






Leaders in International Higher Education

2021 ANNUAL CONFERENCE

*Leading Internationalization in
a New Era: Collaborating for
Global Solutions*

International Enrollment in a Time of Crisis

Lessons Learned from Chief Enrollment Officers

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Agenda

- Institutional Overviews
- Overview of International Enrollment Trends – National & Institutional
- Impact of COVID on recruitment and admission practice & policy
- Lessons learned for future cycles
- Discussion



National Association for College Admission Counseling (NACAC)

- Founded in 1937
- The trusted source of information and resources on college admission counseling
- Membership organization of 19,000 + professionals around the world
- 23 state, regional, and international affiliates
- *Guide to Ethical Practice in College Admission*

College of Charleston

#1 CITY IN THE WORLD - TRAVEL + LEISURE

ONE OF THE OLDEST COLLEGES IN AMERICA, 1770

22 *average
class size*

9,600
UNDERGRADUATE STUDENTS

PUBLIC
UNIVERSITY



140+ UNDERGRADUATE MAJORS AND MINORS

48

U.S. STATES AND
TERRITORIES
REPRESENTED

number
ONE

CAREER CENTER

- PRINCETON REVIEW 2019

celebrating

250 YEARS

15:1 *student/faculty ratio*

62

FOREIGN
COUNTRIES
REPRESENTED

the president of College of Charleston is a former international student



12 students per faculty member

The average class size at DU is 23;
94% of classes have fewer than 50 students.



81% of our students
receive a merit scholarship.



87% of our students receive
merit- and/or need-based financial aid.



90% of graduates
have a job or are in
graduate school
six months after graduation.



60 minutes to
the mountains

12 minute ride
to downtown

A six-week winter break
and a quarter system
that allows students
to fully explore over
100 areas of study through
a liberal arts philosophy.



DU Athletics are #1!

The University of Denver has been awarded
11 Directors' Cup trophies in 12 years!

The OneDU spirit soars with
18 Division I teams, 30 club sports and 20 intramural sports.



Ranking #8 in Study Abroad

means that over 75% of DU students study
abroad, choosing from 150 program sites
in 52 countries.



UNIVERSITY *of* DENVER



A Time of Crisis

- Reversing harmful Trump administration policies
- Undoing perception and reality of an unwelcoming environment
- Operating during a global pandemic
- Questions about the value of higher education & rising costs

International Enrollment Snapshot – Fall 2020

- Total international students at higher education institutions in the US and studying online outside the US **decreased by 16 percent** in Fall 2020.
- New international student enrollment in the United States and online outside the United States has **decreased by 43 percent** in Fall 2020.
- 90% of institutions reported international student deferrals in Fall 2020; nearly 40,000 students.

Source: IIE, [International Student Enrollment Snapshot](#)

International Recruitment Snapshot – Fall 2020

Institutions are committed to supporting international students in their US higher education aspirations.

- 64% committed funding for outreach and recruitment of international students at the same level or higher than previously.
- 82% reported increasing virtual recruitment through online recruitment events (74 percent) and asynchronous or synchronous virtual campus visits (54 percent).

Source: IIE, [International Student Enrollment Snapshot](#)

International Application Snapshot –2020/2021

Common Application Data (Nov. 2020 & Jan. 2021):

- As of Jan. 22, overall applications were up 10% with large and selective institutions seeing largest increases
- International applications surged, except from China
 - China (-18%)
 - India (+28%)
 - Canada (+22%)
 - Pakistan (+37%)
 - UK (+23%)
 - Brazil (+41%)
- Institutions that required standardized tests saw 8% drop in apps; those that went test optional saw a 9% increase (Nov.)

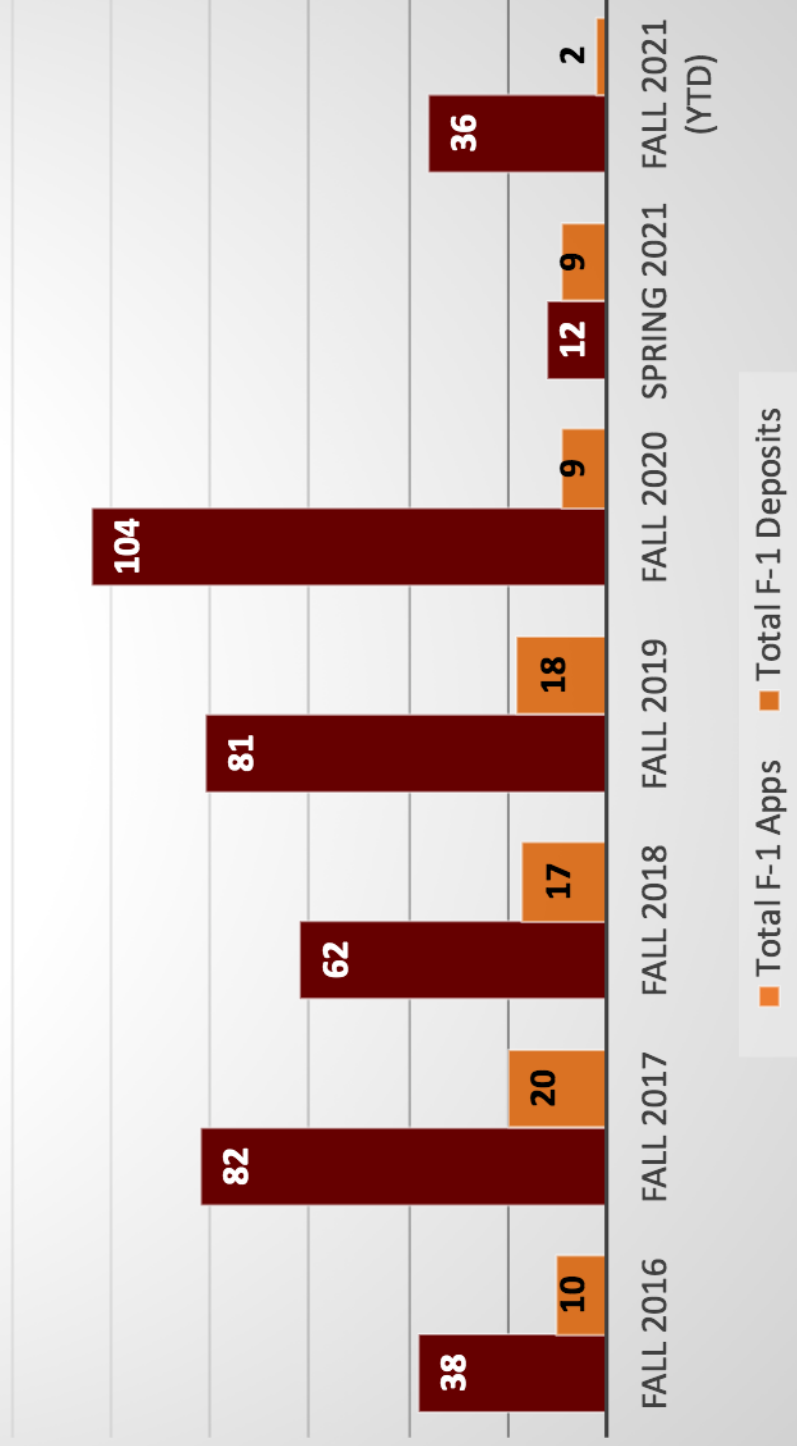
College of Charleston



Where does CofC stand internationally?

- CofC F-1 international student population = 70 students, approximately .7% of undergrad population
- South Carolina peer institutions = 0.5% to 5.4%
- Top countries of origin (Grad and UG combined): UK, Germany, Bahamas, Australia, Bermuda, Netherlands

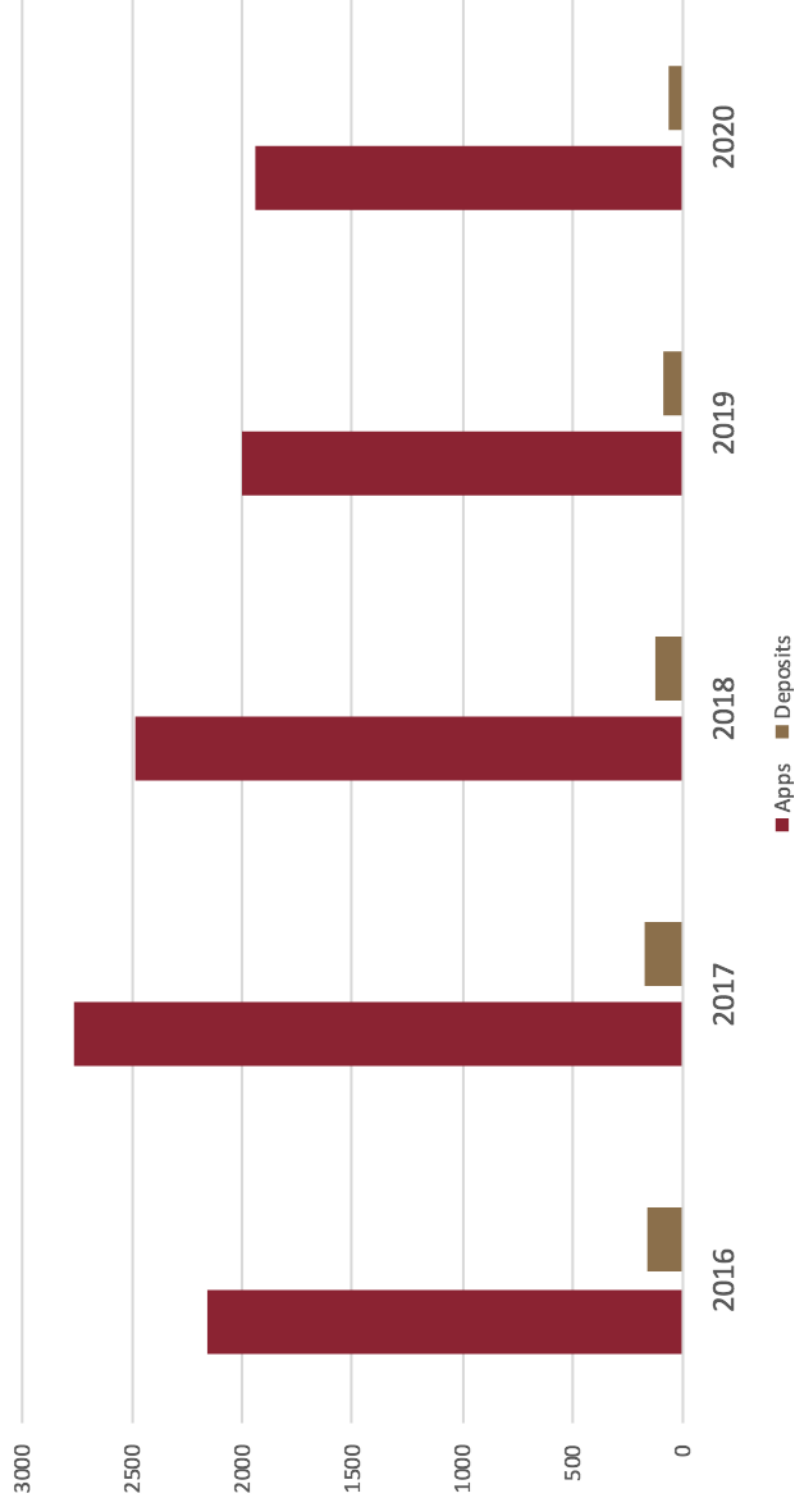
CofC International Enrollment Trends 2016-20





University of Denver

DU International Enrollment Trends 2016-20



Top Countries for Application senders

China
Pakistan
Vietnam
Nigeria
Ethiopia

Top Countries of Enrolled Students

China
Canada
Kuwait
United Kingdom
India

Percent of Enrolled Undergraduates

5%

Practice & Policy Changes



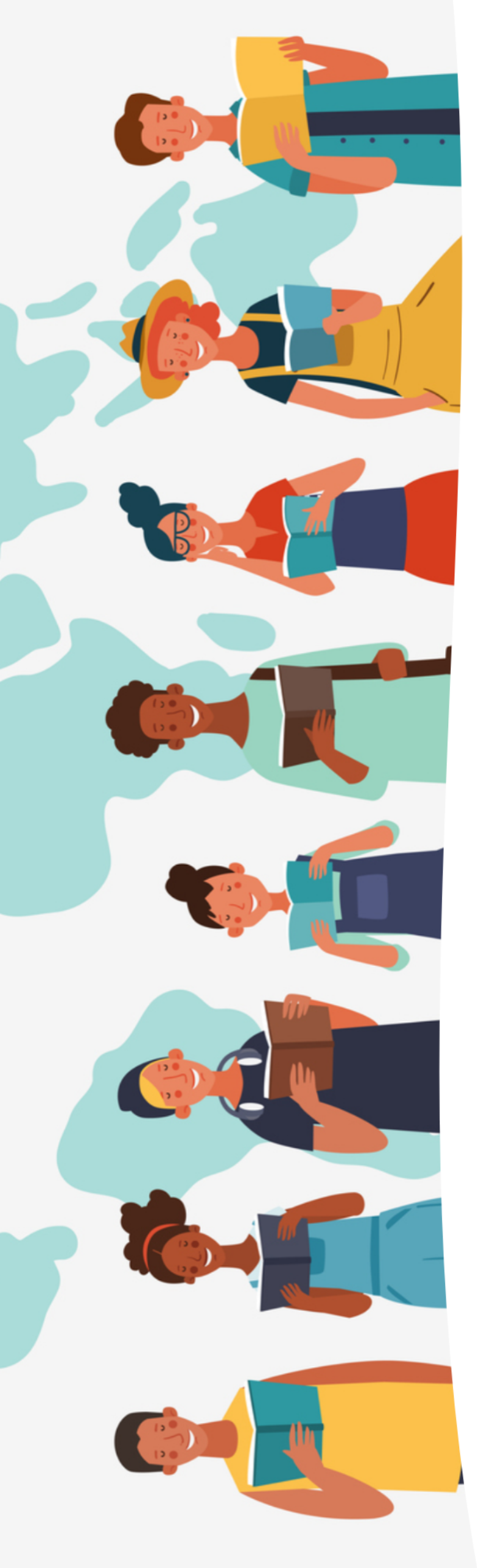
VIRTUAL RECRUITMENT



TESTING POLICY



PARTNERSHIPS



Looking Ahead

What's sticking around? What will change?

Lessons learned that will be applied to spring 2021/fall 2021 recruitment practices and class of 2022 admission policies

Discussion

- **CROSS-CAMPUS TEAMS:** Has your institution developed a cross-campus team to address international enrollment management. How do you work with your Senior International Officer?
- **RESOURCES:** What resources have you found most helpful as you navigate international enrollment during COVID? How has your relationship with vendors changed as a result of COVID?
- **TRUST:** How do we rebuild public trust globally in US higher education?