation to find your agent?	99 (63.5%)	22 (14.1%)	35 (22.4%)
Did you obtain your agent through a partnership?	61 (39.4%)	55 (35.5%)	39 (25.2%)
Do you have a signed agreement with each agent?	122 (77.7%)	8 (5.1%)	27 (17.2%)
Did you follow contract guidelines from NAFSA?	78 (50.3%)	9 (5.8%)	68 (43.9%)
Are you and INTO partner institution?	7 (4.6%)	53 (34.6%)	93 (60.8%)

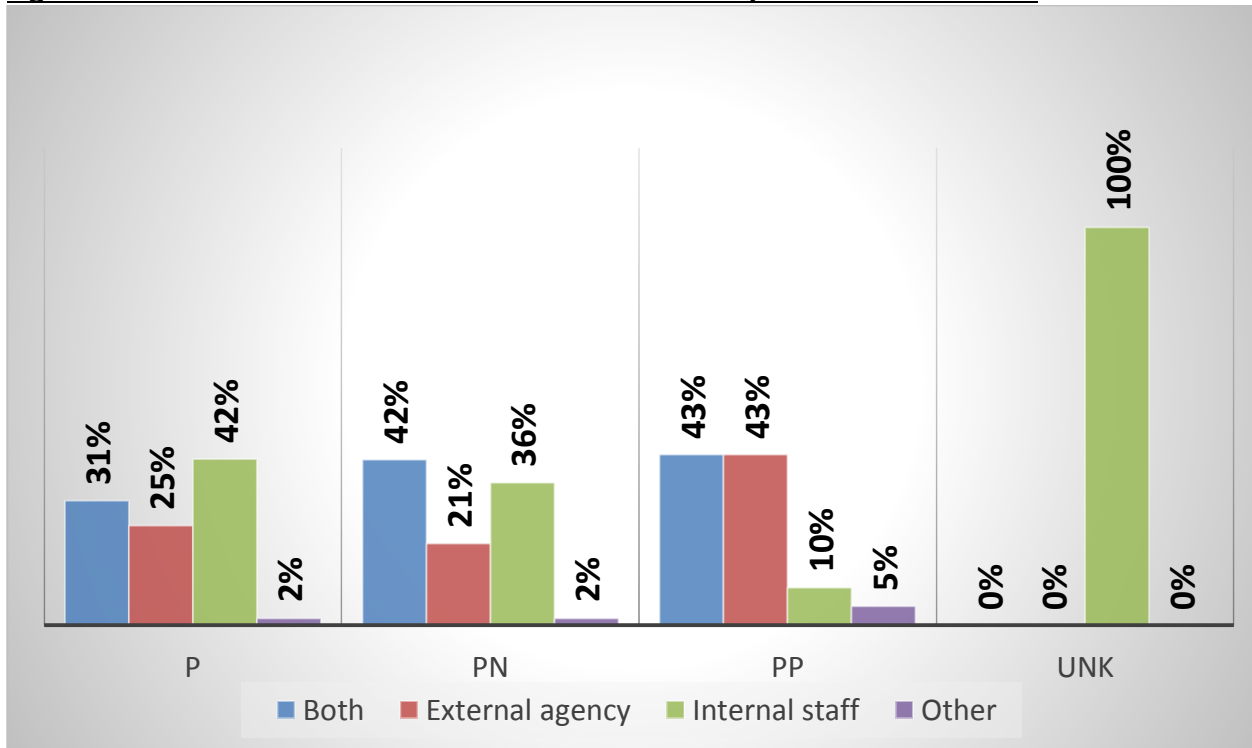
Thirty-eight point one (38.1%, n=180) of respondents indicated that the international student credential evaluations are completed by internal staff (Figure 2). A further 36.4% (n=172) use both internal and external staff. Almost a quarter (23.7%, n=112) use an external agency and 1.9% (n=9) selected “Other”. Those who selected “Other” were asked to provide information and responses included among others “none”, “academic team”, and “international partners”. Figures 3 and 4 differentiate the practice by institutional type and control.



**Figure 2: International Credential Evaluation Methods Overall Response**

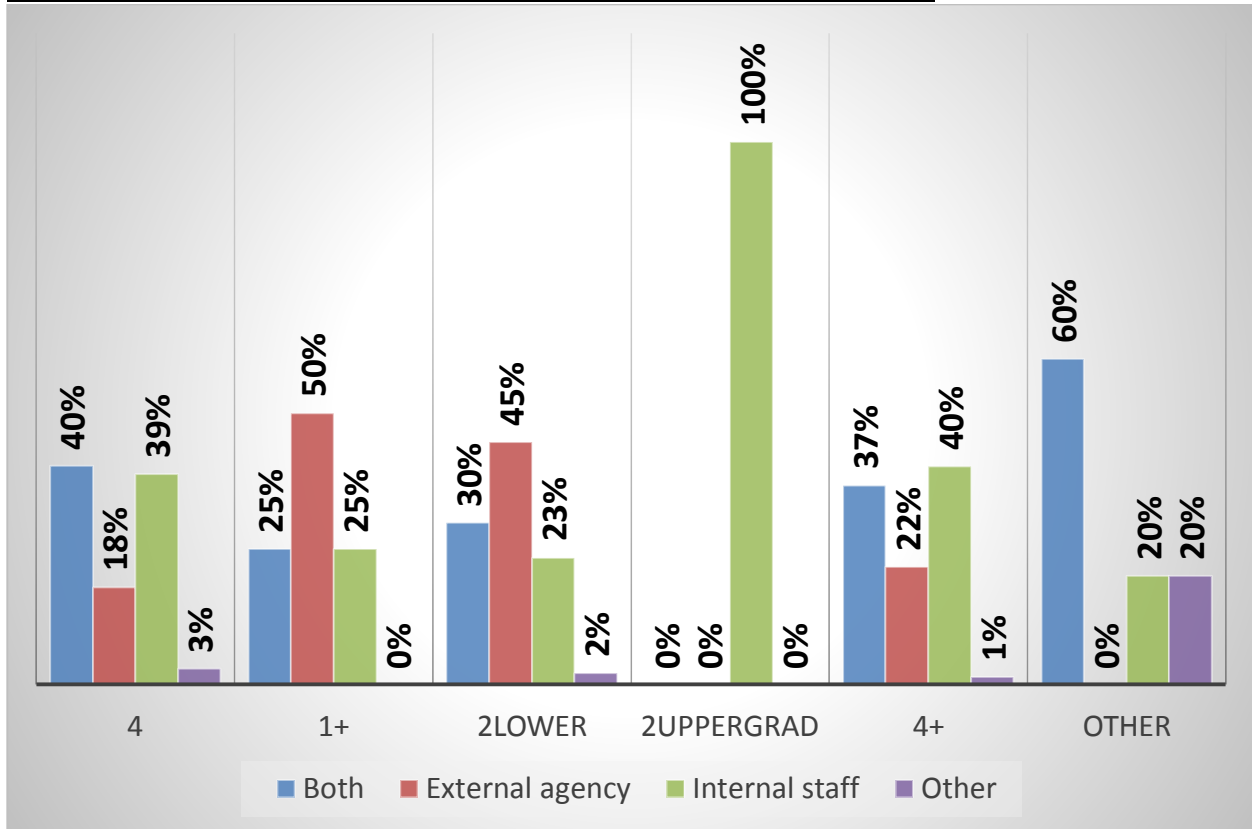


**Figure 3: International Credential Evaluation Methods by Institutional Control**



P = public, PN = private, not for profit, PP = private proprietary

**Figure 4: International Credit Evaluation Method by Institutional Type**



4 = Undergraduate  
 1+ = Graduate and/or Professional  
 2Lower = 2-Year Lower Division Only  
 2UpperGrad = 2-Year Upper Division with Graduate  
 4+ = Undergraduate, graduate and/or Professional

Questions regarding this or other AACRAO research should be directed to Wendy Kilgore, AACRAO Director of Research and Managing Consultant at [wendyk@aacrao.org](mailto:wendyk@aacrao.org).





## Appendix A: Survey Instrument

### AACRAO 60 Second Survey - International Recruiting Practices

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This brief survey is meant to capture a snapshot of your institution's international recruiting practices.

**Does your institution actively recruit international prospective students?**

- Yes
- No

**Undergraduate, graduate or both?**

- Undergraduate
- Graduate
- Both

**Do any of your international recruiters travel out of country?**

- Yes
- No

**How many full-time international undergraduate recruiting staff do you have?**

**How many full-time international graduate recruiting staff do you have?**

**How many less than full-time international undergraduate recruiting staff do you have?**

**How many less than full-time international graduate recruiting staff do you have?**

**Does your institution use agents?**



- Yes
- No

**Please indicate your agent practices (Check all that apply).**

	Yes	No	Unsure/Don't Know
Did you use a service to find your agent?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you use a recommendation to find your agent?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you obtain your agent through a partnership?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Do you have a signed agreement with each agent?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Did you follow contract guidelines from NAFSA?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are you and INTO partner institution?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How do you complete your international credential evaluations?**

- Internal staff
- External agency
- Both
- Other, please specify... \_\_\_\_\_



## Appendix B: Count of Respondent by Country, Commonwealth, or Territory and State or Province, if applicable

Country, Commonwealth or Territory and State or Province	Count
American Samoa	1
Armenia	1
Bolivia	1
<b>Canada</b>	<b>37</b>
AB	9
BC	4
MB	5
NS	2
ON	14
QC	2
SK	1
China	1
Cote d'Ivoire	1
Dominican Republic	1
Greece	1
Grenada	1
Guam	1
Italy	1
Jamaica	1
Lebanon	2
Mexico	2
Nuevo Leon	1
Puebla	1
Morocco	1
New Zealand	1
Nigeria	1
Northern Marianas	1
Philippines	1
Puerto Rico	6
Qatar	1
Switzerland	1
Trinidad and Tobago	1
United Arab Emirates	3
United Kingdom	1
<b>United States</b>	<b>736</b>
AK	2
AL	8



AR	9
AZ	13
CA	58
CO	15
CT	9
DC	6
DE	1
FL	28
GA	23
HI	3
IA	14
ID	7
IL	39
IN	12
KS	18
KY	11
LA	5
MA	29
MD	12
ME	4
MI	20
MN	18
MO	18
MS	3
MT	7
NC	12
ND	6
NE	10
NH	1
NJ	11
NM	3
NV	4
NY	64
OH	32
OK	12
OR	11
PA	35
RI	5
SC	11
SD	5
TN	15
TX	40
UT	4



VA	22
VT	4
WA	13
WI	11
WV	10
WY	3
<b>Grand Total</b>	<b>806</b>



## Appendix C: Count of Respondent by Institution Type and Control

Institution Type and Control	Count
<b>Undergraduate</b>	<b>121</b>
P	35
PN	75
PP	10
UNK	1
<b>Graduate and/or Professional</b>	<b>31</b>
P	4
PN	25
PP	2
<b>2-Year Lower Division Only</b>	<b>159</b>
P	143
PN	9
PP	7
<b>2-Year Upper Division with Graduate</b>	<b>1</b>
P	1
<b>Undergraduate, graduate and/or professional</b>	<b>482</b>
P	218
PN	239
PP	21
UNK	4
<b>Other</b>	<b>12</b>
P	3
PN	6
PP	1
UNK	2
<b>Grand Total</b>	<b>806</b>

PN = private, not for profit

P = public

PP = private proprietary

UNK = unknown



## Appendix D: Guidance on Working with International Student Recruitment Agents

Working with Agents (NAFSA)

<http://www.nafsa.org/findresources/Default.aspx?id=8839>

Successful Relationships with Recruiting Agents (NAFSA)

<http://www.nafsa.org/wcm/Product?prodid=394>

Successful International Student Recruitment: With and Without Agents (NAFSA On-demand webinar)

[http://www.nafsa.org/Attend\\_Events/Online/Webinars/Successful\\_International\\_Student\\_Recruitment\\_\\_With\\_and\\_Without\\_Agents/](http://www.nafsa.org/Attend_Events/Online/Webinars/Successful_International_Student_Recruitment__With_and_Without_Agents/)

International Student Recruitment Agencies: A Guide for Schools, Colleges and Universities (NACAC)

<http://www.nacacnet.org/International/InternationalInitiatives/Pages/International-Student-Recruitment-Agencies-Guide.aspx>

