



Leaders in International Higher Education

2023 Annual Conference

# International Student Recruitment: Focusing on Key Priorities

- Mirka Martel, IIE
- Vern Granger, University of Connecticut
- John Wilkerson, Indiana University
- Scott Smith, College Board

# Guiding Questions

What can we learn from our experiences regarding international student recruitment and admissions?

How can U.S. universities better prepare for international recruitment of students for future academic years?

What best practices can be implemented to support international student recruitment on U.S. campuses?



# Session Overview

Data Presentations



University Case Studies





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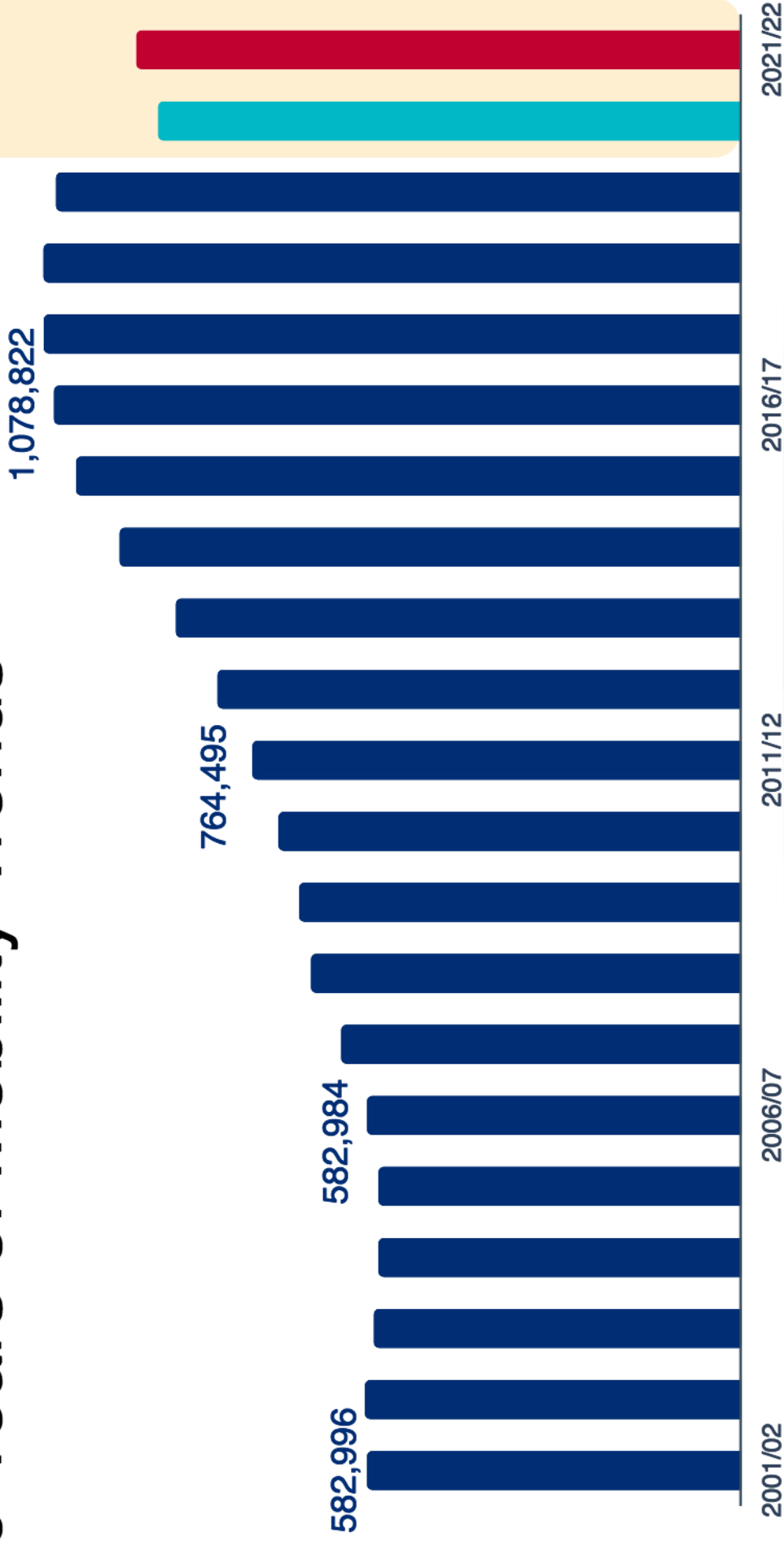
# International Student Mobility Trends

Mirka Martel

Head of Research, Evaluation & Learning

IIE

# 20 Years of Mobility Trends



**2020/21**

↓ 15%

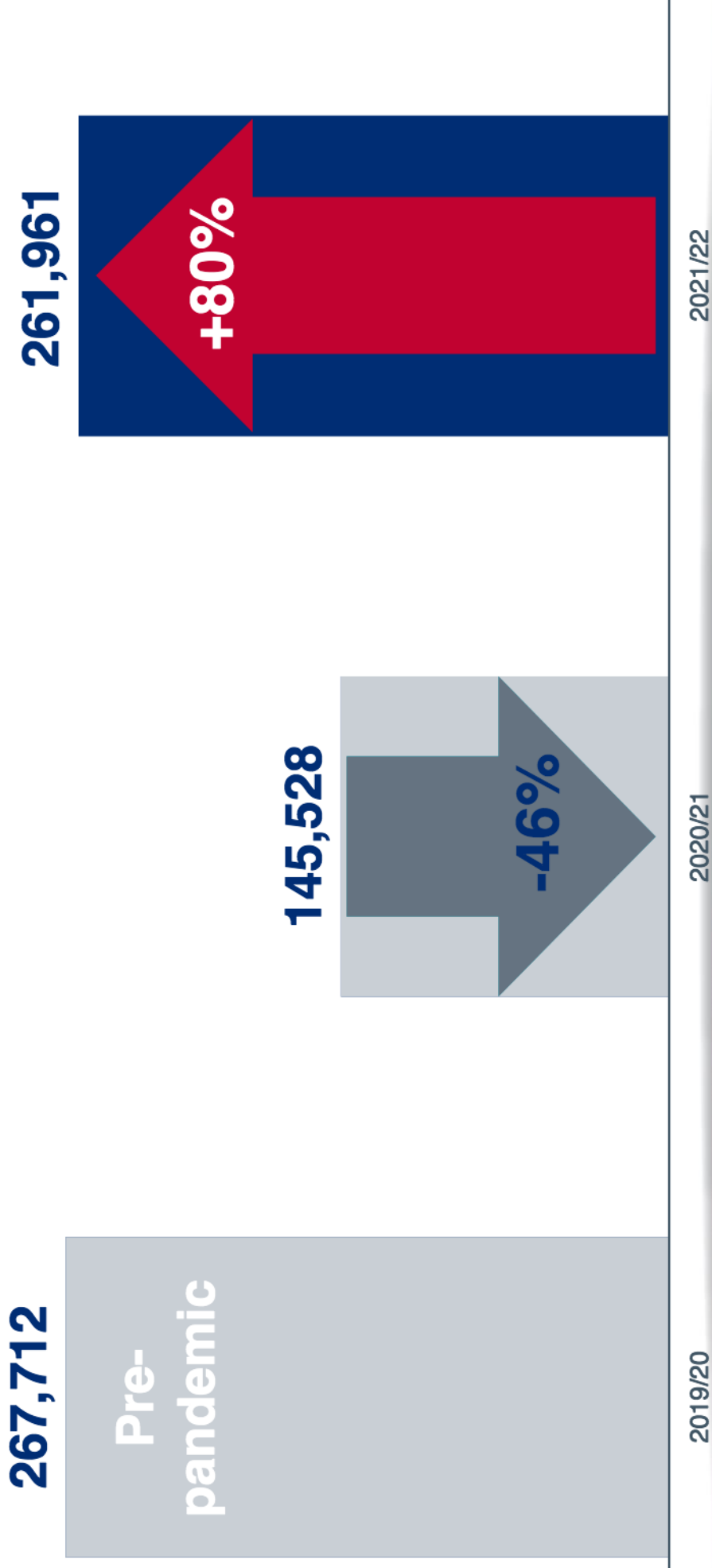
914,095  
students

**2021/22**

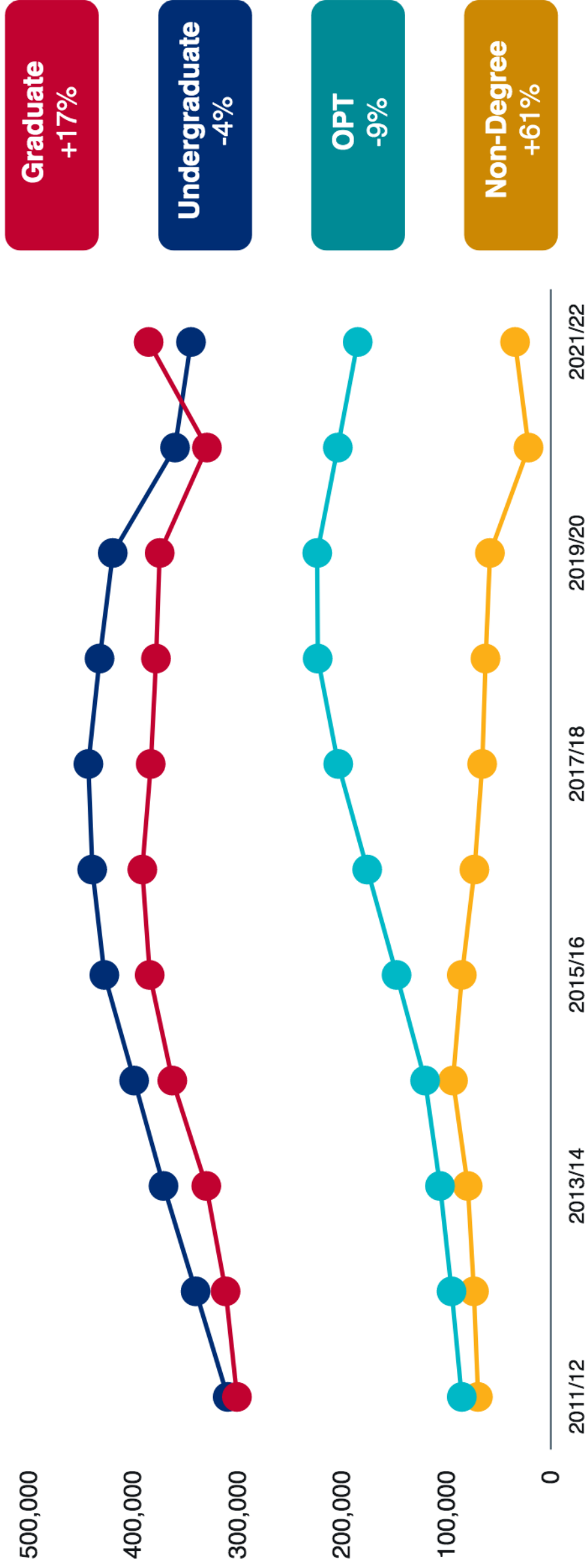
↑ 4%

948,518  
students

# International Students New to U.S. Institutions



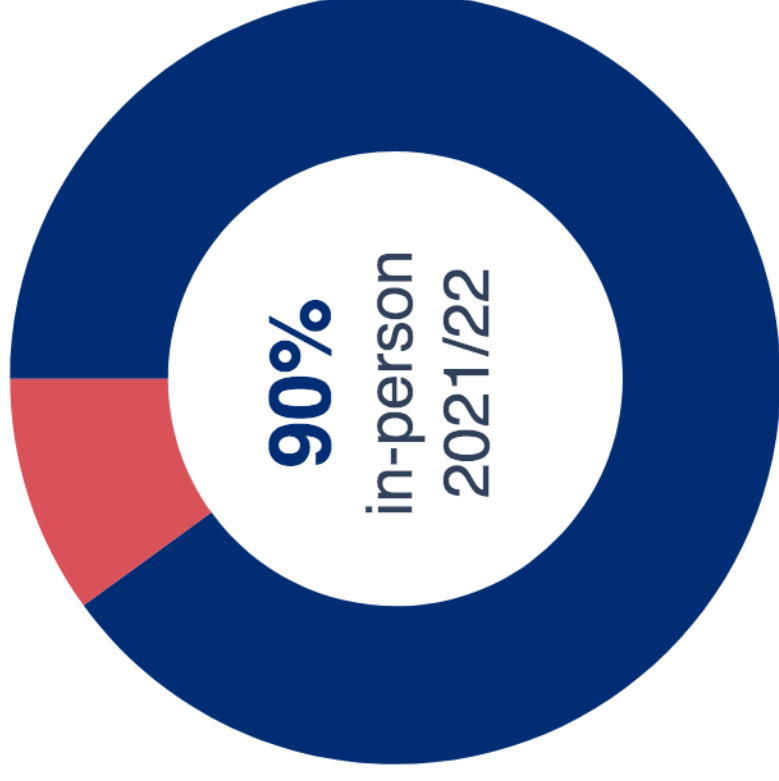
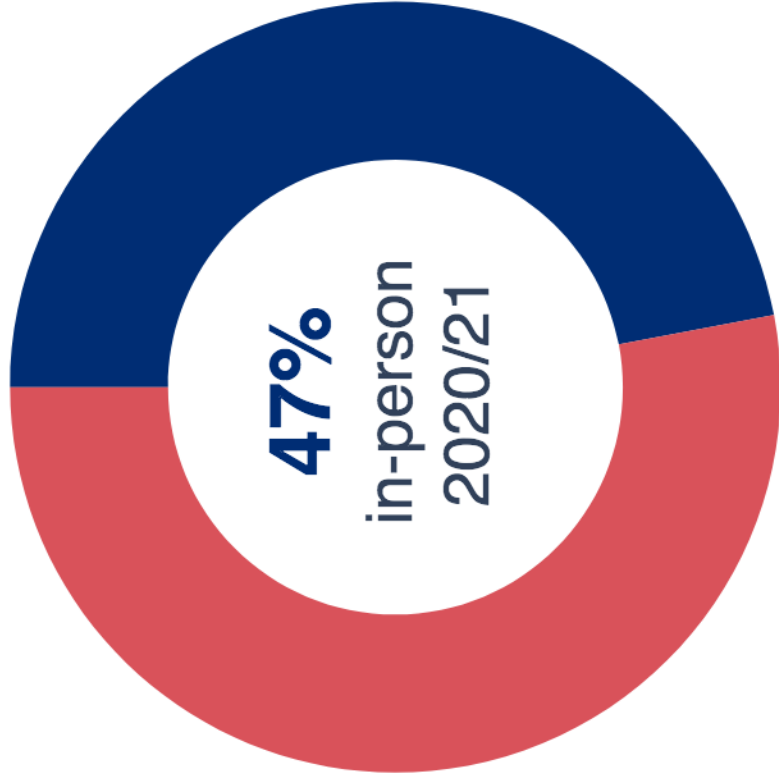
# International Students New to U.S. Institutions



# International Students by Mode of Study

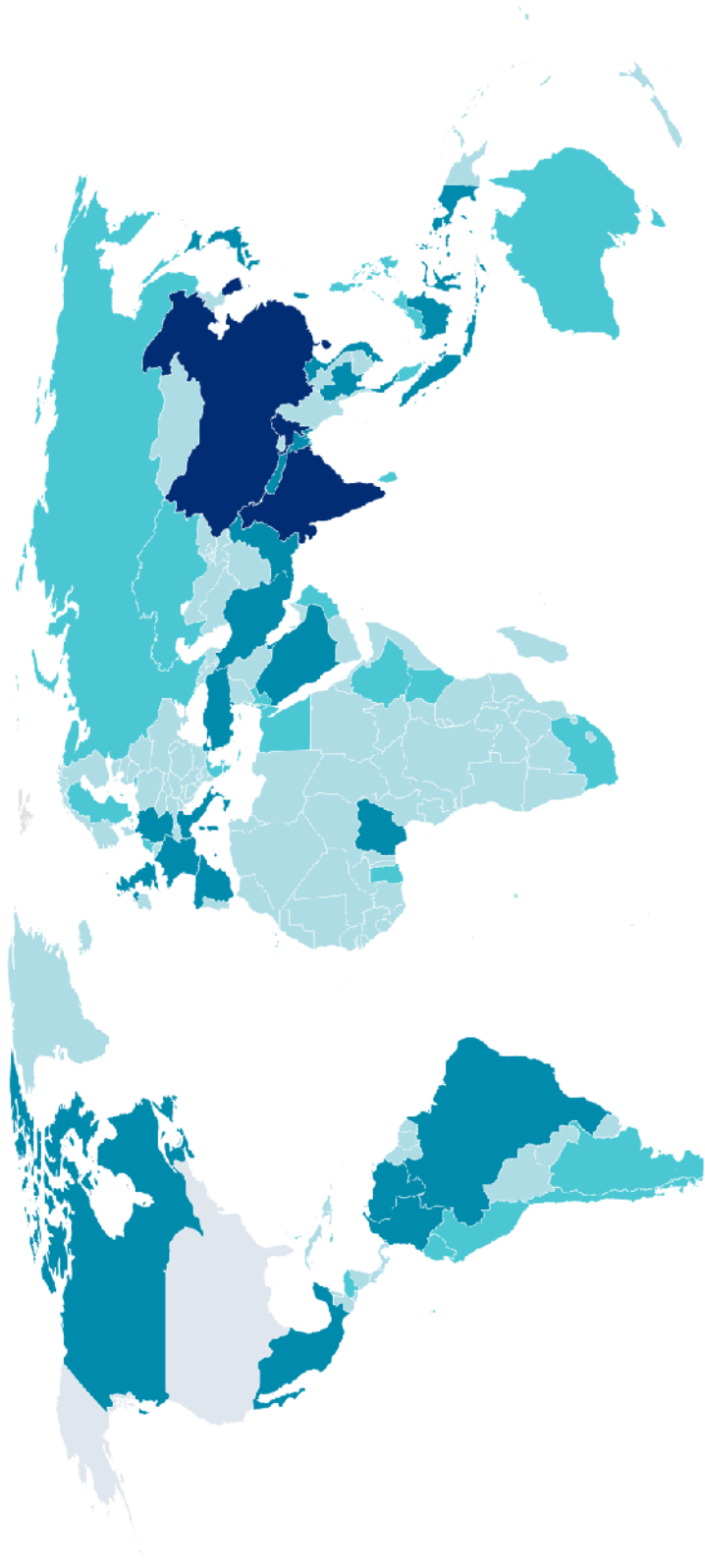
■ In-person Study

■ Other Modes of Study





# International Students by Place of Origin



## Top Places of Origin

- 1 China 290,086
- 2 India 199,182
- 3 South Korea 40,755

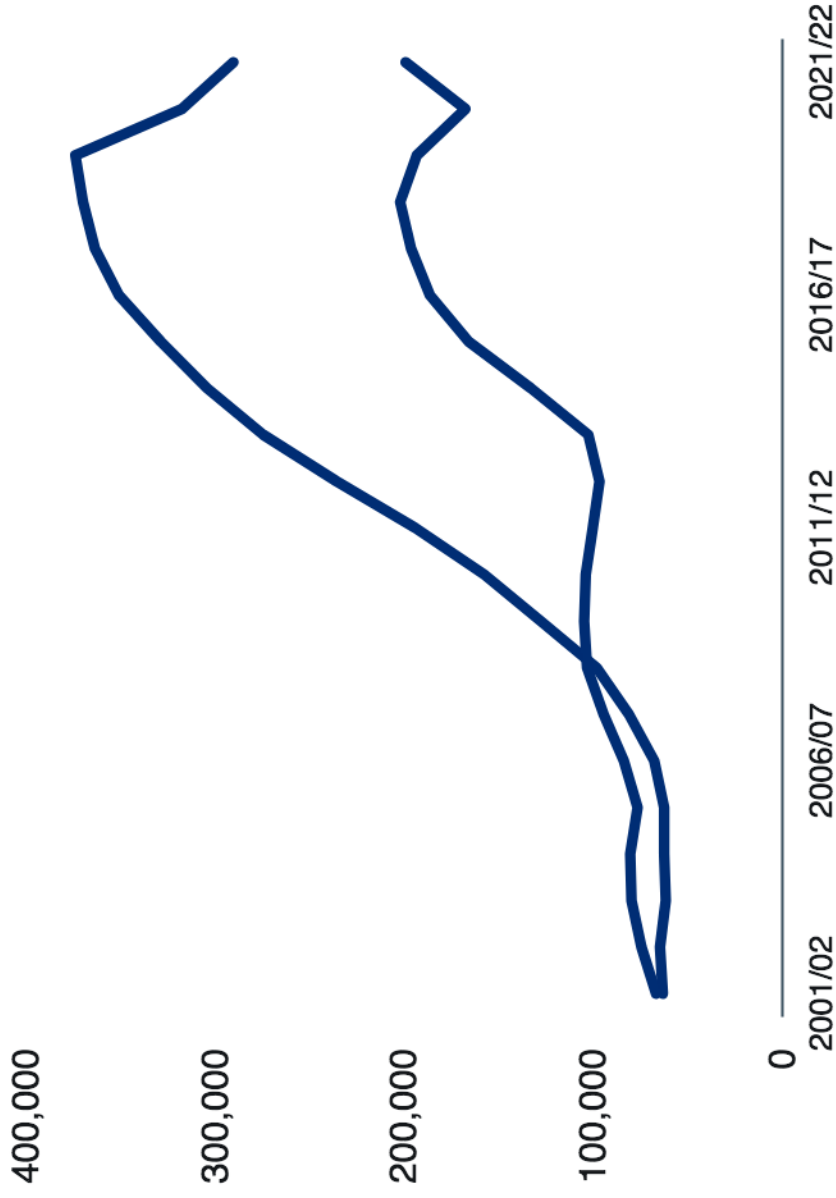
■ ≥ 30,000

■ 5,000 – 29,999

■ 2,000 – 4,999

■ ≤ 1,999

# Top Places of Origin



Undergraduate  
Graduate  
Non-Degree  
OPT

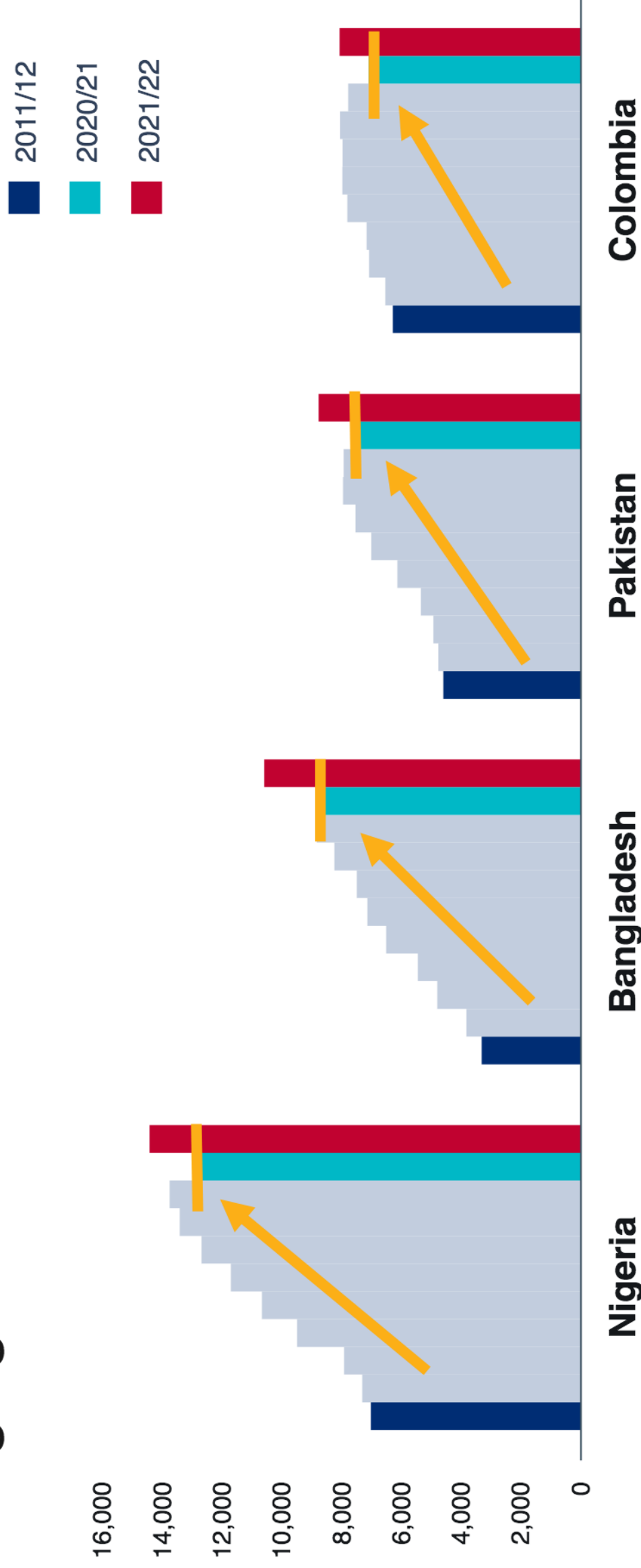
**China**  
290,086



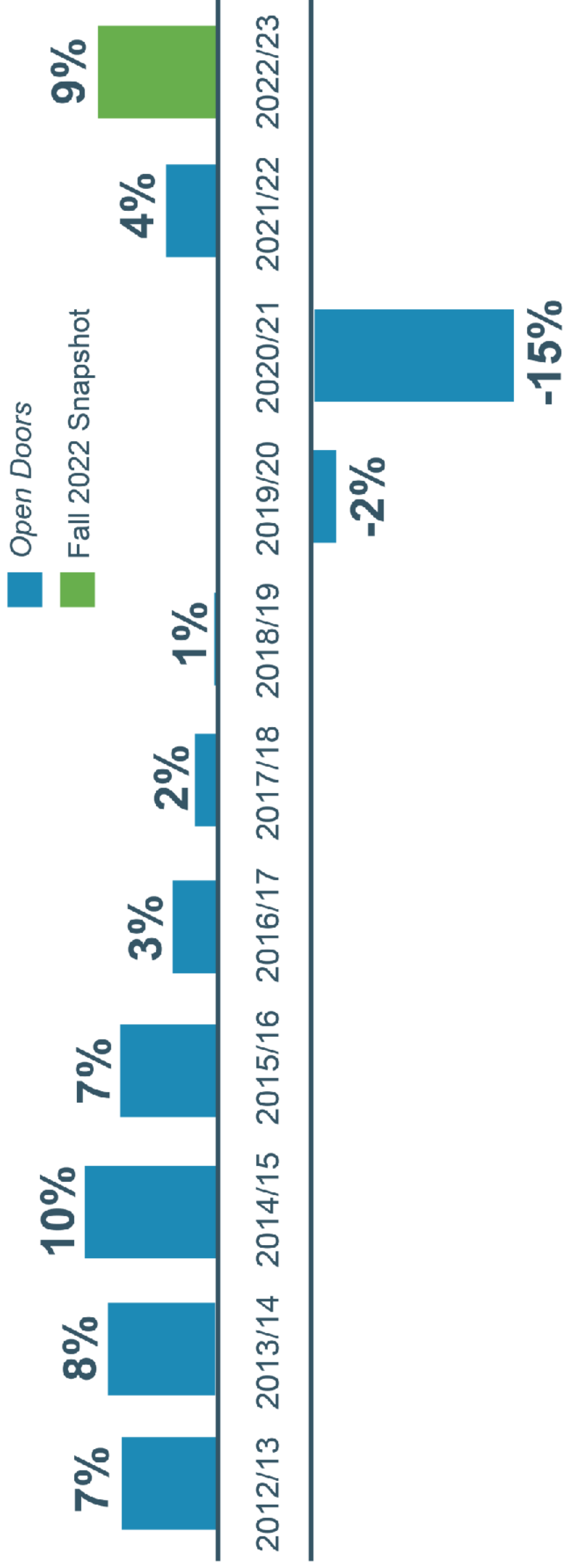
**India**  
199,182



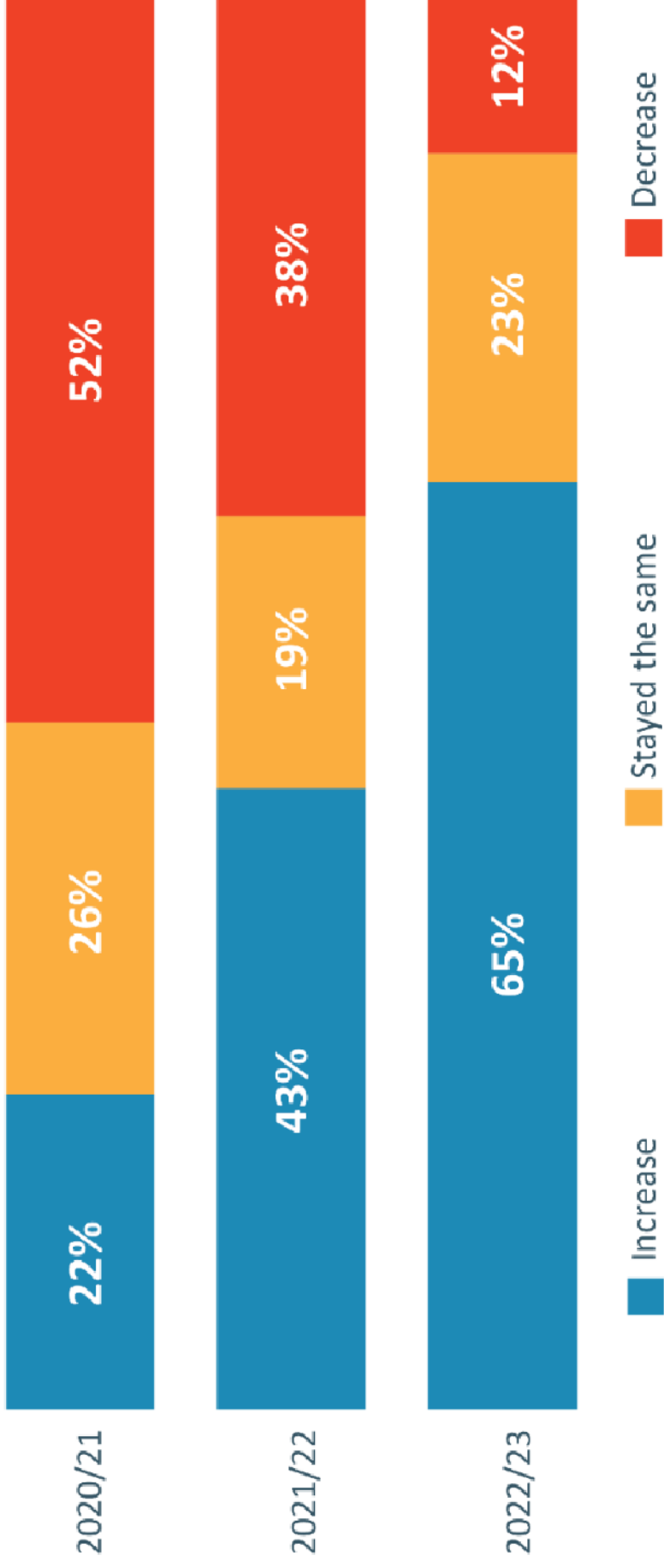
# Emerging International Student Markets



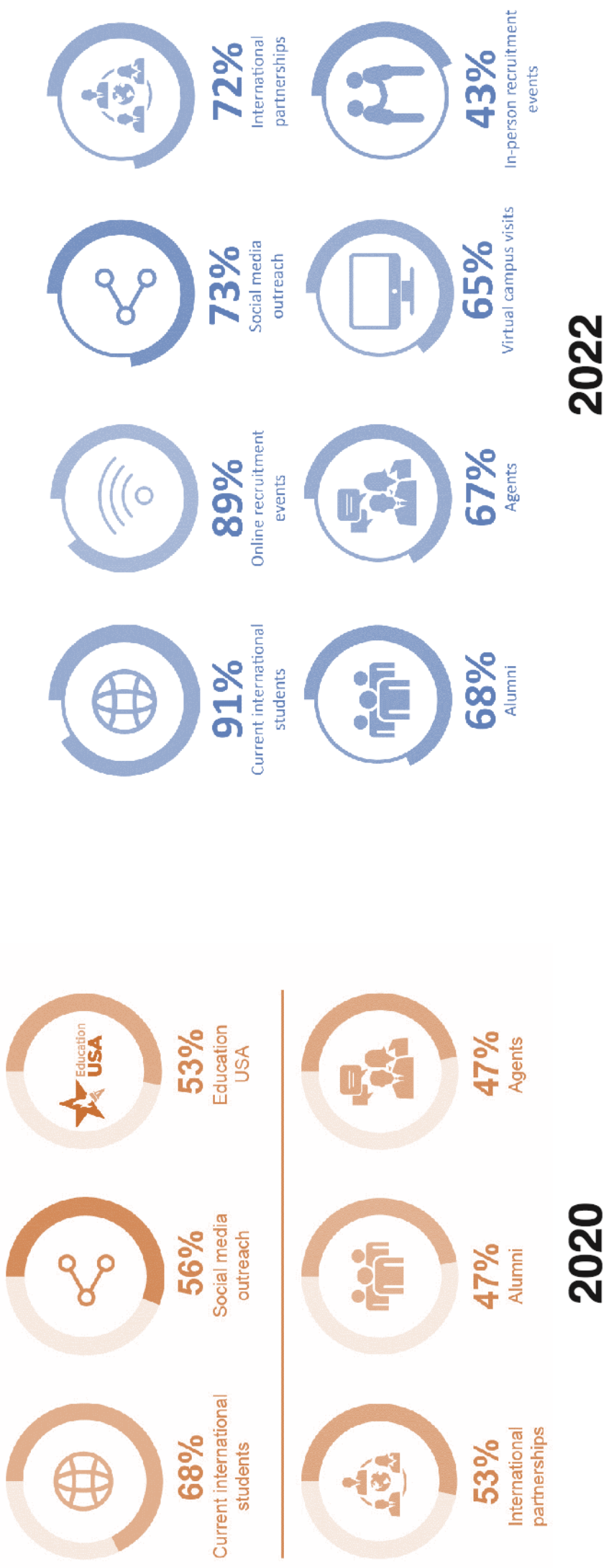
# Looking Ahead to 2022/23



# International Student Applications: 2020/21 – 2022/23



# International Recruitment Trends: 2020 – 2022





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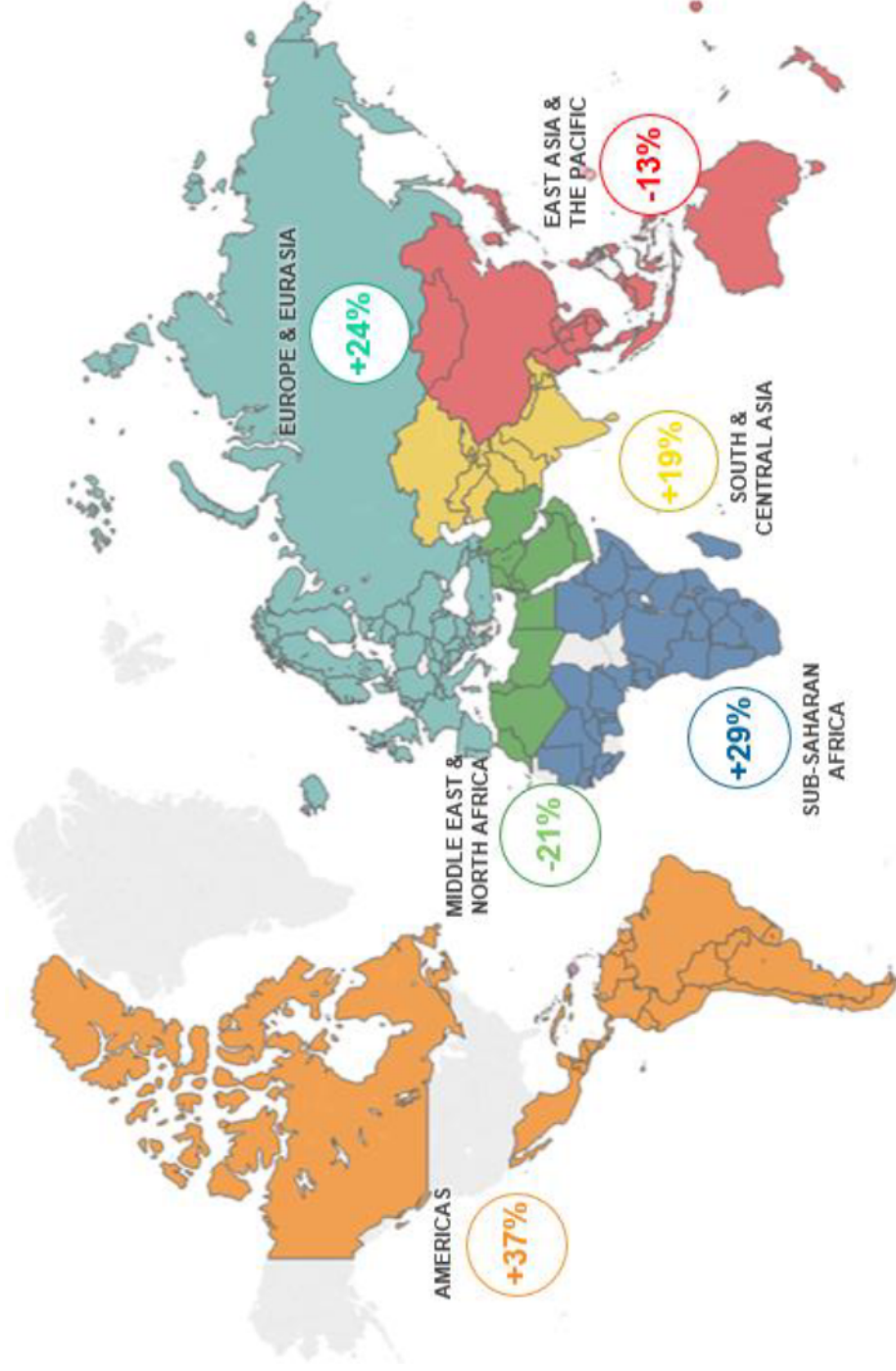
# Assessment Trends and Student & Educator Perceptions

Scott Smith

Director, International Higher Education  
College Board

# 2022 International SAT Cohort

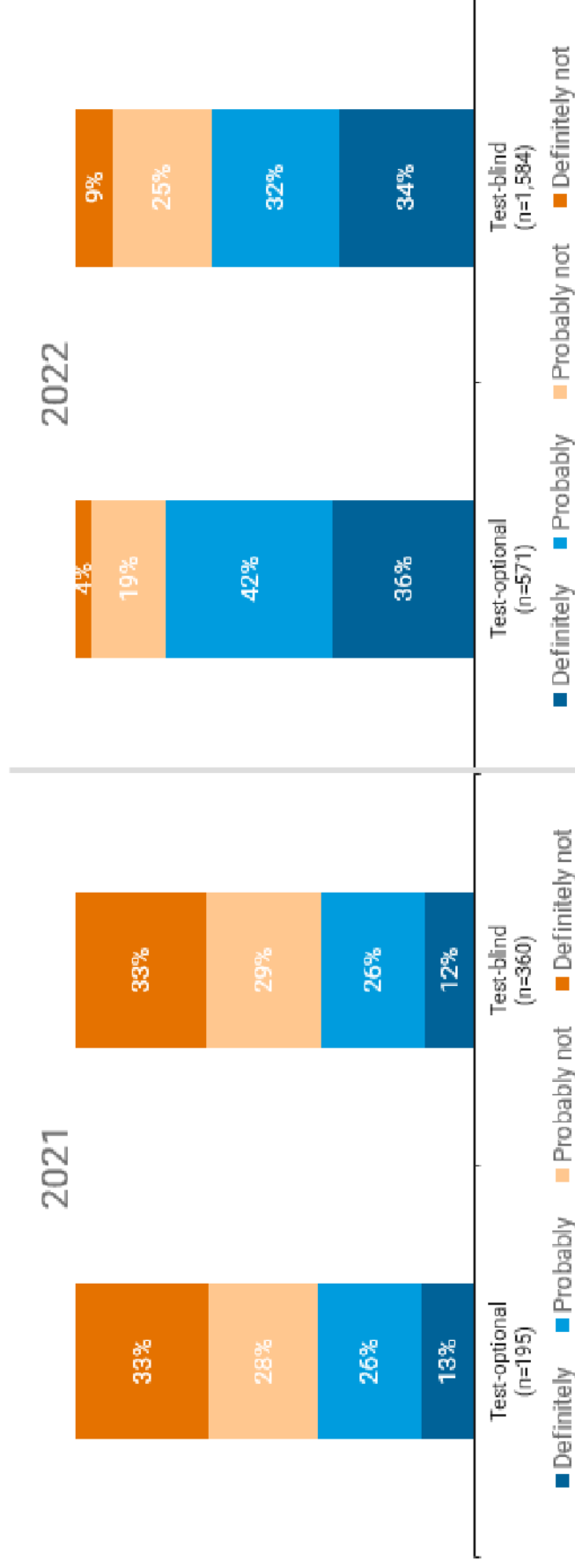
The 2022 international SAT cohort grew by 4%, with significant increases in the Americas, Sub-Saharan Africa, and Europe/Eurasia.





# Students are more likely to take the SAT, even if their top choice for university were test blind or test optional.

If most of your top choices for university were [test-blind / test-optional], do you think you would still decide to take the SAT exam?



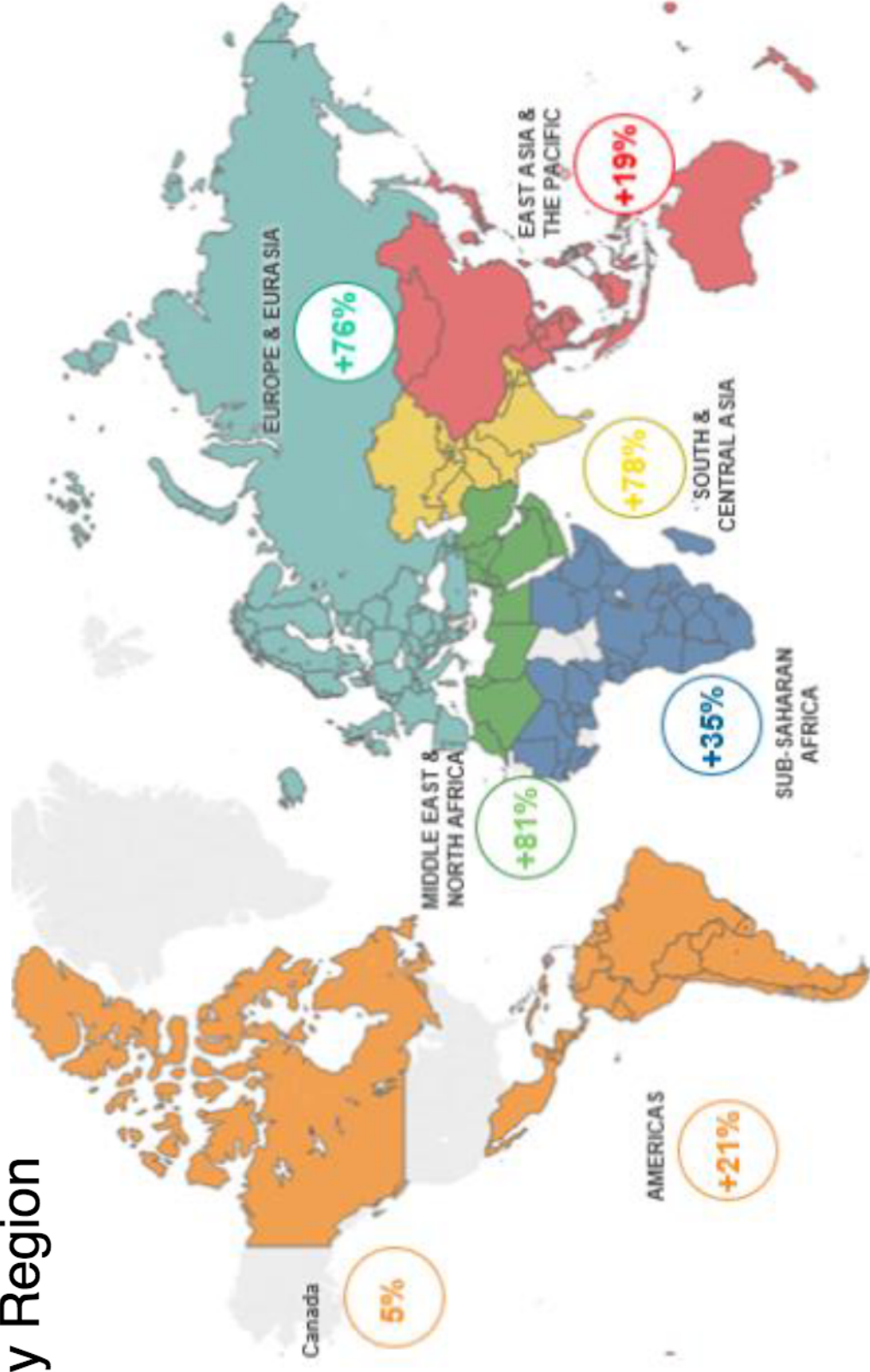
Asked of students who said most schools require ACT / SAT scores. "Test-optional" only asked if students did not respond "Definitely take" to test-blind.

# Digital SAT: Beginning on March 11

- ✓ **Students will take the SAT Suite assessments on a laptop or tablet.** If students don't have a device, we'll provide one on test day.
- ✓ Each assessment in the SAT Suite will be shorter – **about two hours instead of three.** No more packing, sorting, or shipping test materials.
- ✓ **The digital SAT will be more secure and flexible.** Going digital allows us to give every student a virtually unique test form, so it will be practically impossible to share answers.
- ✓ **Students testing outside the U.S. will have two additional opportunities** to take the SAT, bringing the total number of SAT administrations to seven each year.

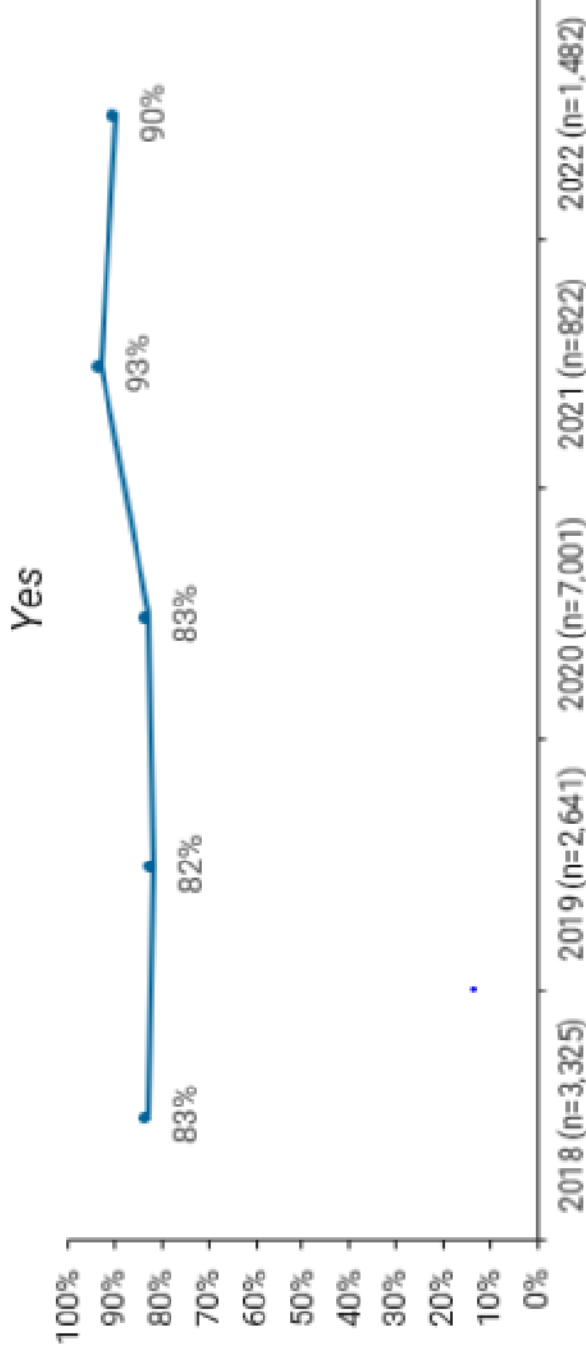
## Growth of AP Exam Takers by Region

**Over the last five years, AP participation has increased in almost every region outside the U.S.**



90% of student respondents said they were interested in attending a college outside of their country for an undergraduate degree

Are you interested in attending a college/university outside of your country for your undergraduate degree? –

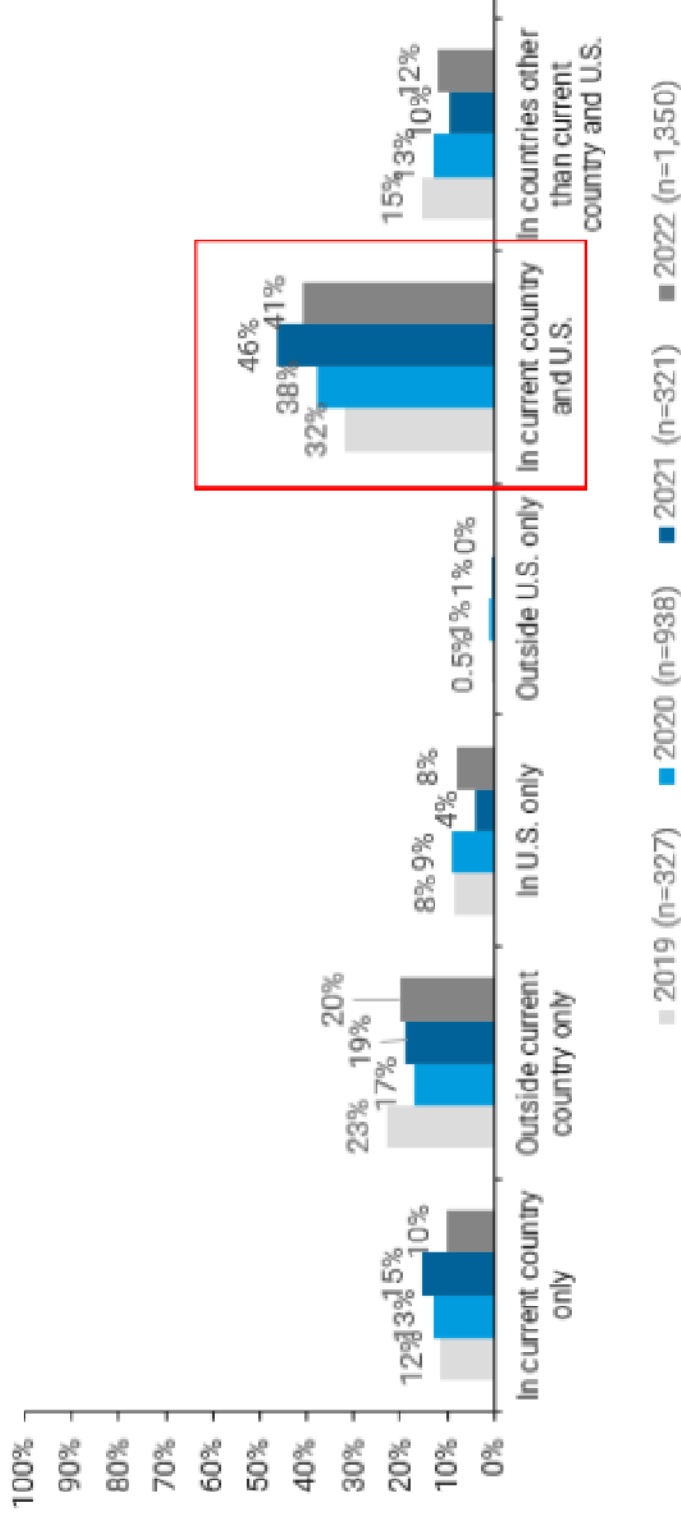


Combined top 3 countries to attend college/university in

United States	96%
United Kingdom	44%
Canada	38%
Australia	14%
Germany	11%
France	7%
Singapore	5%

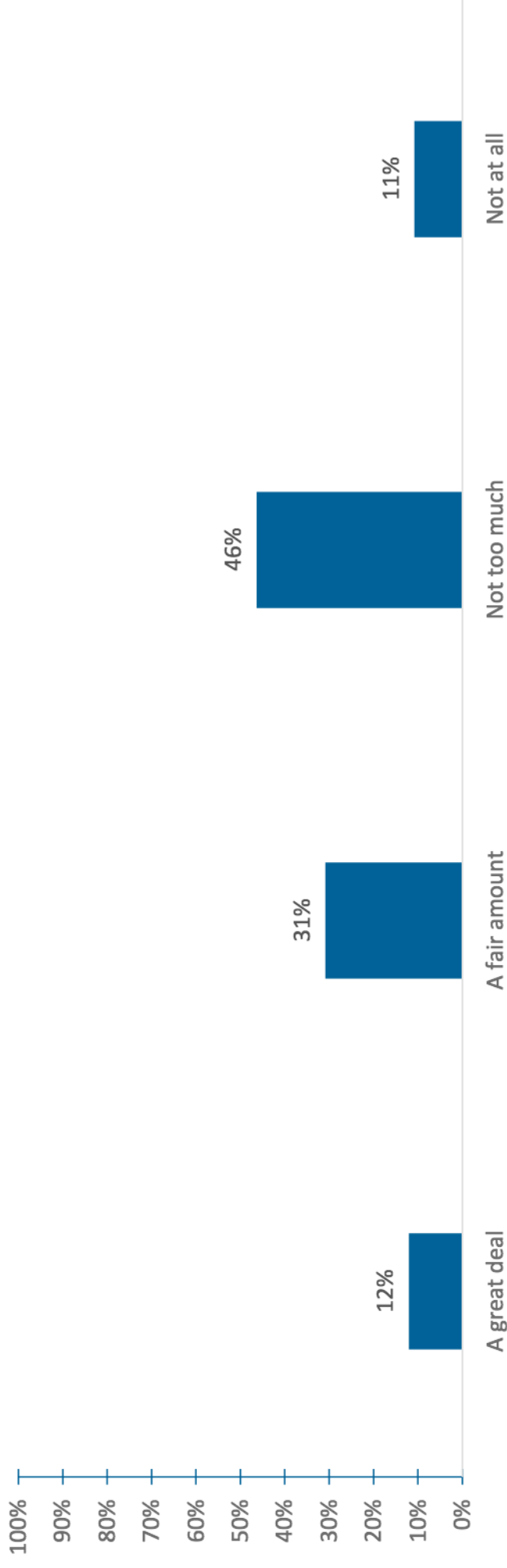
# About 41% of educators say their students are interested in attending college in both their current country and the U.S.

Most of my students are interested in attending colleges/universities...



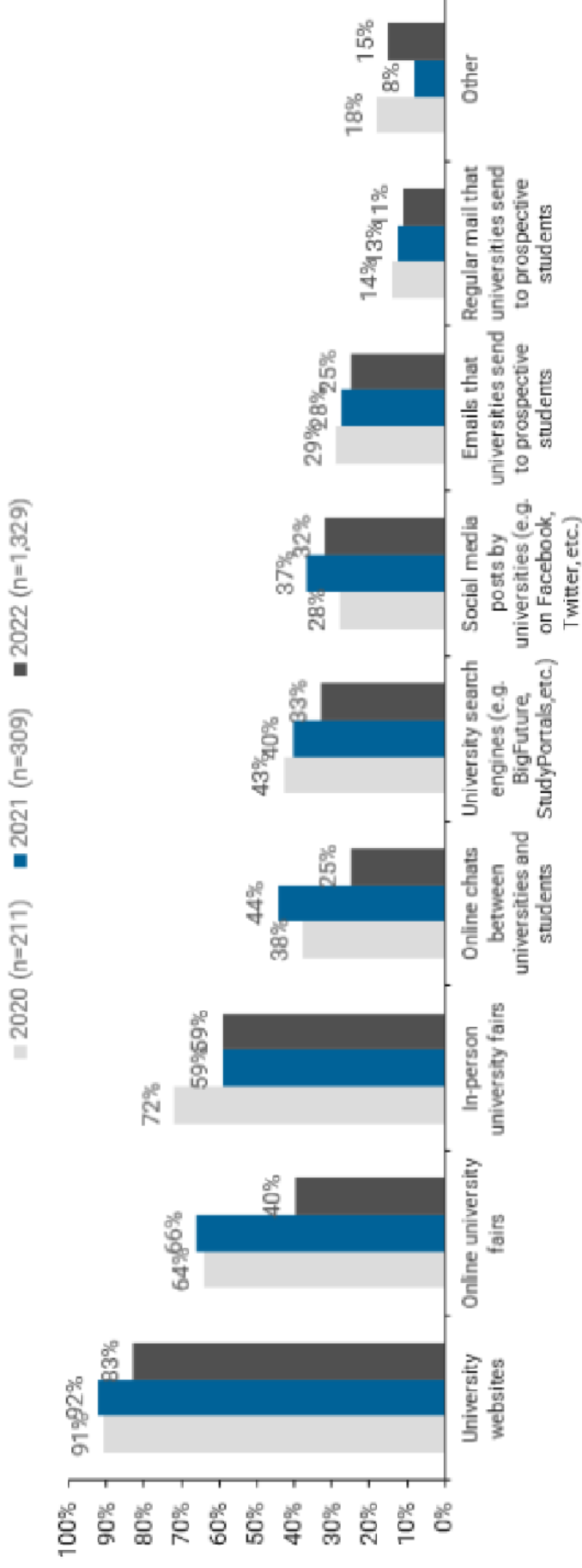
About 43% of educator respondents said COVID has changed students' geographical interest in colleges either a great deal or a fair amount.

How much has student interest in where they would like to attend colleges / universities changed as a result of the pandemic? *COVID changed students' geographical interest in colleges...* (n=1,345)



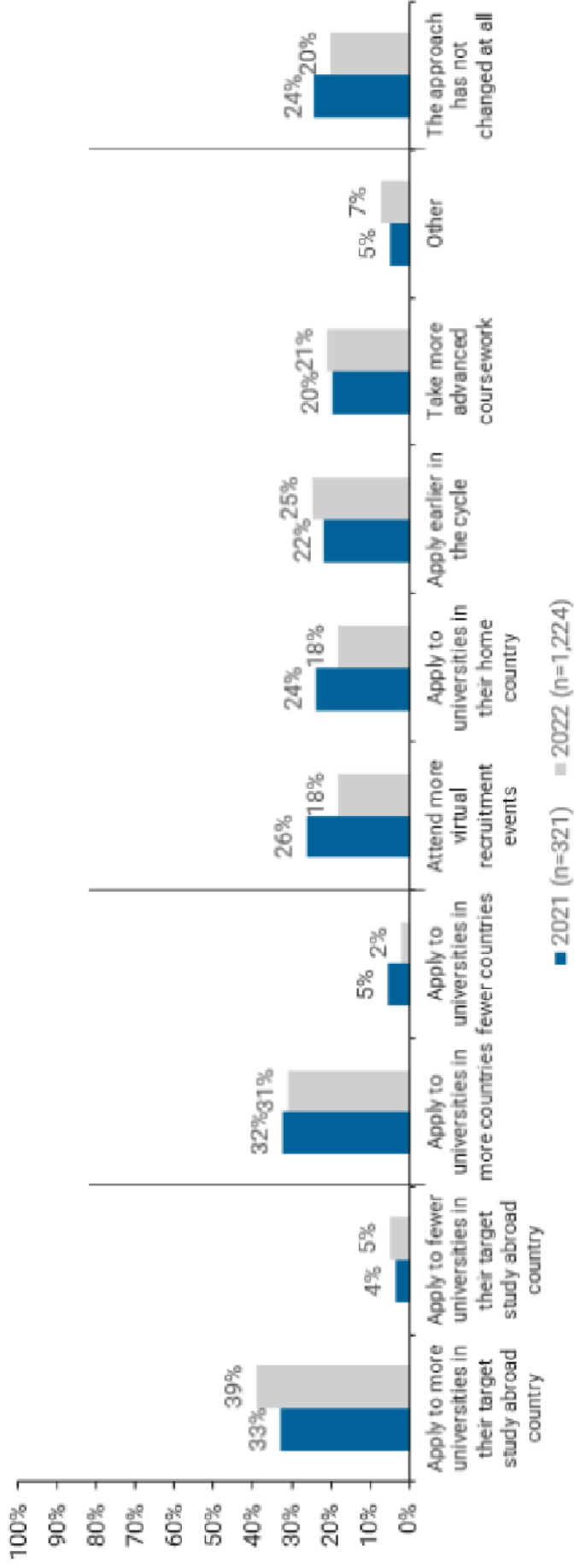
In 2022, educator respondents were much less likely to say online university fairs and chats were the best sources of info for students conducting a university search than they were in 2020 and 2021.

Which of the following would you say are the best sources of information for students who are conducting a university search?



39% of educator respondents said they are encouraging their students to apply to more universities in their target study abroad country, up from 33% in 2021.

How has your current understanding of changes in university admissions policies impacted your school's guidance to students about planning for college / university?





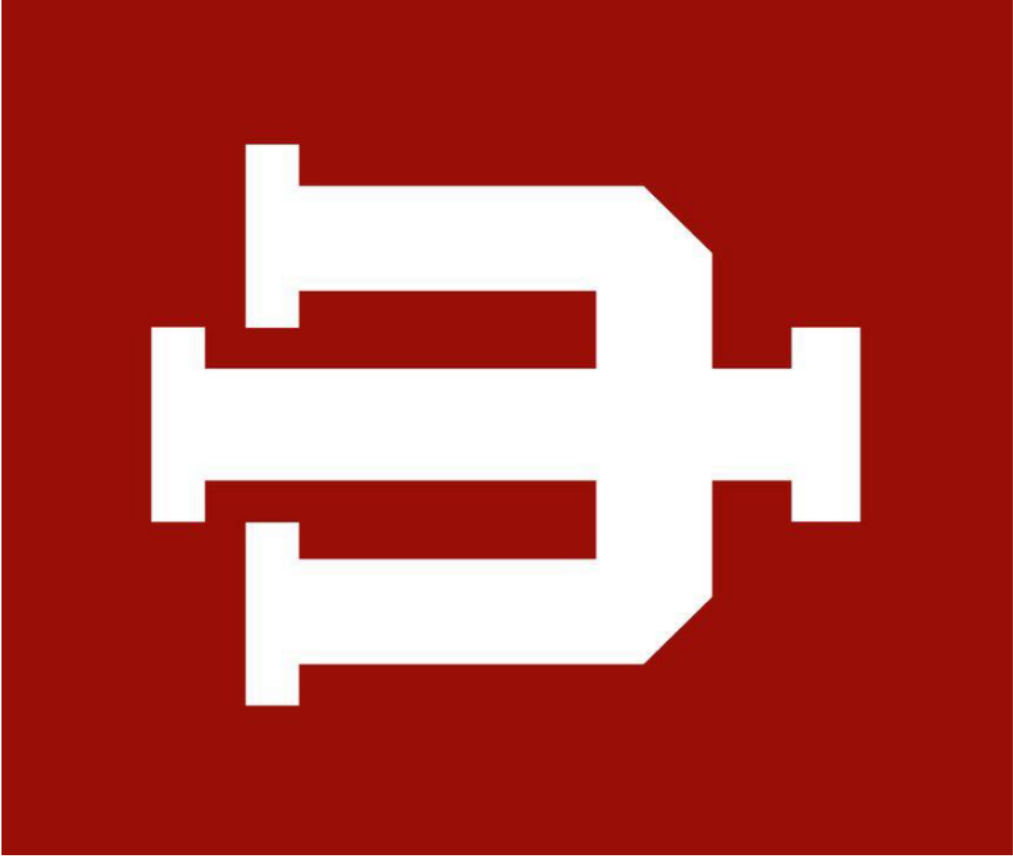


University of  
Connecticut

# University Case Study

**Vern Granger**

Director, Undergraduate Admissions  
University of Connecticut



# University Case Study

**Dr. John Wilkerson**

Associate Vice President for International Services  
Indiana University

**Thank you.**