

# INTERNATIONAL HIGHER EDUCATION



International students' enrollment in higher education in the U.S. has expanded considerably in the several years; colleges and universities are increasingly seeking to grow their international student enrollments. These students bring diversity to campuses and can be a rich source for recruitment. However, research shows these students face specific academic challenges that require the institution's support across multiple departments for successful outcomes.

The **International Higher Education Review** looks at how you are currently recruiting and admitting international students. It can also be expanded to include how you support students, once enrolled, and compliance with current SEVIS regulations. It is intended for institutions seeking to expand their international student population, to improve processes and procedures, and to improve student retention and success. Areas of review include:

- **Marketing and Recruitment.** It's necessary to analyze the demographics of your past performance with international students in order to develop strategies for recruitment. How do you market to them? How do you bring them to your campus? Is your website accurate? Does it have the information an international student needs to make a decision and get their paperwork processed quickly? Where have they come from in the past? Where are you most able to attract students? Did they stay and graduate? Are you operating a compliant international student services office? These are just a few examples of the questions this review can examine.
- **Admissions and Registrar.** International students are processed differently than domestic students, involving the Department of Homeland Security and the Department of State. Among the many steps that must be followed, the institution

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is required to provide the student with an I-20 form to be presented to the U.S. Embassy. Do you currently have processes in place to admit them efficiently? Once they are admitted, students must be in good standing; unlike U.S. students, international students must demonstrate they have the resources to pay tuition. What is your process to confirm this? Also, how do you articulate international coursework? What will the student's advanced standing be at the institution based on this coursework? All of these factors must be taken into consideration when looking to improve and grow your international student population.

After an initial call to discuss the goals and scope of work, the discovery phase begins. AACRAO Consulting requests documentation involving the recruitment, enrollment and retention of international students. A campus visit is scheduled where key stakeholders are interviewed and processes are examined. You are then presented a report with specific, actionable recommendations for improving the successful outcome for international students, from recruitment to matriculation and beyond, if desired, to graduation.

### **What does an International Higher Education Review look like?**

Each consultation is tailored to meet the specific needs of your institution. Whether you need to address recruitment and marketing, success and graduation, processes and policies, compliance or a combination of all of these factors, AACRAO Consulting will work with you to create a project that is focused on the issues and areas of greatest concern for you.