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

22 average class size

9,600 undergraduate students

140+ undergraduate majors and minors

number one career center - PRINCETON REVIEW 2019

celebrating 250 years

15:1 student/faculty ratio

one of the oldest colleges in America, 1770

public university

48 U.S. states and territories represented

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.
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
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


• 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.)
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
University of Denver

Study Abroad

Denver, Colorado

University of Denver is ranked #3 in the nation for the percent of students who go abroad.

Top Countries for Application senders
- China
- Pakistan
- Vietnam
- Nigeria
- Ethiopia

Top Countries of Enrolled Students
- China
- Canada
- Kuwait
- United Kingdom
- India

DU International Enrollment Trends 2016-20

<table>
<thead>
<tr>
<th>Year</th>
<th>Apps</th>
<th>Deposits</th>
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<tbody>
<tr>
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<td>200</td>
</tr>
<tr>
<td>2020</td>
<td>2250</td>
<td>150</td>
</tr>
</tbody>
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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?