



# Using SEM Concepts to Internationalize Your Campus

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# What is International Strategic Enrollment Management

**Basically, it is the presence of international students on your campus.**

- The way to organize your campus to address important issues of international recruitment, retention, and the connection between academic and student affairs units.
- The way to organize staff that is most effective in developing strategies to serve international students, AND to maximize international students if that is your goal.



# What is International Enrollment Management

- The need to do away with isolation of international recruitment, admission, and support provided by a single office and toward a shared strategy.
- Make international enrollment management a part (“at the table”) of significant campus discussions.

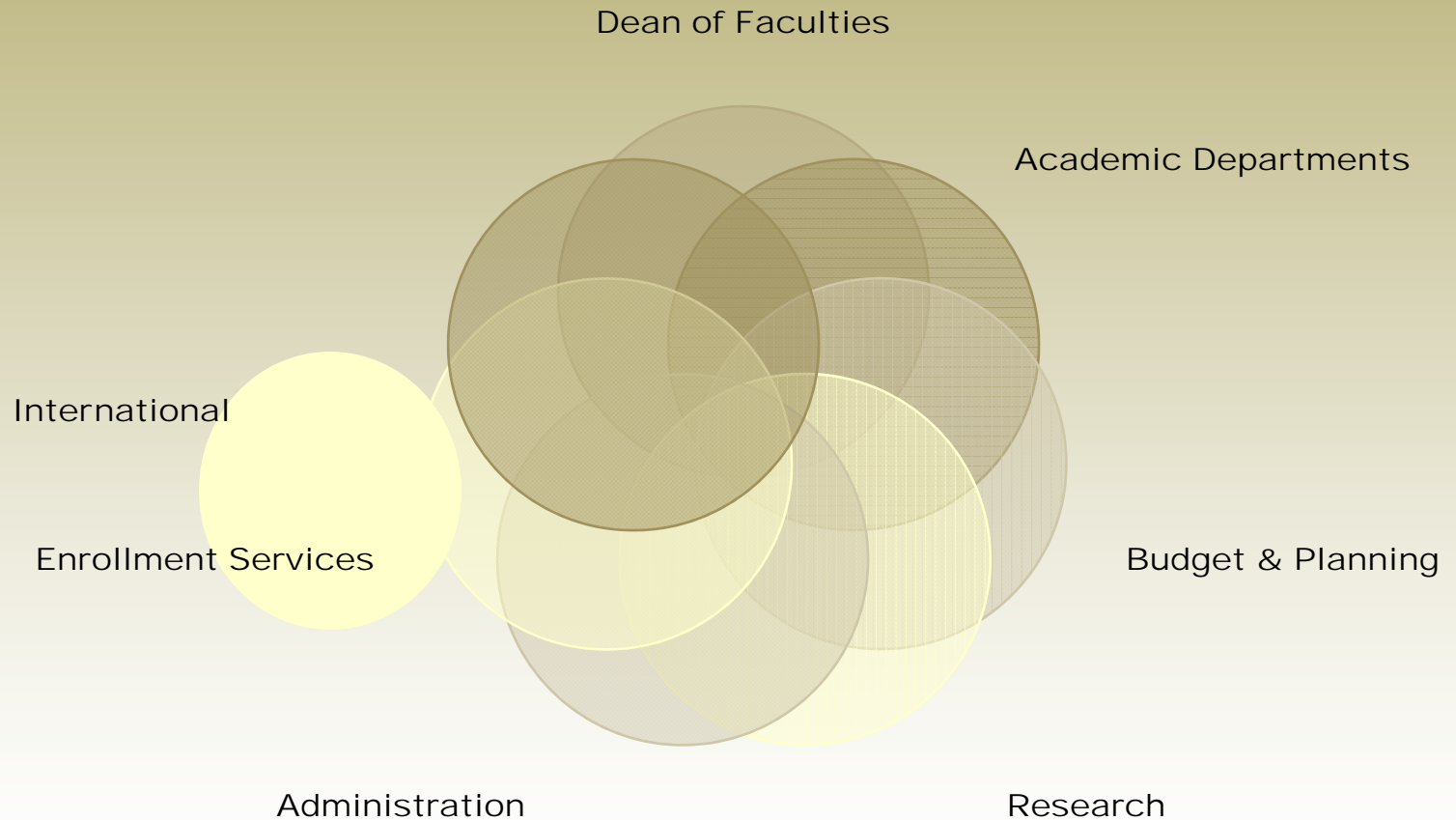


# What is International Strategic Enrollment Management

- There is no one international enrollment management model that fits all situations.
- It begins with a vision that makes it's way to a high level of the university that there is a need for international enrollment management and it is often generated from the desire to expand the enrollment of international students.



# A Sample Diagram of Traditional Alignment of International





# What is International Strategic Enrollment Management

- Adding the right internationally focused programs or strengthening existing ones should be done intentionally. The goal should be an integrated group to create maximum institutional impact.
- During this presentation we will describe the goals and strategy being used at our University to create synergy and achieve measurable results.



## One way to start

- Form a working group from diverse areas across campus to discuss important issues of international enrollment management.
- Set an international student target for the next 5 to 10 years.
- Clarify roles and processes necessary for international students from recruitment to graduation and beyond (alumni).



# One way to start

- Establish inter-office protocols for addressing student needs between offices on campus.
- Conduct reviews of where key functions should be housed. Support position reviews and add positions as necessary.
- Boost recruitment activities.
- Consult and develop relocation, renaming and redesign of staff and duties.
- Review services across campus for international students.



# Expanding not Replacing the Traditional Definition

- Including the international student in all conversations . . . Not just those perceived to be “international.”
- Integrating international as just one segment of a diverse student population and eliminating their segregation on campus.
- Understanding that they have many different attributes and values and that not all international students are the same.
- Increasing their value to more initiatives on campus.



# Results to date at CSU, Northridge

After three years of development:

Looking at just one aspect, the numbers, our strategic enrollment plan called for a 5% increase in international students by 2009/10

We have 433 new international students matriculated this fall, 2007, an increase of 115 more **new** students than Fall 2006. The total number of international (F & J visa) students climbed from 1279 in the spring 2007 to 1394 this fall, an increase of 8.99 %. The total of all visa types (F, J, H, L) is 1580. Adding the 124 OPT students and our growing total of over 260 Intensive English Program students, we have a total international population of over 1964.

(The total enrollment at CSU, Northridge is 35,446)



## Results to date at CSU, Northridge

One aspect of the international enrollment management plan at CSU, Northridge:

- Move part of the Admissions and Records function to the College of Extended Learning for cohort admission programs, intensive English program (IEP), and IEP conditional admissions.
- Objective is to increase speed of admission process and enhance customer service.



# Specifics

Specific aspects of our International Strategic International Enrollment Management Plan will now be presented by Sonja Daniels.



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