The Good, The Bad & The Ugly of International Communications Plans
AGENDA

- Data Trends
- Best Practices
- Texas Tech Communications
- Mississippi State Case Study
- Discussion
Inform your international communication plan

Who? Identifying Segments
Where? Prioritizing Markets
How? Mapping Channels

Ian Wright
Director of Partnerships
World Education Services
iwright@wes.org
Enrollment Growth is Dominated by China

Enrollment Trend of Top Five Countries for Inbound Students to the U.S.

- China
- India
- South Korea
- Saudi Arabia
- Canada

Source: IIE Open Doors
Needs and preferences of international students

39% chose location as one of the top 3 information needs

48% chose reputation as one of the top 3 information needs

44% have either completed or plan to attend an intensive English program in the U.S.

37% selected tuition or cost of living as one of their top 3 information needs

University network and families are most influential

% who chose the following as the most influential in their decision of which university and college to apply to

Bachelor's

Family: 41%
University Network*: 33%
Friends: 12%
Educational Consultant: 13%

Master's

Family: 32%
University Network*: 44%
Friends: 14%
Educational Consultant: 11%

* University network includes admissions officers, faculty, current students, and alumni from a U.S. college/university

“Send emails that describe the benefits of attending and applying and make sure that they can be viewed on smartphones.”

– A bachelor’s student from Saint Vincent and Grenadines, Highflier
Marketing tips for top countries

India

- Highlight realistic internship, OPT and research opportunities.
- Be transparent about cost of education and career prospects.
- Target scholarships, on-campus jobs and other forms of aid.
- Invite students & alumni to serve as international ambassadors.

China

- Highlight location and reputation in marketing campaigns.
- Focus on English language support opportunities.
- Offer merit-based scholarships to recognize achievement.
- Promote alumni success stories with prestigious graduate studies or career achievements.
A Successful Communications Plan

1. A plan to contact prospective students quickly
2. An ongoing communications strategy.
3. Use the right method to reach students
4. Always deliver a relevant message
Hult International Business School

Want a global adventure while earning your degree? Hult International Business School is the largest and most international business school in the world! Learn at any of its campuses in Boston, San Francisco, London, Dubai, Shanghai, and New York.

Earn any of the following US accredited degrees at Hult:

- MBA
- Executive MBA
- Master's of International Business
- Master's of Finance
- Master's of International Marketing
- Master's of Social Entrepreneurship
- Bachelor's of Business Administration

Request more information about Hult International Business School:

Click Here!
Dear Alejandro,

Thank you for contacting Broward College! You have expressed an interest in one our Business programs. Please visit the Business webpage for additional information.

How about a virtual tour? Click here for the experience: Virtual Tour

For international admissions, please click here: International Student Admissions

Feel free to send me your questions!

Best regards,

Regina
Dear Alejandro,

Connect face to face with our International Admissions team and have your questions answered. Learn about:

- What documents you need in order to apply to Farmingdale
- Which Academic Program is the best fit for you
- Talk to an International Farmingdale student and see what her/his experience has been like
- Any questions you or your parents may have about Farmingdale State College, our programs, and Campus Life

Email us at international@farmingdale.edu to make an appointment at a convenient time.

Office of International Education and Programs
631-754-6376
international@farmingdale.edu
Farmingdale State College

Farmingdale State College
State University of New York
LAST CHANCE TO APPLY!

Do not miss out on this opportunity to fulfill your New Year's Resolution! You have limited time to apply to our:

Master in Business Administration Program

Master of Science Healthcare Administration Program

Application process is simple!

Apply online (www.felician.edu) with a personal statement and resume

No GRE/GMAT Required!

FINISH YOUR DEGREE BY OCTOBER 2016!

Classes begin January 22nd so don’t delay!

Daniela Gonzalez
Associate Director of Admissions Processing
(201) 355-1452
GonzalezD@felician.edu
Dear Prospective Student,

Enclosed is the Intensive English Institute information you requested.

Thank you,

[Email body]

7 Attachments | Remove All

2013 1...docx 2014 C...docx 120873 ... pdf Credit ...docx English ...docx Letter ...doc  SAMPL... doc
EMAIL COMMUNICATION

The Ugly

Alola,

Thank you for contacts the Honolulu Community College Office of Admissions. We will get back to you within 48 - 72 hours during our regularly scheduled work hours. 365 days a year, Monday - Friday, 8 AM - 3:30 PM. We are closed all state and most Federal holidays.

Applications for the Spring 2017 and Fall 2017 are now open. For submitted applications, please allow 3-5 weeks for processing. An email notification or letter will be sent to the mailing address you listed on your application if additional documents are needed. Letters of acceptance will be mailed to you. Please add HonoluluCC.edu to your email contact list or our emails may not be delivered to you.

Applications for the Spring Semester are due on November 1, 2016 for international students and all other applications need to be submitted by December 15, 2016. Applications for the Fall Semester are due on June 15, 2017 for international students and all other applications need to be submitted by August 1, 2017.

For submitted documents, please allow 2-3 business days for processing. After these business days, you can check on the status of your application by contacting our Admissions staff at (808) 841-9126 or check online through your MyHCC Portal account. For faster processing please be sure to provide your name, Student ID # and Date of Birth (MM/DD/YY).

Please also be sure to check the other services we offer on our website at honolulu.hawaii.edu.

Other useful websites are:

Academic Calendar: honolulu.hawaii.edu/registration/calendar

Academic Programs Offered at HCC (new site) - honolulu.hawaii.edu/programs

Advising and Counseling Resource: honolulu.hawaii.edu/counseling

Bookstore Information: honolulu.hawaii.edu/bookstore

Distance Learning Information: honolulu.hawaii.edu/distancelearning

MyHCC Portal: This site can be used to add drop classes, sign up for payment plan, check status of financial aid, check grades, and much more. If you have questions, you can call the Office of the Registrar at (808) 841-9225.

New Student Orientation & Registration Information: honolulu.hawaii.edu/registration/orientation

Since you are a new student, you must attend New Student Orientation and Registration before you can register for classes.

If you need any further assistance, please call the Office of the Registrar at (808) 841-9225 or email us at admissions@honolulu.hawaii.edu.

Thank you for considering HCC as your college. We look forward to meeting you soon.

Sincerely,

The Admissions Team
Honolulu Community College
814 Dillingham Blvd., Bldg. 8
Honolulu, HI 96817
Alejandro submitted at 12:50 pm
Hi Alejandro,

I see that you’ve requested information about Southern New Hampshire University’s Bachelor of Science in Business Studies in Business Administration program. I will be your admission counselor here at SNHU and will call you shortly to discuss your interest and answer any questions. If we are unable to connect, what time would work best for you?

Our next term starts January 2. You can jumpstart the process by filling out our [online application](#).

I look forward to speaking with you soon!

Sincerely,

Emily

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Emily Bird | Admission Counselor
Southern New Hampshire University | 33 South Commercial Street | Manchester, NH 03101
p. 888.387.0861 ext. 3833 | f. 603.314.4801

Please consider the environment before printing this e-mail.
A Successful Communications Plan

1. A plan to contact prospective students quickly
2. An ongoing communications strategy.
3. Use the right method to reach students
4. Always deliver a relevant message
Dear Prospective Student,

It gives us great pleasure to inform you that you have been admitted to Texas Tech University as an undergraduate student for the Spring 2023 semester. You will soon receive an acceptance letter from our office. Before an I-20 can be issued for you, you will need to provide some additional information as well as proof of financial support in the amount of $21,300 (2022). Please complete and submit the attached supplemental international student information form so that we can process your I-20. Make sure that you indicate your shipping preference. If you choose express mail shipping, you will be charged $15.00.

To: International Admissions - Texas Tech University
From: International Admissions - Texas Tech University
Subject: Texas Tech University International Admissions
Importance: high

Dear [Student Name],

It gives me great pleasure to inform you that you have been admitted to the following program:

**Degree:** Bachelor of Science
**Major:** Industrial Engineering
**Concentration:** to: Industrial Engineering
**Concentration:** Fall 2023

The next step to becoming a Red Raider is to apply for your I-20. If you haven’t done so already, please send the following documents as soon as possible in order to process your I-20 for Fall 2023:

- **A supplement to International Student Information Form:**
  - Your Financial Guarantee (a bank statement less than 6 months old) showing a balance greater than $21,300
- **A copy of your passport page(s) (please make sure that all names you put on the documents for your I-20 match the names shown on your passport).**

All students must accompany any document sent.

If you are a sponsored student, you will need to contact visa@ttu.edu for further instructions regarding your admission.

Please check your ttunet account to see if you are still receiving any official application materials, such as official transcripts or test scores. After the application has been processed, admission information will be sent to your email address. If you change your mind, you can withdraw your application at any time.

If you have any questions, concerns, or comments, please contact us at international.admissions@ttu.edu. Thank you.

Texas Tech University
Office of Graduate and International Admissions
Post Office Box 40017
Lubbock, TX 79409-4001
Ph: 806-742-1111
FAX: 806-359-3630

This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please notify the system manager. If you are not the named addressee, you should not disseminate, distribute or copy this e-mail.

Sincerely,

[Signature]

Elizabeth McKenzie
51: Director, International Education and Enrollment Management

Office of International Affairs - Fax 40017
Lubbock, TX 79409-3804 / PHONE: 914-848-742-3637 / FAX: 914-848-1281
WWW: international.admissions@ttu.edu

[TTU's Office of International Affairs Logo]
The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers’ loyalty and the higher the company’s sustained revenue growth.

**SOCIAL IMPACT**
- Self-transcendence

**LIFE CHANGING**
- Provides hope
- Self-actualization
- Motivation
- Heirloom
- Affiliation/belonging

**EMOTIONAL**
- Reduces anxiety
- Rewards me
- Nostalgia
- Design/aesthetics
- Badge value
- Wellness
- Therapeutic value
- Fuel/entertainment
- Attractiveness
- Provides access

**FUNCTIONAL**
- Saves time
- Simplifies
- Makes money
- Reduces risk
- Organizes
- Integrates
- Connects
- Reduces effort
- Avoids hassle
- Reduces cost
- Quality
- Variety
- Sensory appeal
- Informs

**SOURCE:** RAIN & COMPANY INC.
**FROM:** "THE ELEMENTS OF VALUE," SEPTEMBER 2018

**ICON BY NIK SCHULZ**
Social Impact
A cure for 200 million people; prevention for 800 million

Life Changing
Dr. Afzal Siddiqui – Affiliation
Bill & Melinda Gates Foundation - Affiliation
Eliminating Disease – Provides hope
22 years of work – Self-actualization

Emotional Value
Disease Prevention and Cure – Wellness
One dollar per vaccination – Provides Access
Count Down to Welcome Week!

1. RESERVE YOUR HOUSING & MEAL PLAN NOW!

Register for Housing and a Meal Plan Now

Rooms in the residence halls fill up quickly, so if you haven’t already reserved your room, do so as soon as possible. Freshmen students are required to live on campus. Students have the option to join a Learning Community, where they can live with other students studying the same major and find benefits tailored to their academic interest.

Students living in the residence halls are required to purchase a meal plan. Select the plan that will best fit your needs. It may take a while to establish your dining habits, so we suggest you sign up for the smallest meal plan. You can always increase the size of your meal plan, but you cannot reduce it. Sign up for a meal plan at the same time you reserve your room.

Students who are transferring at least 30 credit hours of classwork have the choice of living on campus or finding accommodations off campus. The neighborhoods surrounding the Texas Tech campus offer several types of private student housing.

Find Off-Campus Housing Options

This is the first in a series of 12 messages designed to help you prepare for your arrival at Texas Tech between now and August 20.
Karin Lee
Director, International Recruitment and Retention
karinlee@international.msstate.edu
Case Study Mississippi State University

At MSU, our marketing slogan promises international students a TRUE American College Experience and that begins with their application and admission.

We use targeted communication to get the international students to apply to MSU.

Once they apply, they are treated just like domestic students and become part of the enrollment machine, meaning they receive major-specific targeted communication and student life oriented pieces.

After admission, they will come back to the international recruitment team and peers will continue to answer personal questions as well as inform about necessary steps to receive I-20. Admits will also receive information on housing, meal plans, and airport pickups.
Trial and Error

• Keep it short and simple!

• First emails were way too long!

• Remember the audience - Speak their language!

• Offer to be a contact and meet them on their platform

• Ask them questions and don’t be shy suggesting majors they might be interested in

• Let prospects speak to current students, peer to peer recruitment works!

• Each audience is different, so different countries may require a different approach. Usually, my recruitment team communicates with the prospect while I follow up with the parents.
Communication Plan for Inquiries

<table>
<thead>
<tr>
<th>Email Series (Inquiries)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>* Starting point is when we receive a lead or inquiry, goal is to answer within 24 hrs * endpoint is application, request from student to stop, or passing desired begin of studies date</td>
<td></td>
</tr>
<tr>
<td>Introductory email</td>
<td>Looking for a TRUE American College Experience?</td>
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<tr>
<td>then one email per month</td>
<td></td>
</tr>
<tr>
<td>Second Email</td>
<td>Introduce Recruitment Team (Picture)</td>
</tr>
<tr>
<td>Third Email</td>
<td>Connect with us through Social Media</td>
</tr>
<tr>
<td>Fourth Email</td>
<td>Recruiting Team Member introduction (your personal contact at MSU)</td>
</tr>
</tbody>
</table>
Sample Email to Inquiries

Looking for a TRUE American college experience? MSU offers over 80 different majors and many undergraduate research opportunities. Our student employment rate is 90% after graduation.
To learn more about the affordable education at our top-ranked research university, visit our website at http://www.admissions.msstate.edu/.
If you would like to learn more about finding your true self at Mississippi State, contact us!
Take care,
Your Friends at Mississippi State
Apply Now
Sample Email to Admits

Dear (Student Name),
(Translated into native language)
You are about to embark on a once-in-a-lifetime experience!
We would love to be a part of that journey
and we look forward to have you here with us at Mississippi State University.

Hearty congratulations on getting admitted to Mississippi State University!
A remarkable accomplishment, you should definitely be proud of. Moving into a new country for education can be both mindboggling and challenging. An absolutely novel society, culture, administration and economy, people, and above all, a completely new education system. But the moment you step on the MSU campus, you will feel at home. Mississippi, a state with a picturesque natural environment and a pleasant climate, is known as the "hospitality" state; anywhere you go, you will be greeted with smiles and politeness. Along with its warmth and kindness, the university will provide you with a plethora of facilities and opportunities to grow academically and personally. All said, the state of Mississippi in general and MSU in particular is a wonderful opportunity which will cherish. I have transitioned into a much more confident person and the credit goes to the kind people here who have a helped and supported me. You will not regret making the decision to come to MSU.
You can email me if you have any questions and I look forward to seeing you on campus very soon!
Hail State! (can’t use that unless you explain it)
Take care,
(Recruitment Team member signature)
Using Social Media in Recruiting

Like us on Facebook
Mississippi State University International Admissions

MSU International Undergrads

Follow us on Twitter @msstateintl and Instagram @msstateintl

Check out our blog on Tumblr

WeChat ID: