Metrics of International Student Success

Wednesday, February 24, 2015 | 9:15am-10:30am | Montreal, Canada

Association of International Education Administrators (AIEA) Annual Conference

☐ Rahul Choudaha, PhD
Co-founder & CEO
DrEducation, LLC & interEDGE.org
Rahul@DrEducation.com

☐ David L. Di Maria, PhD
Associate Provost for International Programs
Montana State University
david.dimaria@montana.edu

☐ Kathleen Massey, MA
University Registrar and Executive Director (Enrolment Services)
McGill University
kathleen.massey@mcgill.ca
Beyond Input to Outcome Metrics...
Concern of meeting enrollment goals

<table>
<thead>
<tr>
<th>Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not concerned at all</td>
<td>5%</td>
</tr>
<tr>
<td>Not too concerned</td>
<td>17%</td>
</tr>
<tr>
<td>Moderately concerned</td>
<td>32%</td>
</tr>
<tr>
<td>Very concerned</td>
<td>47%</td>
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</tbody>
</table>

Source: The 2014 Inside Higher Ed Survey of College and University Admissions Directors, Inside Higher Ed
Strategies institutions have used to mitigate shifts in demographics

- Made efforts to increase international student enrollment
  - Public: 71% (#1)
  - Private: 64% (#2)

Source: Navigating the New Admissions Landscape (2015), The Chronicle of Higher Education
“While efforts to recruit international students are on the rise, the data do not show a commensurate increase in support services for these students.”

Source: American Council on Education. 2012. Mapping Internationalization on U.S. Campuses
Strangers in a Strange Land

U.S. universities are recruiting increasing numbers of students from abroad, but many worry about the students' disconnection from campus life.

March 4, 2013
By Elizabeth Redden

Integrating International Students

So you have X number of international students on your campus. So what?

February 20, 2014
By Elizabeth Redden

The University of China at Illinois

The University of Illinois at Urbana-Champaign enrolled 37 undergraduates from China in 2000. Now it has close to 3,000. What are the implications of such a shift?

January 7, 2015
By Elizabeth Redden
Colleges Adapt to New Kinds of Students From Abroad

Younger, sometimes less-experienced students require more academic and social support

“the biggest shift for campuses is the growth in overseas undergraduates. They bring with them different expectations and experiences than graduate students, who have been the majority of international students in this country for a decade.” Karin Fischer
May 29, 2011
Bridging the gap: Supporting the success

“Poor retention is symptomatic of the mismatch between expectations of students prior to enrollment and the actual experience of students once they are on campus.”

“Getting Inside the Mind of an Applicant”

- “Want to advance in the enrollment field? Get cozy with algorithms. Big data has barged into the modern admissions office and demanded a seat in every meeting.”

“Not All International Students Are The Same: Understanding Needs, Mapping Behavior”

<table>
<thead>
<tr>
<th>Financial Resources</th>
<th>Academic Preparedness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>High</td>
<td>High</td>
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</tbody>
</table>

- **EXPLORERS**
  - Experience

- **HIGHFLIERS**
  - Prestige

- **STRUGGLERS**
  - Immigration

- **STRIVERS**
  - Advancement

Are we ready? Are we doing enough?

<table>
<thead>
<tr>
<th>Input</th>
<th>Process</th>
<th>Output</th>
<th>Outcome</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Resources</td>
<td>Activities</td>
<td>Products</td>
<td>Benefits</td>
<td>Mission</td>
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<tr>
<td>Increase in</td>
<td>Increase in travel to education fairs</td>
<td>More students on the campus</td>
<td>$$$</td>
<td>$$$</td>
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<tr>
<td>recruitment budget</td>
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</table>

What evidence do we have about “outcomes” and “impact” of international enrollment beyond $$$
Beyond input metrics…

- Input metrics
  - Total enrollment
- Outcome metrics
  - Diversity by source country
  - Diversity by program of study
  - Retention rates
  - Satisfaction with campus experiences
  - Career success
  - Academic caliber of students
  - Cost of recruitment
Reflections…

- What are the approaches?
- Who are the stakeholders?
- What are the barriers?
- What are the opportunities?
Montana State University

David L. Di Maria, EdD
Associate Provost for International Programs
Montana State University
david.dimaria@montana.edu
Location: Bozeman, MT

One of the ten best small towns in the USA. – Forbes Magazine

TOP 7 TRAIL TOWN
Trail Runner magazine names Bozeman one of the Top 7 trail towns. Bozeman has more than 30 trailheads within an hour’s drive.

A TOP PICK
Top 15 College Towns to Live in Forever — College Ranker
Top 10 Places to Live — Men’s Journal
Top 10 College Towns — Forbes

Top 5 Ski Town
Bozeman is ranked among the Top 5 ski towns in the world (and No. 1 in the continental U.S.) according to National Geographic.
Montana’s Land-grant University

- Colleges
  - Agriculture
  - Arts & Architecture
  - Business
  - Education, Health and Human Development
  - Engineering
  - Letters and Science
  - Nursing

MSU part of international team that detects gravitational waves 100 years after Einstein predicted their existence

February 11, 2016 – MSU News Service

MSU a leading university for scholarship winners

MSU is one of just eight universities from across the nation this year to produce two Truman Scholarship recipients. In addition, MSU is currently tied for 8th in the nation for the total number of Goldwater scholars. READ MORE

MSU earns top Montana spot on top colleges list

MSU recently earned the 144th spot on The Business Journals’ 2015 list ranking U.S. public colleges. It is the highest rank earned by an institution in Montana. READ MORE

Incoming students’ test scores highest in years

The average SAT score for first-time freshmen who enrolled full-time at MSU this fall is 1720, while their average ACT score is 25.3. The average high school grade point average for the same group is 3.43. READ MORE
MSU’s International Enrollment

- **Int'l Student Enrollment by College**
  - ENG 48%
  - UC 17%
  - BU 11%
  - LS 11%
  - GC 7%
  - GS/ND 1%
  - NU 1%
  - ED 3%
  - AA 2%
  - AG 5%

- **% Change in Int'l Enrollment**
  - Fall 2012: 8.69%
  - Fall 2013: 5.70%
  - Fall 2014: 7.21%
  - Fall 2015: 8.10%

- **Int'l Enrollment Trends by Nation**
  - Brazil: 22 Fall 2012, 14 Fall 2013, 69 Fall 2014, 49 Fall 2015
  - Canada: 22 Fall 2012, 17 Fall 2013, 22 Fall 2014, 40 Fall 2015
  - China: 62 Fall 2012, 62 Fall 2013, 82 Fall 2014, 75 Fall 2015
  - India: 18 Fall 2012, 20 Fall 2013, 21 Fall 2014, 31 Fall 2015
  - Korea: 23 Fall 2012, 18 Fall 2013, 23 Fall 2014, 18 Fall 2015
  - Kuwait: 16 Fall 2012, 22 Fall 2013, 25 Fall 2014, 35 Fall 2015
  - Saudi Arabia: 57 Fall 2012, 84 Fall 2013, 97 Fall 2014, 139 Fall 2015
  - Turkey: 99 Fall 2012, 93 Fall 2013, 96 Fall 2014, 72 Fall 2015

- **Int'l Enrollment at MSU, 2011-2015**
  - Undergraduate: 77 Fall 2011, 88 Fall 2012, 100 Fall 2013, 127 Fall 2014, 142 Fall 2015
  - Graduate: 381 Fall 2011, 445 Fall 2012, 447 Fall 2013, 527 Fall 2014, 568 Fall 2015

- **Int'l Student Population, Including ESL**
  - Undergraduate: 63%
  - Graduate: 18%
  - Exchange: 9%
  - ESL: 10%
Metrics of Success

$109.6 million in annual research expenditures

MSU ranked as the 26th most technologically advanced university—greatvaluecolleges.net: 50 Most Technologically Advanced Universities in the World

MSU business seniors scored in the 94th percentile on the Major Field Test for Business Students in 2015

2014 NCLEX pass rate 88% of MSU nursing grads who took the licensure exam for nursing passed on first attempt

MSU teaching graduates exceeded national average scores in 10 of 11 Praxis II content area exams

In 2015, MSU graduates’ pass rate on the architectural registration exam averaged 10% above national pass rates in all seven subject areas

Top 12 Game Day Experience
Bobcat Stadium was recently recognized on StadiumJourney.com’s list of Top 12 College Football Neighborhoods. The selections were made based on the fans, food, pep band and good game day presentation. Bobcat Stadium was in good company, rounding out the list that also included the Alabama Crimson Tide, Florida Gators and Notre Dame Fighting Irish.

96% of recent MSU nursing graduates report full-time employment. Average grad’s reported salary is $49,566

8,322 total number of students engaged in clubs & organizations in 2013–14

MSU has produced 64 Goldwater Scholars (more than Yale and tied with Cornell)

MSU is the top school for Goldwater scholars in the Northwest and Rocky Mountain regions.

The Goldwater Scholarship is a prestigious national award for students in math and science.

95% of recent college of engineering graduates report employment or pursuing advanced study

Reported average starting salary is $54,817

MSU’s medical school acceptance rate is nearly 20% higher than the national average acceptance rate.

100% MSU pass rate on the certified health education specialist exam

MSU students’ pass rate on Fundamentals of Engineering Exam 89.8% almost 10 points above the pass rates for similar students at other universities
Metrics of Success: Learning

- By 2019, the first time, full time freshmen fall-to-fall retention rate will increase from 74 percent to 82 percent.

- By 2019, the bachelor’s graduation rate will increase from 51 percent to 65 percent as measured by the six-year graduation rate.

- By 2019, the number of graduate degrees awarded will increase from 548 to 625 per year. The number of doctoral degrees awarded will increase from 56 to 80 per year.
The graduate student population will increase 20 percent to approximately 2,350 by 2019, with an emphasis on increasing doctoral student enrollment.

By 2019, MSU will improve its rank among Carnegie Classified Research Universities – Very High Research Activity (RU/VH) institutions on four measures: STEM R&D expenditures (current rank 94); Non-STEM R&D expenditures (rank 92); Number of science and engineering research staff (rank 96); and doctoral conferrals (rank 106).

By 2019, national and international recognition of MSU faculty will improve as measured through scholarly and creative accomplishments.
Metrics of Success: Engagement

- By 2019, the percentage of students, faculty and staff involved in service, outreach and engagement activities, with particular attention to underserved areas and minority populations, will increase.

- By 2019, MSU will have increased the percentage of students actively participating in student organizations.

- By 2019, the percentage of MSU students participating in cross-cultural study, work or service experiences, incorporating both academic preparation and post-experience reflection, will double.

- By 2019, the percentage of MSU students, faculty and staff participating in leadership development activities will increase.
Metrics of Success: Access

- By 2019, the number of international students enrolled will increase to 660 (a 20 percent increase).

- MSU is one of only 83 institutions from across the nation – and the only university in Montana — to receive the 2014 Higher Education Excellence in Diversity, or HEED, award from INSIGHT Into Diversity magazine, the oldest and largest diversity-focused publication in higher education. Among other measures, MSU was selected based on the university’s initiatives that promote diversity and inclusion, as well as its work to embrace a broad definition of diversity on campus, including diversity by gender, race, ethnicity, sexual orientation, veteran status, and disability status.
Strategies and Approaches

- Enhance the International Student Experience
  - International Student Barometer
  - Community Engagement/Integration
  - Intentional Programming with Learning Outcomes

- Continuously Build Organizational Capacity
  - Enterprise Systems (Internal)
  - Outreach and Development (External)

- Streamline Business Processes
  - Value Stream Mapping
  - SOPs

- Improve Collaboration
  - System
  - University
  - Campus
Lessons Learned

Situational Awareness

VOC
WIFI
ROI

Culture
YOU’RE BOUND FOR GREAT THINGS

THE JOURNEY BEGINS AT MCGILL

A Global University

Kathleen Massey, MA
University Registrar and Executive Director (Enrolment Services)
McGill University
kathleen.massey@mcgill.ca
McGill in context

- Global reputation for academic excellence and research
  - Highest percentage of PhD students among Canadian research universities
  - 139 Rhodes Scholars and 12 Nobel Prize winners

- International stature
  - 250K alumni in 180 countries worldwide
  - 1st in Canada*; 24th in the world*
  - 25% international students

Maclean’s magazine, 2016; QS World University Rankings 2015/16
Diversity of student origin

Top 10 countries (of 150)
1. US
2. France
3. China
4. India
5. Saudi Arabia
6. South Korea
7. UK
8. Iran
9. Pakistan
10. Japan

- Quebec
- Rest of Canada
- International
McGill Experience
McGill tracks these outcomes

- First year retention rate
  - McGill: 91%

- Satisfaction with the McGill experience (residence, clubs, academic advising, services etc)

- Engagement and involvement

- Self-assessed preparedness for careers (or further education)

- Implications for family well-being
Tracking mechanisms (examples)

- Canadian Bureau of International Education (CBIE) survey
- Destination Survey (Career and Placement Services, McGill)
- myInvolvement
- Co-curricular record
Lessons learned

- Strategy and resources required
- Diverse people with diverse needs
- Not all services need to be ‘international’ to be helpful
- Ongoing assessment of programs essential
- Peer mentors are invaluable
- Key aspect of the university brand

Our students say that a benefit of a McGill experience is meeting people from around the world.
Rahul Choudaha, PhD
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