Future of International Recruitment and Admissions

Navigating Complexity

Mirka Martel, Institute of International Education
James Zika, College Board
John Wilkerson, Indiana University
Vern Granger, University of Connecticut
Guiding Questions

• What can we learn from our experiences in the last two years 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

iie: The Power of International Education

CollegeBoard

UCONN
UNIVERSITY OF CONNECTICUT
International Student Mobility
Trends in the United States
20 Years of International Student Trends

- **Undergraduate**
  - 2000/01: 547,867
  - 2005/06: 564,766
  - 2010/11: 723,277
  - 2015/16: 1,043,839
  - 2020/21: 914,095
  - Total: 4,254,744

- **Graduate**
  - 2000/01: 203,885
  - 2005/06: 21,151
  - 2010/11: 329,272
  - 2015/16: 723,277
  - 2020/21: 1,043,839
  - Total: 1,612,259

- **Non-Degree**
  - 2000/01: 203,885
  - 2005/06: 21,151
  - 2010/11: 329,272
  - 2015/16: 723,277
  - 2020/21: 1,043,839
  - Total: 2,000,458

- **OPT**
  - 2000/01: 203,885
  - 2005/06: 21,151
  - 2010/11: 329,272
  - 2015/16: 723,277
  - 2020/21: 1,043,839
  - Total: 2,000,458

Total International Students: 8,068,858

#OpenDoorsReport
New and Continuing International Students

New Students
- 2010/11: 723,277, 30%
- 2012/13: 819,644, 31%
- 2014/15: 974,926, 30%
- 2016/17: 1,078,822, 27%
- 2018/19: 1,095,299, 25%
- 2020/21: 914,095, 16%

Continuing Students
- 2010/11: 974,926
- 2012/13: 819,644
- 2014/15: 723,277
- 2016/17: 1,078,822
- 2018/19: 1,095,299
- 2020/21: 914,095

New Students:
- 145,528 (- 46%)

Continuing Students:
- 768,567 (- 3%)

#OpenDoorsReport opendoorsdata.org
International Students by Place of Origin

- China: 317,299
- India: 167,582
- South Korea: 39,491

Legend:
- ≥ 30,000
- 5,000 – 29,999
- 2,000 – 4,999
- ≤ 1,999
International Student Totals Likely to Rebound

Fall 2011 Fall 2012 Fall 2013 Fall 2014 Fall 2015
2011/12 2012/13 2013/14
6% 7% 8% 10% 7%

International Student Totals Likely to Rebound

Fall 2019/20 2020/21 2021/22
-15% 4% 4%

Open Doors

Fall 2021 Snapshot

Source: International Student Enrollment Snapshot
International Student Recruitment Trends 2019 - 2022
International Student Recruitment: A Timeline

WHO declares COVID-19 a pandemic

Fall 2019
U.S. HEIs: In-person study
International students traveling/on campus
Recruitment travel

Spring 2020
U.S. HEIs: 2% In-person
88% Hybrid
20% international students online from abroad
63% recruitment travel cancelled

Fall 2020

Spring 2021
U.S. HEIs: 27% In-person
73% Hybrid
65% international student on campus
Recruitment travel partial resume

Fall 2021

2022

Source: International Student Enrollment Snapshot
International Student Recruitment: Spring 2020

78% of HEIs pivoted to virtual recruitment

- 54% Virtual campus tours
- 52% Online recruitment events
- 33% Online yield events
- 27% Outreach and recruitment through agents

Source: COVID-19 Snapshot Series
International Student Recruitment Trends: 2020-2021

Fall 2020

- 68% Current international students
- 56% Social media outreach
- 53% Education USA
- 53% International partnerships
- 47% Alumni
- 47% Agents

Fall 2021

- 64% Current international students
- 56% Online recruitment events
- 55% Social media outreach
- 51% International partnerships
- 48% Agents
- 48% Education USA

Source: International Student Enrollment Snapshot
Learnings in International Student Recruitment

- 75% Offering online submission of applications
- 74% Offering online submission of immigration documents
- 71% Offering options for accepted students to defer enrollment to future
- 57% Allowing online testing results in lieu of in-person testing
- 48% Waiving standardized testing requirements in lieu of other academic credentials
- 40% Extending application deadlines
- 31% Extending deadlines to accept admissions offer
- 4% Waiving transcripts and/or other academic credentials

Source: COVID-19 Snapshot Series
International Student & Educator Perceptions
Half of educators say their schools will be fully in-person, with another 2 in 5 saying they will be hybrid.

What instructional format will your school be using for the 2021-22 school year?

<table>
<thead>
<tr>
<th>Format</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>fully in-person</td>
<td>50%</td>
</tr>
<tr>
<td>hybrid</td>
<td>40%</td>
</tr>
<tr>
<td>fully remote</td>
<td>3%</td>
</tr>
<tr>
<td>not sure</td>
<td>7%</td>
</tr>
</tbody>
</table>

N=354

Source: College Board International Student / Educator Survey, fielded Aug 2021
COVID safety and finding ways to make distance learning more effective continue to be major issues for schools.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Major Issue</th>
<th>Minor Issue</th>
<th>Not an Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keeping your school safe from COVID-19</td>
<td>55%</td>
<td>28%</td>
<td>17%</td>
</tr>
<tr>
<td>Finding ways to make distance learning effective</td>
<td>43%</td>
<td>43%</td>
<td>14%</td>
</tr>
<tr>
<td>Keeping students motivated</td>
<td>43%</td>
<td>41%</td>
<td>17%</td>
</tr>
<tr>
<td>Making up for learning loss in students</td>
<td>32%</td>
<td>41%</td>
<td>27%</td>
</tr>
<tr>
<td>Maintaining the same academic standards as in previous years</td>
<td>30%</td>
<td>39%</td>
<td>31%</td>
</tr>
<tr>
<td>Maintaining student enrollment levels</td>
<td>29%</td>
<td>26%</td>
<td>46%</td>
</tr>
<tr>
<td>Making up for lost instructional time</td>
<td>26%</td>
<td>45%</td>
<td>29%</td>
</tr>
<tr>
<td>Addressing staff or teacher shortages caused by COVID-19</td>
<td>20%</td>
<td>31%</td>
<td>49%</td>
</tr>
<tr>
<td>Ensuring students have the resources/tools needed for distance learning</td>
<td>20%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Maintaining an adequate level of student access to standardized testing</td>
<td>16%</td>
<td>39%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Source: College Board International Student / Educator Survey, fielded Aug 2021
Students remain highly interested in studying outside their home country; US and UK remain top destinations

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

<table>
<thead>
<tr>
<th>Year</th>
<th>2018 (n=3,325)</th>
<th>2019 (n=2,641)</th>
<th>2020 (n=7,001)</th>
<th>2021 (n=822)</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>83%</td>
<td>82%</td>
<td>83%</td>
<td>93%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>16%</td>
<td>16%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Canada</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Australia</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Germany</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Singapore</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>France</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: College Board International Student / Educator Survey, fielded Aug 2021
Educators say their students are increasingly interested in attending college in their home country and the U.S.

55% of Educators say COVID changed students’ geographical interest in colleges a great deal or a fair amount.
Changes in admissions policies are driving more students to increase applications and apply earlier

How has your current understanding of changes in university admissions policies impacted your approach to planning for college / university?

N=734

Source: College Board International Student / Educator Survey, fielded Aug 2021
The admissions policies and other COVID-related shifts are making it somewhat harder to advise students

To what extent have the recent changes in university admissions policies impacted how you advise students on studying abroad? N=301

- Much easier to advise: 6%
- Somewhat easier: 21%
- About the same: 60%
- Somewhat harder: 5%
- Much harder to advise: 4%

Students’ ability to obtain visas and travel into other countries as well as economic struggles in Kosovo have caused things to become more difficult.

We must keep abreast of changing requirements, deadlines, and procedures for universities in many different countries.

These new dynamics have provoked for parents and students to feel more anxious and insecure regarding whether or not students are indeed complying with requirements and general admission processes.

Source: College Board International Student / Educator Survey, fielded Aug 2021
Despite the impact of the pandemic, there was near global country coverage for SAT testing

- In the 2020–21 school year, ~1500 SAT test centers across 188 countries & regions outside the US were open

- In the 2020-21 school year, about 23% of SAT test centers outside the US were not able to open

- 122K students in the graduating class of 2021 took the SAT outside the US; 23% lower than the class of 2020 and 25% lower than the class of 2019

- For the 2021-22 school year, 93% of SAT test centers outside the US were able to open

Source: College Board International Cohort Data, 2021
More International Students than ever participated in AP Exams in 2021

- Despite the pandemic, AP exams were successfully administered in 2020 and 2021
- Digital administration options in 2020 and 2021
- Students in more than 130 countries outside the US took AP exams in 2021, signifying a continued desire to engage with rigorous coursework
University Perspectives

Indiana University

University of Connecticut
Thank you!

Q&A and Discussion