International Student Recruitment: Focusing on Key Priorities

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• 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?
International Student Mobility Trends

Mirka Martel
Head of Research, Evaluation & Learning
IIE
20 Years of Mobility Trends

International Students New to U.S. Institutions

Pre-pandemic: 267,712

2019/20

-46%

2020/21: 145,528

2021/22: 261,961

+80%

International Students New to U.S. Institutions

- **Graduate**: +17%
- **Undergraduate**: -4%
- **OPT**: -9%
- **Non-Degree**: +61%

International Students by Mode of Study

- **In-person Study**
  - 47% in-person 2020/21
  - 90% in-person 2021/22

- Other Modes of Study

*Open Doors Report on International Educational Exchange, 2022*
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

China
- Undergraduate: 38%
- Graduate: 43%
- Non-Degree: 2%
- OPT: 18%
- Total: 290,086

India
- Undergraduate: 14%
- Graduate: 51%
- Non-Degree: 1%
- OPT: 34%
- Total: 199,182

Emerging International Student Markets

Looking Ahead to 2022/23

<table>
<thead>
<tr>
<th>Year</th>
<th>Open Doors</th>
<th>Fall 2022 Snapshot</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012/13</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>2013/14</td>
<td>8%</td>
<td></td>
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<tr>
<td>2014/15</td>
<td>10%</td>
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<tr>
<td>2015/16</td>
<td>7%</td>
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<tr>
<td>2016/17</td>
<td>3%</td>
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<tr>
<td>2017/18</td>
<td>2%</td>
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<tr>
<td>2018/19</td>
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<tr>
<td>2020/21</td>
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<tr>
<td>2021/22</td>
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<tr>
<td>2022/23</td>
<td>9%</td>
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International Recruitment Trends: 2020 – 2022

### 2020
- **68%** Current international students
- **56%** Social media outreach
- **53%** Education USA
- **53%** International partnerships
- **47%** Alumni
- **47%** Agents

### 2022
- **91%** Current international students
- **89%** Online recruitment events
- **73%** Social media outreach
- **72%** International partnerships
- **68%** Alumni
- **67%** Agents
- **65%** Virtual campus visits
- **43%** In-person recruitment events
Assessment Trends and Student & Educator Perceptions

Scott Smith
Director, International Higher Education
College Board
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?

<table>
<thead>
<tr>
<th>Year</th>
<th>Test-optional (n=195)</th>
<th>Test-blind (n=360)</th>
<th>Test-optional (n=571)</th>
<th>Test-blind (n=1,584)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2021</td>
<td>33%</td>
<td>33%</td>
<td>42%</td>
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<td></td>
<td>28%</td>
<td>29%</td>
<td>19%</td>
<td>26%</td>
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<td>25%</td>
<td>26%</td>
<td>36%</td>
<td>32%</td>
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<td>13%</td>
<td>12%</td>
<td>34%</td>
<td>34%</td>
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</tbody>
</table>

As 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, bring the total number of SAT administrations to seven each year.
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.
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...

- 2019 (n=327)
- 2020 (n=938)
- 2021 (n=321)
- 2022 (n=1,350)
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.
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.
University Case Study

Dr. John Wilkerson
Associate Vice President for International Services
Indiana University
Thank you.