
International Recruitment Strategies for Any Budget

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Presenters

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Agenda

I. Introduction and Background

II. Budget, Manpower, and Communication

III. How to Build a Strategy for your Budget

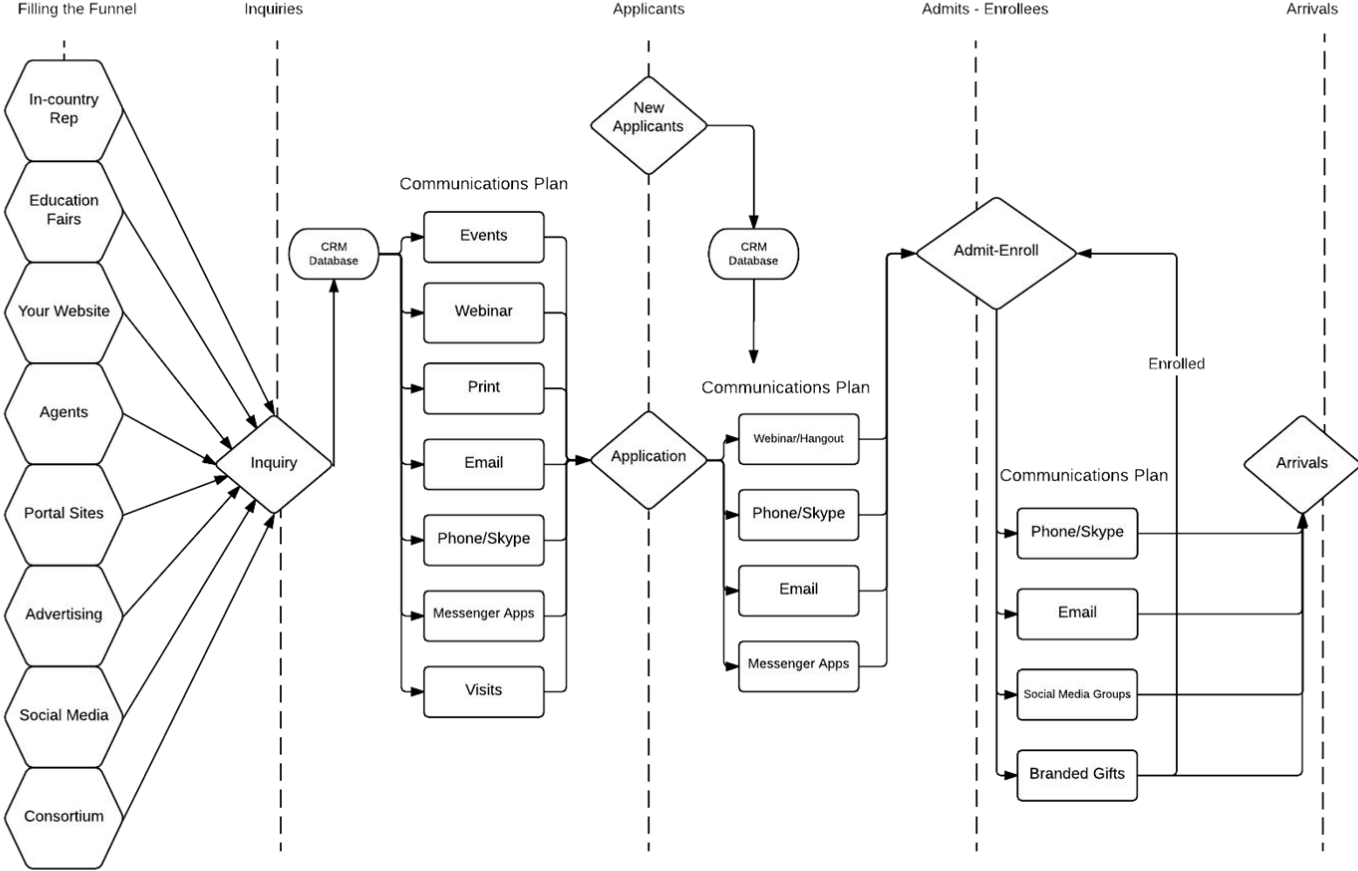
A. Intro to Recruitment Funnel

B. Filling the Funnel

C. Communication Planning

IV. Univ. of Arkansas - Fayetteville

Recruitment Strategy Flowchart



About Us



Our goal is to empower and encourage students to pursue an international education, and provide them with the tools they need to educate themselves and experience the world.



University of Arkansas-Then

- Established in 1871 as the first public university in Arkansas
- Originally known as the Arkansas Industrial University
- Classes began on January 22, 1872
- More than 100 students attended the University the first year, taught by only 3 faculty members.
- Old Main completed in 1875 and is often referred to as the “mother” of the University



University of Arkansas-Now

- 26,237 students from all 50 states and 112 countries
- 1,545 international students
 - China
 - Brazil
 - Panama
 - India
 - Bolivia
 - Saudi Arabia



University of Arkansas-Now

Academic Program Enrollment among international students

- Electrical Engineering
- Industrial Engineering
- Cell and Molecular Biology
- Engineering First Year Program
- Civil Engineering

University of Arkansas-Now

- Over 200 academic programs
 - 78 undergraduate majors
 - 86 Master's degree programs
 - 50 Doctoral and specialist programs
 - 17 Graduate certificate programs
- Student-to-faculty ratio: 19:1
- Fulbright Scholarship Program
- Senior Walk
- Highly ranked academic programs
- Walton College of Business
- Architecture
- Industrial Engineering
- Civil Engineering

3 Considerations That Affect Your Strategy

Budget

Manpower

Communication



Student Recruitment Funnel



Source: FulcrumTech, 2013

Filling the Funnel

Higher Cost

In-country Representation

Education Fairs

High School Visits

Agents (~10% tuition)

Print and Digital Advertising

Lower Cost

- Start at Home!
- Alumni
- Web presence
 - Your Website (SEO)
 - Third-party Websites (InternationalStudent.com)
 - Social Media
- Consortiums



Communication Planning

Develop a strategic plan to help move your prospects through the Student Recruitment Funnel.

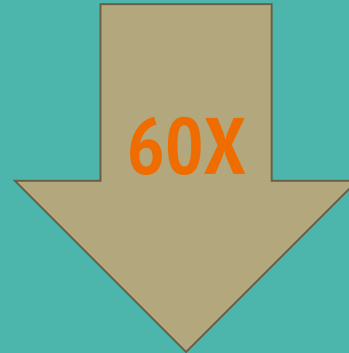
What do you need in a successful communications plan?

1. Contact students quickly and frequently.
2. Use the right method to reach your students as the right time.
3. Give the students a relevant message.

Response Time & Frequency



Responding
within the hour
compared to 1
hour later



Responding
after 24 hours

Methods of Engagement

Base your communication and marketing strategy around the expectations of your target audience. Methods include:

Higher cost:

- School/Home Visits
- PPC
- Print
- Phone
- Branded Gear

Lower cost:

- SEO
- Email
- Google Hangouts
- Webinars
- Social Media
- Skype
- WeChat

Inquiries

Who: Inquiries have expressed interest in your institution. They may be interested in many.

Interests: Student life, campus events, facilities, social life, academic programs, cost.

Message: Focus on the unique experience your institution provides.

Communication methods to consider:

Email Marketing

Social Media

Personal Calls

Events

Print Materials

Content



Applicants

Who: Applicants have submitted an application form, essay, test results, etc.

Interests: Being accepted, personal connections, help.

Message: Focus on guiding them through the application process and next steps in a personal, assuring, and helpful way.

Communication methods to consider:

Google Hangouts

Video Calls

Email

Personal Calls



Admits through Enrollees

Who: Admits have submitted all required documentation and/or have accepted your admissions offer. Enrollees have made a deposit.

Interests: Comparing offers and making a final decision.

Message: Focus on welcoming the student to the college family and check in often until the student arrives on campus. Earn their commitment.

Communication methods to consider:

Google Hangouts

Social Media Groups

Video Calls

Webinars

Email

Personal Calls

Branded Gear



Recruitment Strategy - Best Practices

1. Enhance your web presence.
2. More inquiries equals more conversions.
3. Plan should include at least 5-8 direct pieces and multiple methods.
4. Timeliness should be a top priority.
5. Build messaging that sets your school apart.
6. Don't be afraid to pick up the phone.
7. Don't stop when you receive an application - reinforce his/her commitment.

First, Look Backward

- What is the historical profile of your institution?
 - Political environment
 - Mission
 - Goals
 - Financial resources
- Students
 - Historical profile
 - Growth
 - Support resources
 - Why have students chosen your institution in the past?

- Begin by examining what your institution has done previously and why?
 - What worked? What didn't?
 - Why?
 - What would you have done differently?
 - What have been the long-term results?

Then, Examine the Present

- How has your institution changed?

- Leadership
- Institutional
- Financial
- Student

- As your institution changes, your recruitment strategy must evolve as well.

- Will your previous (or current) recruitment plan still work?

A few things to consider....

- Institutional Support
 - Institution goals and priorities
 - Alignment of institutional and departmental goals
 - Admissions Office
 - Staff?
 - Application turnaround?
 - Working with departments/programs?
- Support resources
 - International Student Office
 - Intensive English program
 - Health care
 - Academic support
 - Housing needs

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- History

- Diversity vs. Numbers
- Recruitment Structure (domestic vs. international)
- International Recruitment Office

- Goals

- % of total student enrollment
- Increase international graduate students to % of total enrollment
- Increase international graduate students to % of total graduate enrollment
- Maintain average of 120 countries represented on campus each year



University of Arkansas

- Travel

- Diversity Vs. Numbers
- Fairs or school visits...or both?
- Off-the-beaten track
- Regional transfer student focus

- Campus events

- Transfer Student Day
- SILC U of A Day
- Graduate Preview Day



University of Arkansas

- Other Options
 - Agents Vs. No Agents
 - Cost structure
 - Lead Generating Services
 - Strategy
 - Management



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- Managing your recruitment process
 - Customer Relationship Management (CRM) System
 - Life Cycle Analysis
 - Managing Expectations

On the Road Again....

- How will you organize your travel?

- College Fairs
- EducationUSA
- Organized tours
- U.S. Commercial Service
- Alumni Receptions

- Promoting your visit

- Webinars
- Twitter
- Facebook
- Hotcourses/StudyUSA/InternationalStudent
- Current students and alumni

- Costs and Budget

- Group travel vs. individual travel
- Cost-share possibilities

Stuck on You (Or the Importance of Working Together)

- Recruitment works best when it is a team effort
 - Sponsored Student Program
 - Governmental and institutional partnerships
 - Visiting Student Program
 - Graduate recruitment
 - Study Abroad and International Exchange
 - Intensive English program
 - Conditional admission
 - Departments and Programs



Outcomes - Measuring Results

- The Who, What and Why of analytics
 - Google
 - Third-Party analytics
 - Home-grown analytics
- Things to consider.....
 - Spending on lead generation
 - Working w/your agents
 - Evaluate and re-evaluate



Evaluate, Evolve and Don't be Afraid of Change

- Follow-up with prospective students and contacts after each trip.
 - Provide additional information if necessary
 - Answer any lingering questions prospective students may have
 - Provide departmental/program contact information if appropriate
- Evaluate the success of the trip(s)
 - Look at data to determine number of students contacted vs. number of applications submitted vs. number of students admitted vs. number of students matriculated.
 - Undergraduate vs. graduate students?
 - Partnerships established?
 - Alumni contacted?
 - Advisers consulted?
 - Turnout of college fairs or school visits?
 - Overall cost of trip?

Open Discussion

What strategies have you found to be effective on your own campuses?

Conclusion

- Regardless of how you “fill” your funnel and the many different strategies and solutions you choose to use as part of your recruitment efforts, you still need to have a solid plan in place.
- Communication becomes key as you move farther down the funnel, reaching out to students in appropriate and timely ways as they move from inquiries, to applicants, to admits and, finally, to enrolled students.
- Always be prepared to evaluate and re-evaluate your recruitment strategies, and don't be afraid to make changes to your plan when necessary. Circumstances change and you need to be able to change and adjust when they do.

Thank you!

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