



2017

ASSOCIATION OF INTERNATIONAL EDUCATION ADMINISTRATORS
ANNUAL CONFERENCE

Building and Retaining a More Diverse Community of International Students

C.K. Kwai, Jacksonville University

Clay Hensley, College Board

Objectives of the session

- Understand current trends in international student mobility to the U.S., and what SIOs should know
- Outline effective approaches to international outreach & engagement to increase diversity of applicant, and retention, applied by different types of institutions.
- Explore how global universities can adapt to dynamic circumstances to achieve its goals & advance its mission





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Agenda

- Welcome, Introductions, Context & Environmental Factors (Clay leads – 15 minutes)
- Practical Opportunities for SIOs to Address Challenges (CK leads – 15 minutes)
- Next Steps/ Future (Tag team... Clay & CK – 15 minutes...sets up open discussion)
- Open Discussion, Question & Answer & Close (30 minutes) & Answer

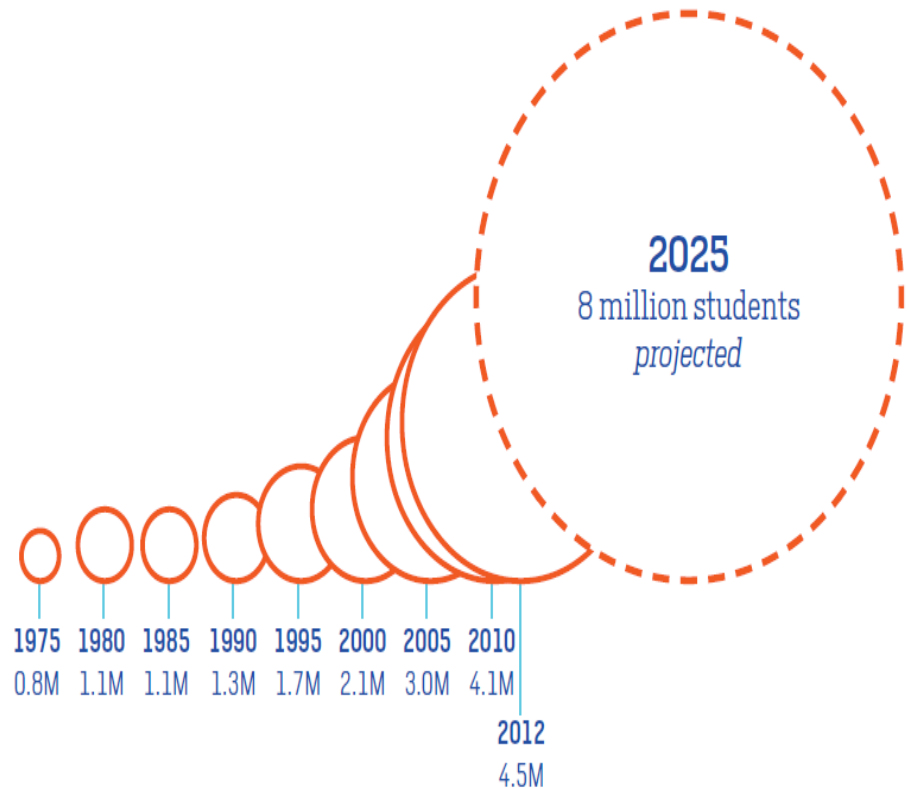


Context & International Student Mobility Updates



Global student mobility is at an all-time high and will continue to grow

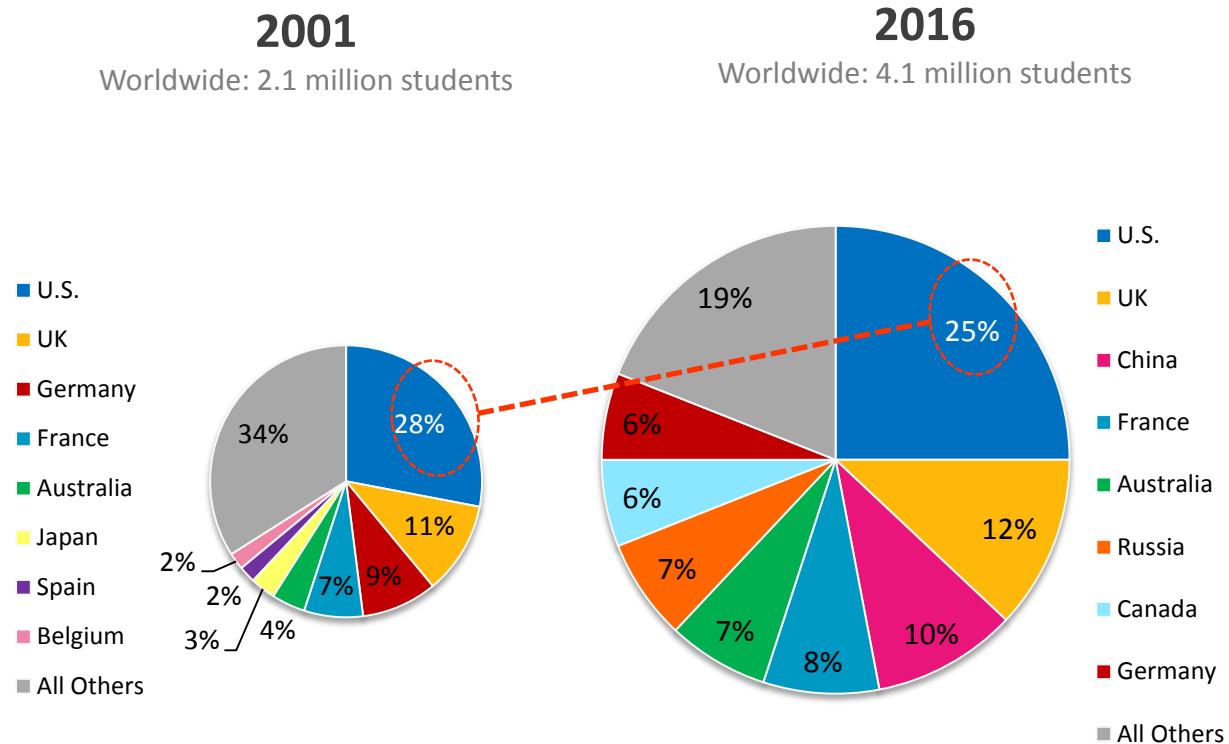
Long-term growth in the number of students enrolled outside their country of citizenship



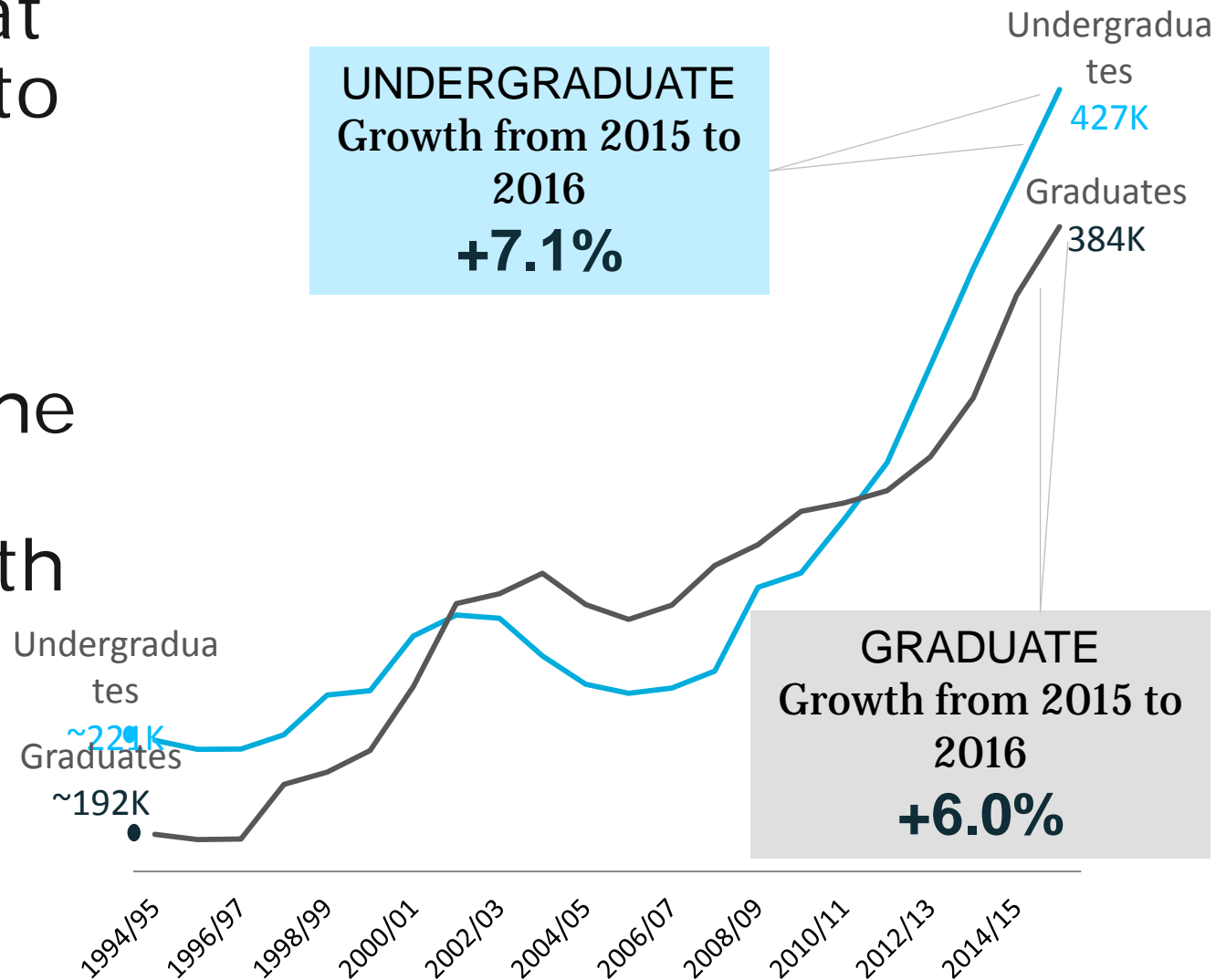
While the US and UK continue to host the most international students, there are newcomers to this landscape

Although the number of students going to US to study has increased, the proportion has decreased.

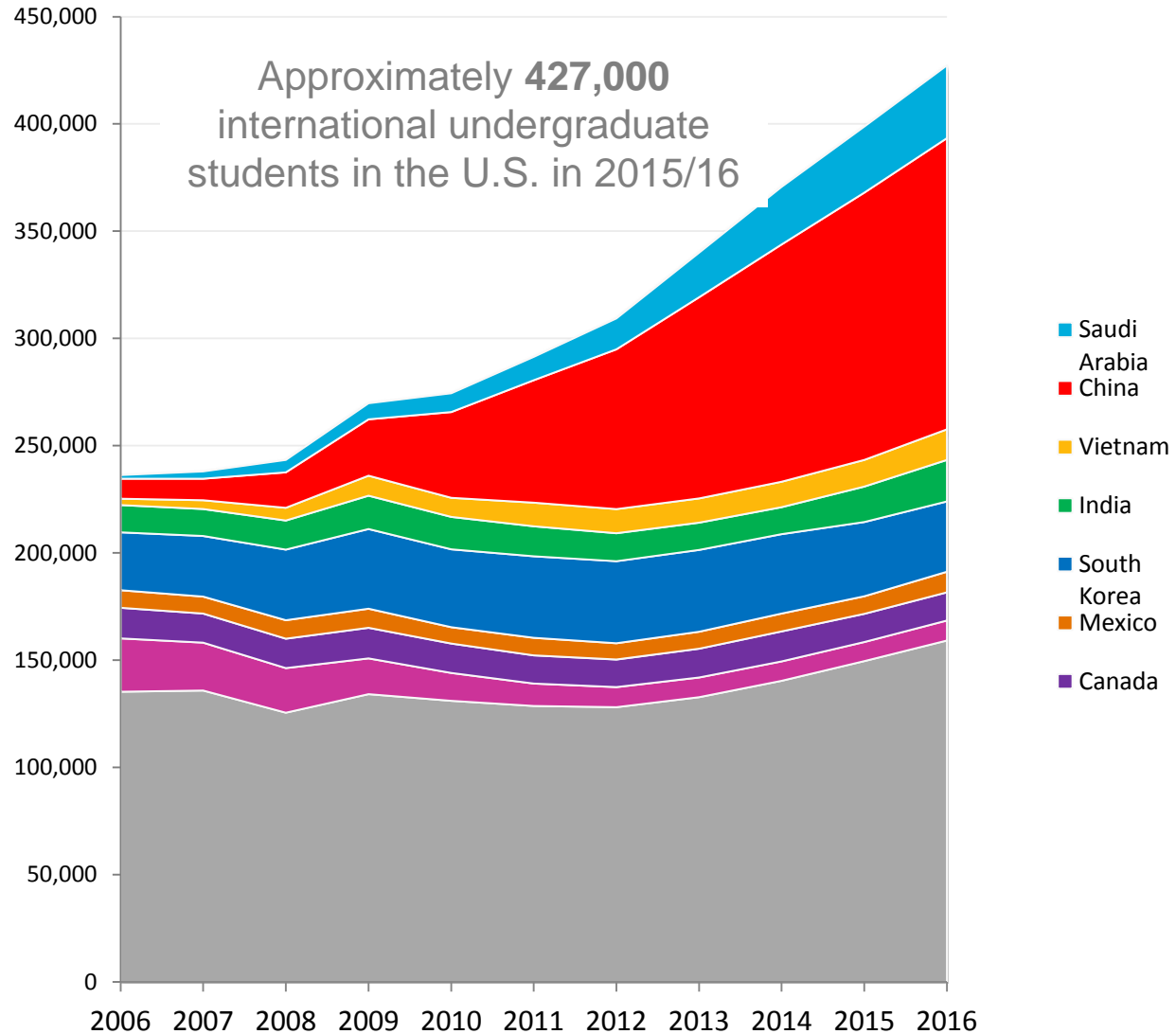
Top 8 Host Countries of Globally Mobile Students



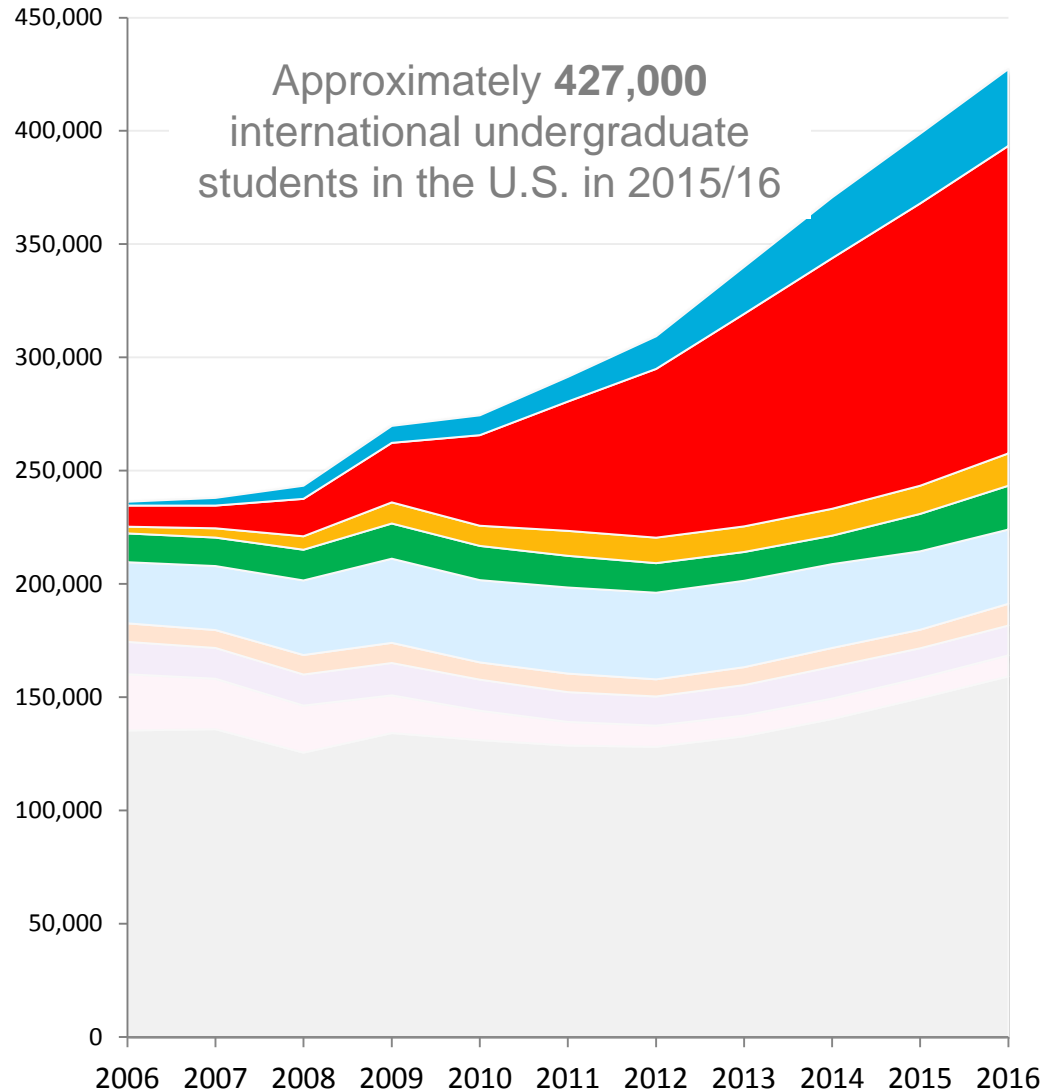
Undergraduates continue to drive international student mobility to the U.S., but overall growth is slowing



Although overall int'l undergraduate student mobility to U.S. universities continues to increase, recent trends reveal most of the growth derives from only a handful of source countries



Although overall int'l undergraduate student mobility to U.S. universities continues to increase, recent trends reveal most of the growth derives from only a handful of source countries



*CAGR Since 2006 & YOY

Saudi Arabia
CAGR*: +35%
YOY: +10%

China
CAGR: +31%
YOY: +9%

Vietnam
CAGR: +17%
YOY: +16%

India
CAGR: +4%
YOY: +17%

Rest of the World
CAGR: 1%
YOY: +4%

Top 8 Senders of International Undergraduate Students in the U.S.

Highlights:

- Annual growth rates of China and Saudi Arabia continue to slow.
- South Korea shows declines for the 4th year in a row, giving up its #2 spot to Saudi Arabia
- Strong growth from India, Vietnam, and Mexico.

Top 8 Senders of International Undergraduate Students to the U.S. in 2015/16: Enrollment & YOY 2013/14 – 2015/16

| Country | 2014 | 2015 | 2016 | 2013~2014 YOY | 2014~2015 YOY | 2015~2016 YOY |
|---|----------------|----------------|----------------|---------------|---------------|---------------|
| China | 110,550 | 124,552 | 135,629 | 18% | 13% | 9% |
| Saudi Arabia | 26,865 | 30,861 | 33,952 | 30% | 15% | 10% |
| South Korea | 36,992 | 34,651 | 32,695 | -3% | -6% | -6% |
| India | 12,677 | 16,521 | 19,302 | 0% | 30% | 17% |
| Vietnam | 11,886 | 12,449 | 14,390 | 4% | 5% | 16% |
| Canada | 13,916 | 13,131 | 13,223 | 4% | -6% | 1% |
| Mexico | 8,311 | 8,210 | 9,640 | 4% | -1% | 17% |
| Japan | 9,155 | 8,877 | 9,285 | 0% | -3% | 5% |
| Rest | 140,372 | 149,572 | 159,197 | 6% | 7% | 6% |
| Total Int'l Undergraduate Students | 370,724 | 398,824 | 427,313 | 9% | 8% | 7% |

A growing number of students from Asia are entering the U.S. education system even earlier

The Boston Globe

Plan for a Chinese academy stirs worries in a Conn. town



LAURA KRANTZ/GLOBE STAFF

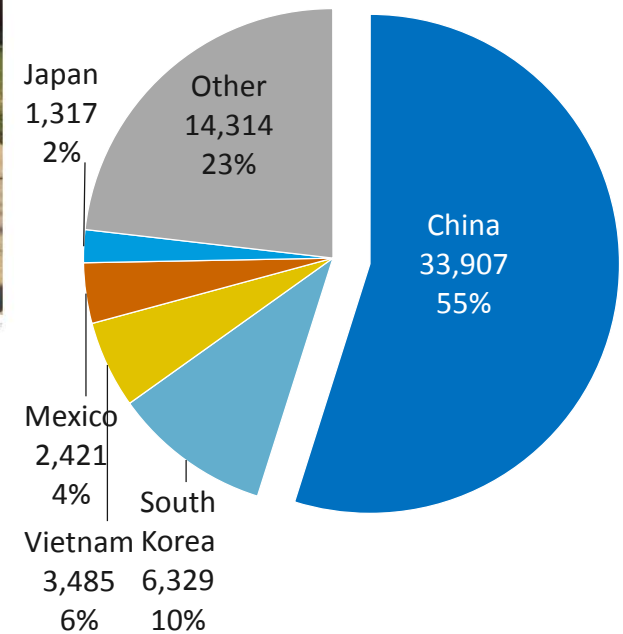
The library building at the University of Connecticut's West Hartford campus, which Chinese education company Weiming Education Group plans to purchase for \$12.6 million.

By Laura Krantz | GLOBE STAFF APRIL 27, 2016

WEST HARTFORD, Conn. — A year ago, the leaders of this quiet suburb found themselves faced with an unusual — and highly lucrative — proposition.

A Chinese company wanted to build an international academy in town, then funnel hundreds of students from the academy into local public high schools, where students would pay thousands in tuition to the district.

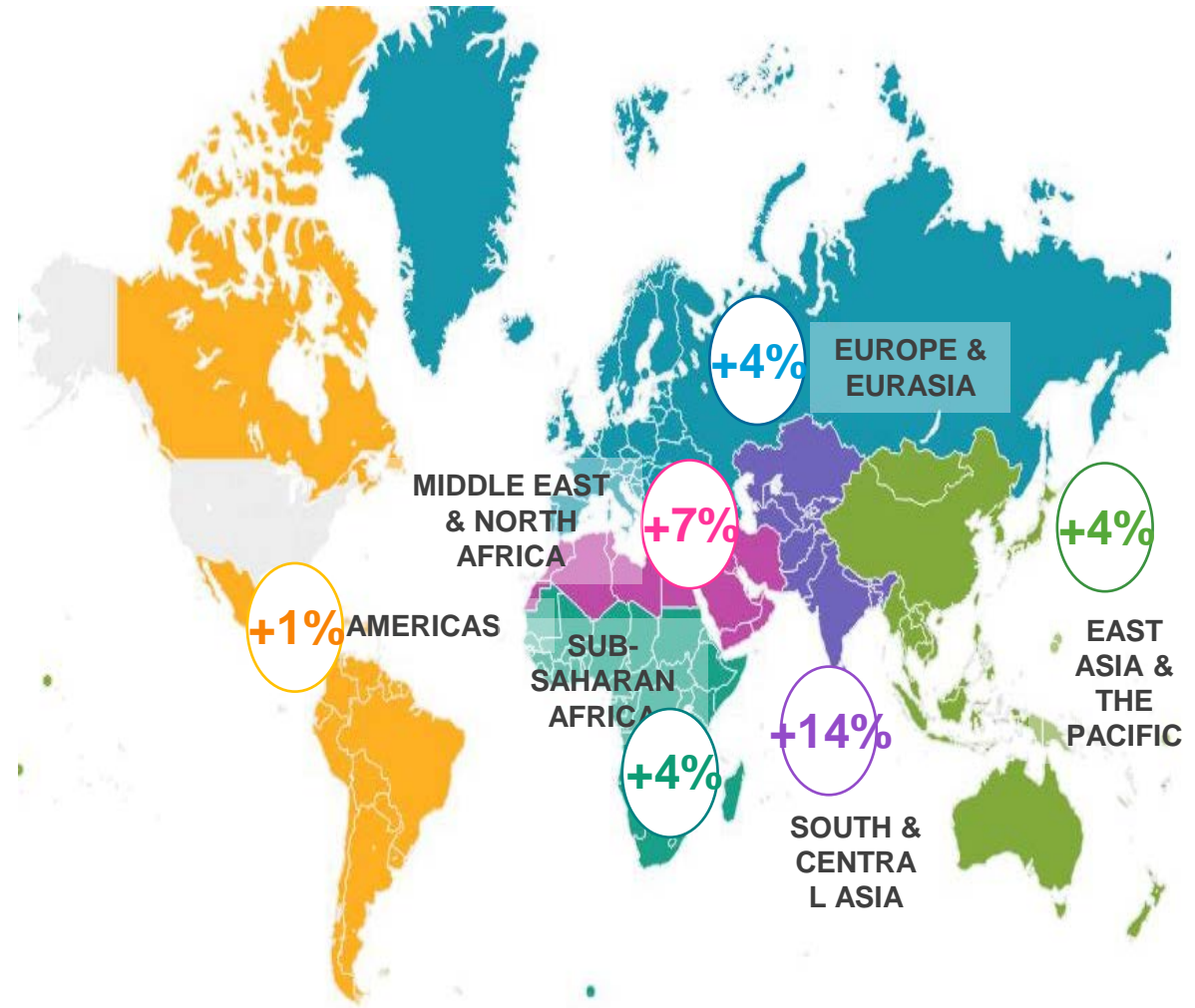
Top Places of Origin of International Diploma-Seeking Secondary Students in the U.S., 2015



Global aspirations to study abroad continue to rise, especially from the Middle East/North Africa & South & Central Asia

International Average (5-yr CAGR) since 2011: 5%

Five-year Compound Annual Growth Rate of SAT Reasoning Exam Test Takers, AY2010-2016

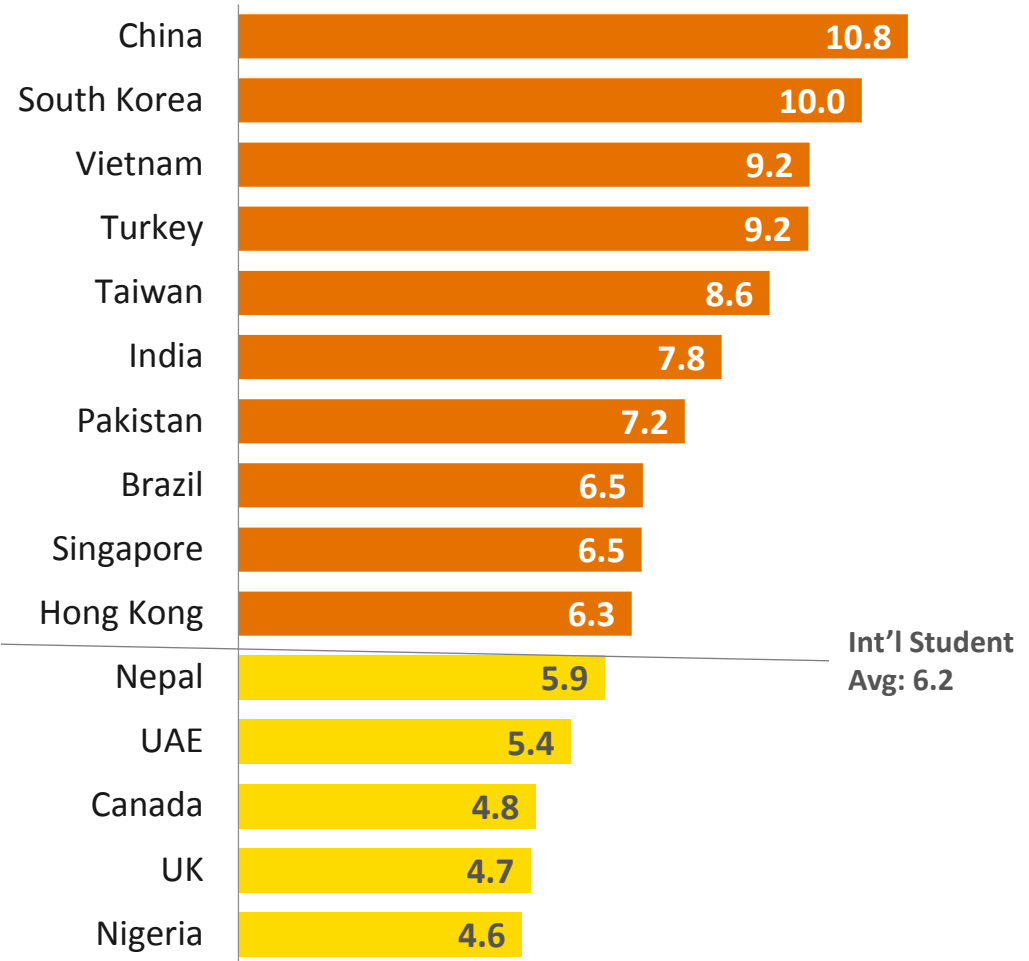


NOTE: Volumes indicate SAT Reasoning exams test takers reporting a College Board school code outside the U.S. Where the country of the College Board school code is not known, the reported home address as it existed at the time they took the SAT was used. Where home address is not available, the test taker's test center location was used. To be included in this analysis, SAT exams must not be Canceled/Deleted, must have no un-resolved holds, and must be certified. Dates and Talent Search exams are excluded.

Among int'l test takers who sent SAT score reports, those from China sent more to the U.S. than their international peers

Internationally, among those who sent SAT score reports, the 2016 cohort sent score report to 6 U.S. higher ed institution. Variances exist across sending countries.

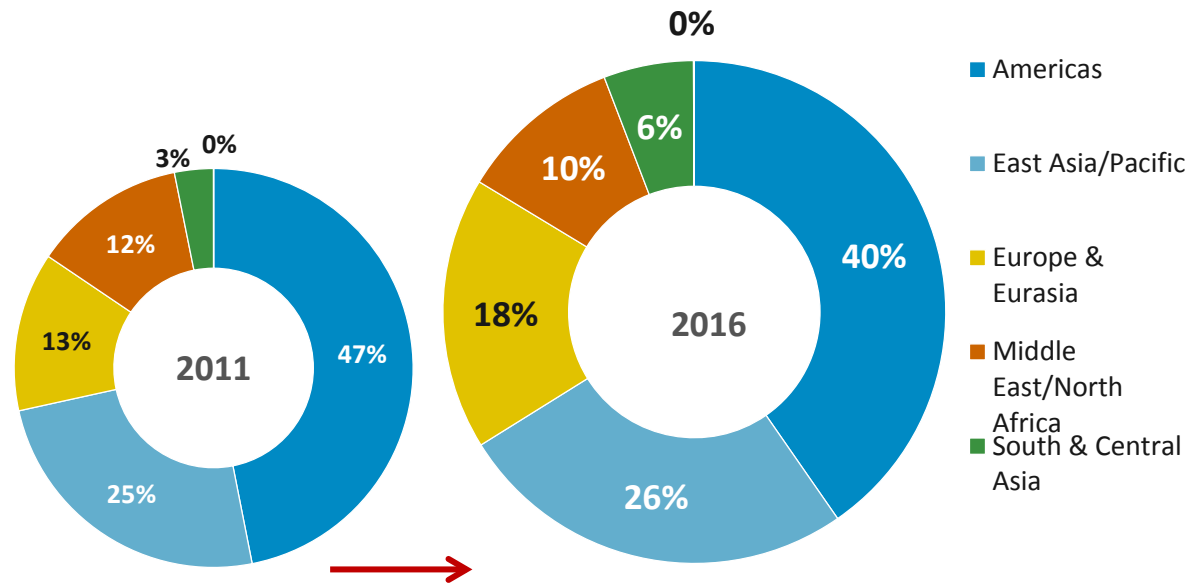
Average Number of Score Reports Sent to the U.S. per International Students, 2016 Cohort



More international students are considering multiple study abroad destinations

x2.5 more score reports were sent to non-U.S. institutions by international students in 2016 compared to 2011

SAT Score Reports from International Students to Non-U.S. Higher Education Institutions Outside their Home Country, 2011 vs. 2016 Cohort



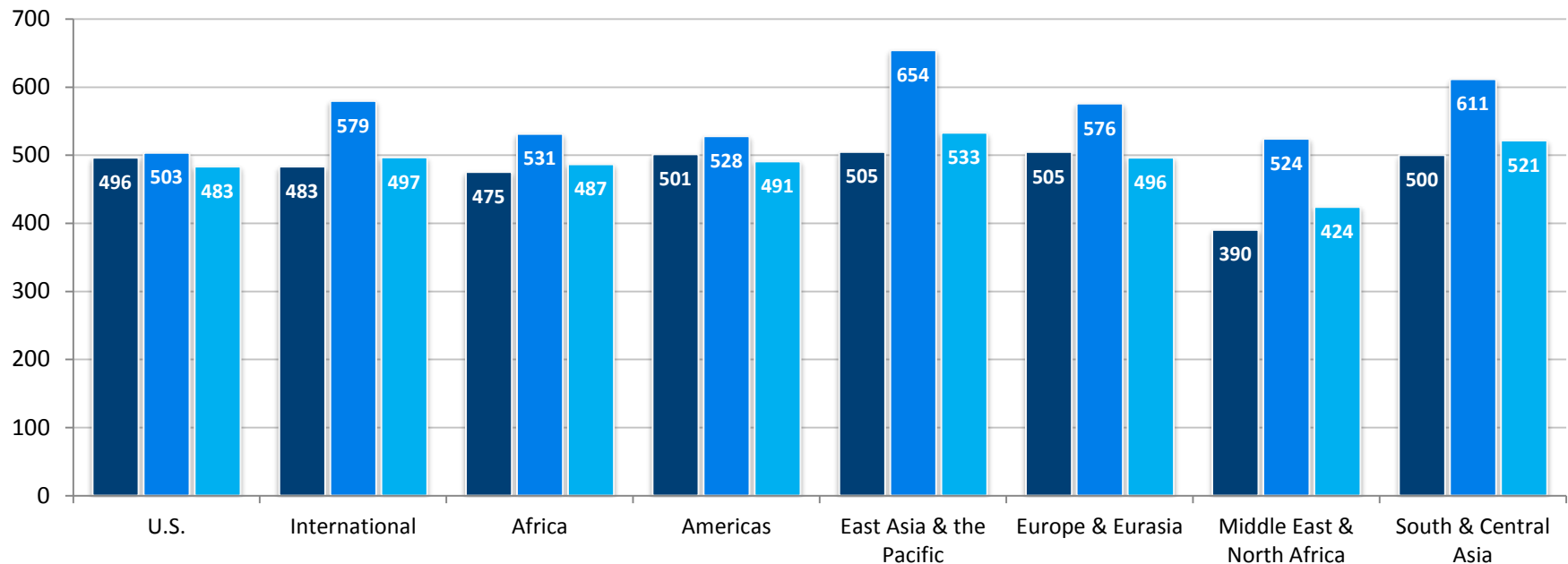
X2.5

SAT score reports to non-U.S. institutions

Context is important in evaluating international applicants across various standards

SAT Mean Scores by Geographic Region, 2015 Cohort

■ Critical Reading ■ Math ■ Writing



NOTE: SAT means are based on the graduating class of 2015's most recent exam results. Test-takers are defined by the location of their self-reported College Board school code; or their home address if their College Board school code is unavailable. U.S. refers to the 50 states & D.C. International refers to countries outside of the U.S.

SOURCE: College Board | Internal analysis of the 2015 cohort data from Data Connect.

Practical Opportunities for SIOs to Address Challenges/ Big Themes

Expanding Pressures & Uncertainty
(Institutional & External)

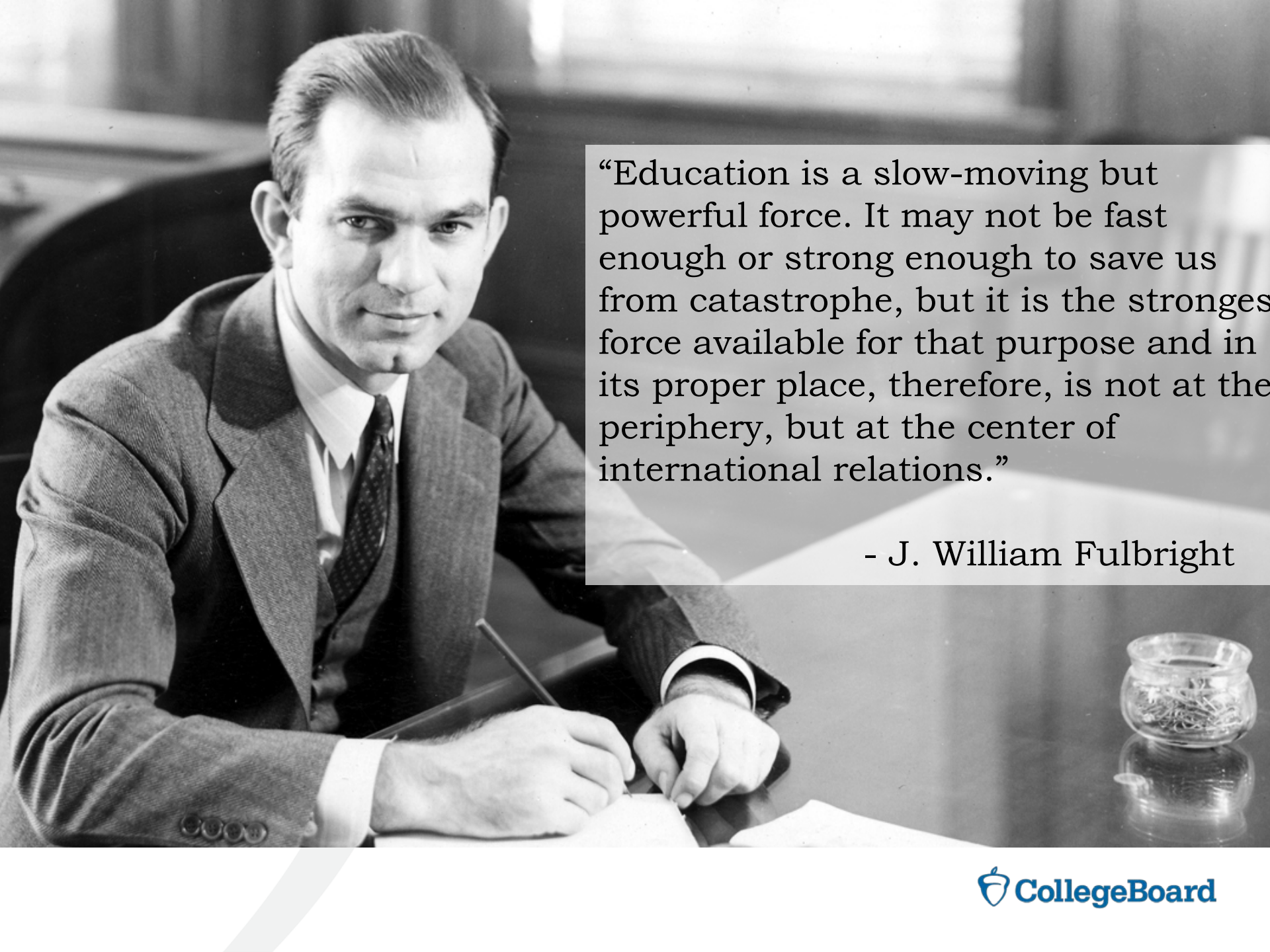
Doubling Down on Diversity
Local Global Recruiting

Big Themes

**Expanding Pressures &
Uncertainty
(Institutional &
External)**

**Education is the
most powerful
weapon which you
can use to change
the world.**

Nelson Mandela



“Education is a slow-moving but powerful force. It may not be fast enough or strong enough to save us from catastrophe, but it is the strongest force available for that purpose and in its proper place, therefore, is not at the periphery, but at the center of international relations.”

- J. William Fulbright

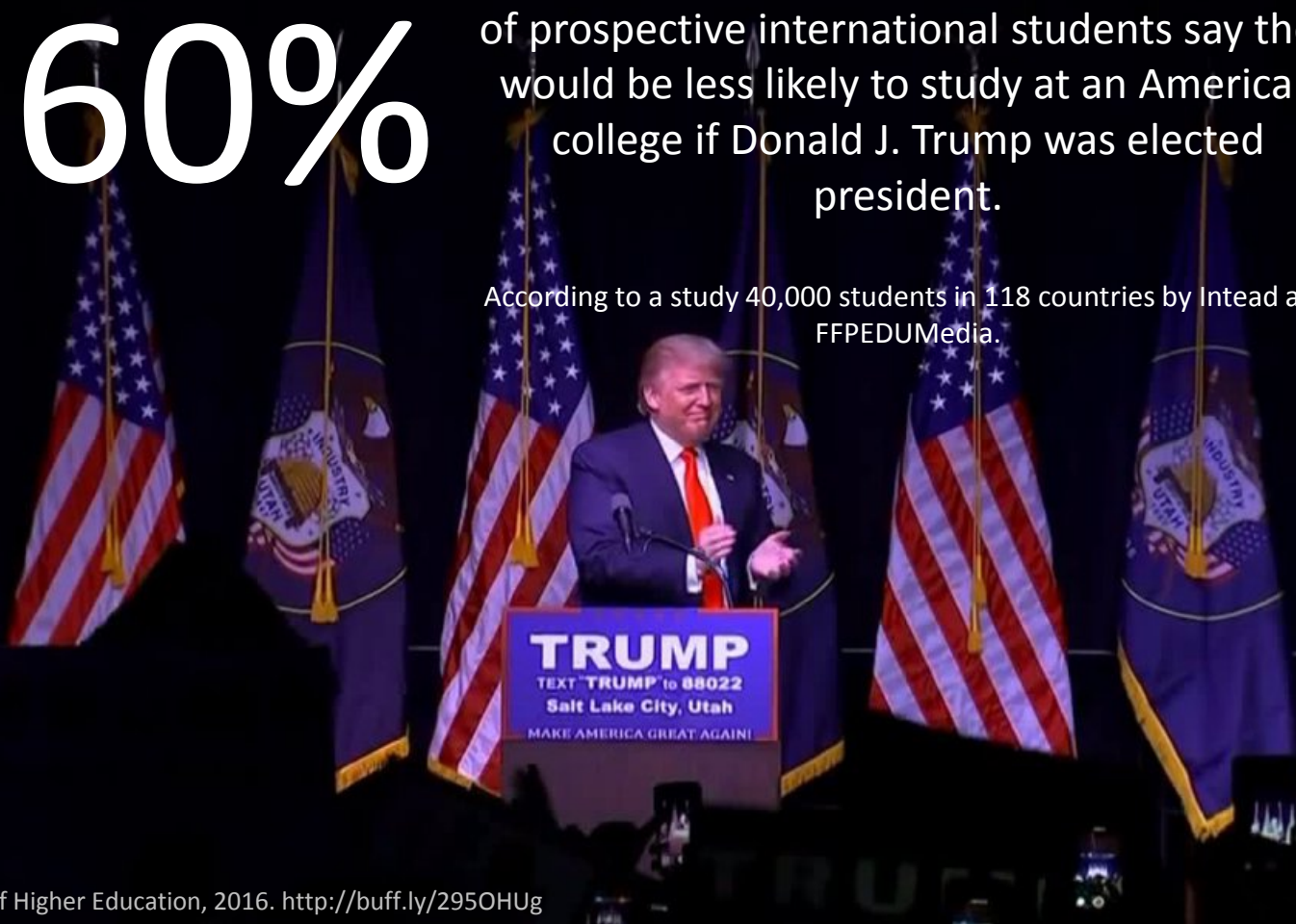
A Trump Presidency Could Keep Some International Students Away

By Karin Fischer | JUNE 01, 2016

60%

of prospective international students say they would be less likely to study at an American college if Donald J. Trump was elected president.

According to a study 40,000 students in 118 countries by Intead and FFPEDUMedia.



Article from



What Will Happen to International Students Under President Trump?

Trump is already scaring and discouraging students from abroad.

By Elizabeth Redden

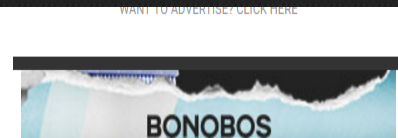



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Slate won't normalize Donald Trump. [Help us hold him accountable.](#)



'Is It Safe?' Foreign Students Consider College in Donald Trump's U.S.

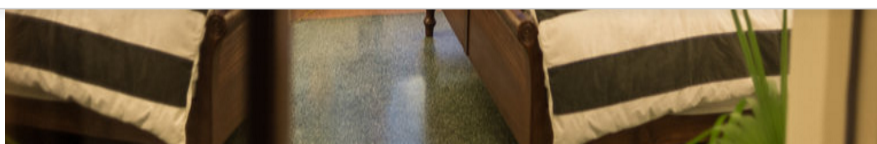
By NIDA NAJAR and STEPHANIE SAUL NOV. 16, 2016

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Naina Lavakare, a senior at the British School in New Delhi, at home on Wednesday. She is concerned about Donald J. Trump's anti-immigrant messages, her mother said. Vivek Singh for The New York Times

http://www.nytimes.com/2016/11/17/us/is-it-safe-foreign-students-consider-college-in-donald-trumps-us.html?_r=0





BREAKING NEWS

Breaking: 9 Injured in Stabbing at Ohio State University

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GLOBAL

Trump's Unexpected Support for International Students

The Republican presidential candidate known for his hard-line stance on illegal immigration wants international students to be able to stay in the U.S. to work after graduation.

By Elizabeth Redden // August 21, 2015

57 COMMENTS



The Republican presidential candidate Donald Trump may be known for his nativist rhetoric and policy positions in favor of mass deportations of undocumented immigrants, the building of a border wall billed to the treasury of Mexico, and the elimination of birthright citizenship for children whose parents are in the U.S. illegally – but his recent comments on international students struck a welcoming tone.



Donald Trump

Trump wrote in a tweet Tuesday.

“I am pleased to hear that the sentiment in higher education

Trump’s tweets came two days after he released a brief [position paper on immigration](#). Many of his proposals focused on border security and enforcement issues, but the document also called for raising the prevailing wage paid to

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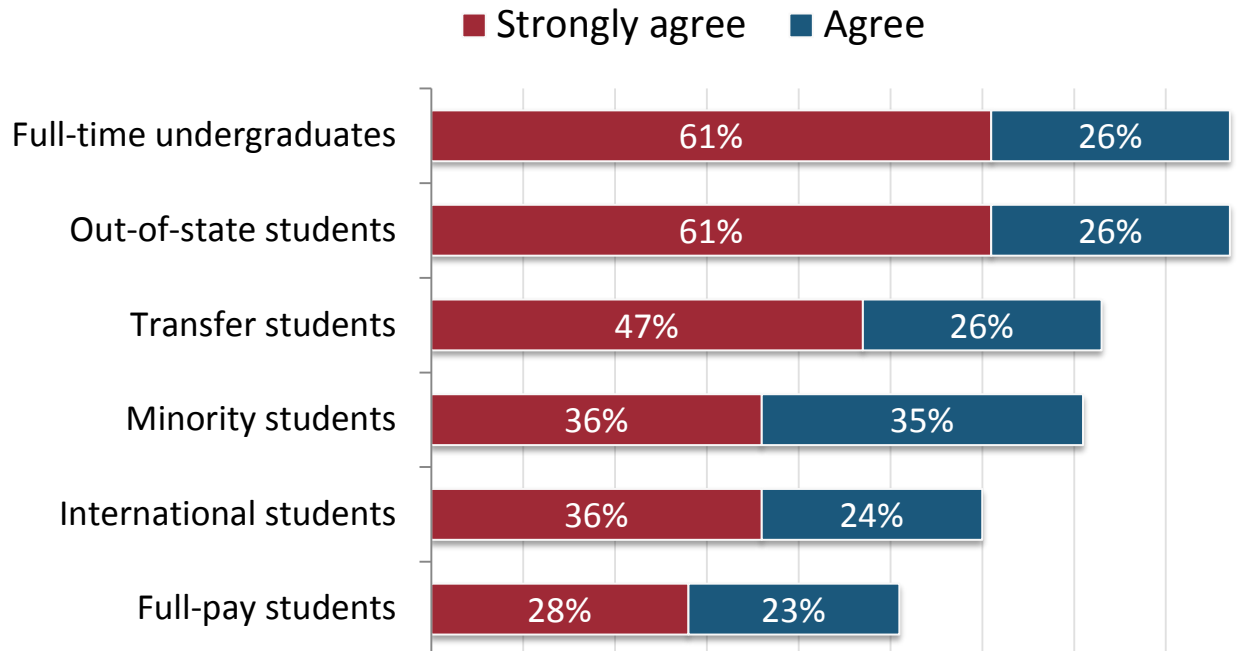
in 40

Big Themes

**Doubling Down on
Diversity**


Admission officers' are strongly focusing on recruiting a variety of students

This year at my institution, I am very likely to increase my recruitment efforts for the following populations of undergraduate applicants to my institution:





International enrollment as a part of the larger institutional mission



"If you can't point to the core institutional mission and values to anchor this work, chances are you are going to have a hard time trying to sell [international]. For the campus leadership, international enrollment management needs to be part of a larger strategy. You need to specify how this endeavor fits with the institutional mission."

Fanta Aw, Assistant Vice President of Campus Life at American University & President of NAFSA


China to limit programs preparing students for college abroad

By [Tara García Mathewson](#) | December 21, 2015  [print](#)

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Dive Brief:

- The Chinese government has stopped approving new international programs and is moving to make existing programs less attractive and accessible for families because of location and price.
- The Wall Street Journal reports that the Chinese government has moved one school from Beijing to the suburbs, where it may raise tuition — and in Shanghai, some programs have been affected by government-led tuition standardization, making it harder to bring in enough money to operate.
- Critics of international programs in high schools say Western values are becoming too ingrained in the Chinese education system, and the government seems to be discouraging such high levels of out-migration for college.

The New York Times

A CONVERSATION WITH SCOTT E. PAGE

In Professor's Model, Diversity = Productivity

By CLAUDIA DREIFUS

Published: January 8, 2008

In the long-running debate on affirmative action, Scott E. Page, a professor of complex systems, political science and economics at the [University of Michigan](#), is a fresh voice.



Jim Wilson/The New York Times

Scott Page says varied backgrounds give an organization strength.

His recently published book, “The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools and Societies” (Princeton University Press), uses mathematical modeling and case studies to show how variety in staffing produces organizational strength.

Rather than ponder moral questions like, “Why can’t we all get along?” Dr. Page asks practical ones like, “How can we all be more productive together?” The answer, he suggests, is in messy, creative organizations and environments with individuals from vastly different backgrounds and life experiences.

“New York City is the perfect example of diversity functioning well,” he said in an interview. “It’s an exciting place that produces lots of innovation and creativity. It’s not a coincidence that New York has so much energy and also so much diversity.”

An edited version of the interview and a subsequent phone conversation follow:

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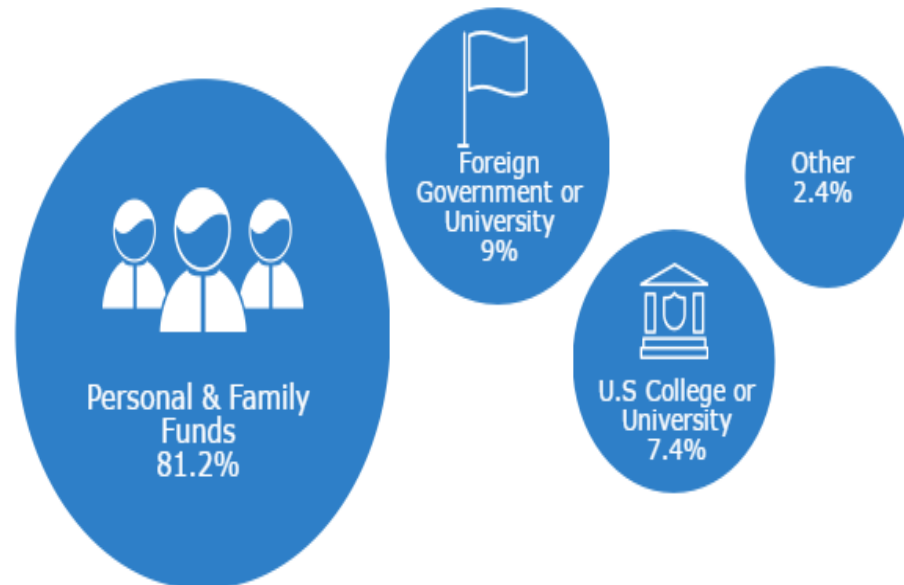


SOURCE: New York Times <http://buff.ly/1kFTTrRP>



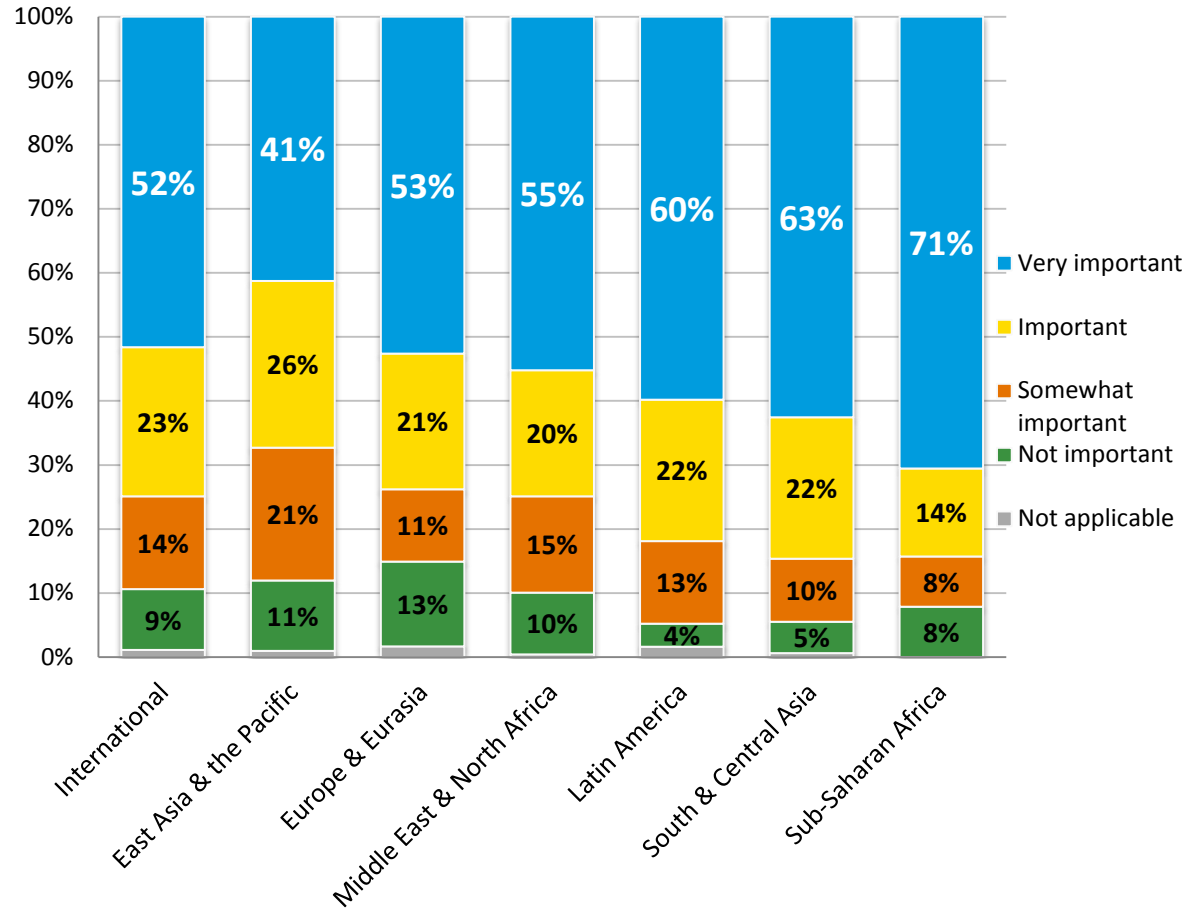
81% of international undergraduates in the U.S. are primarily self-funded

Primary Source of Funding for International Undergraduate Students, 2015/16



Importance of financial aid for international students' decision-making varies by region

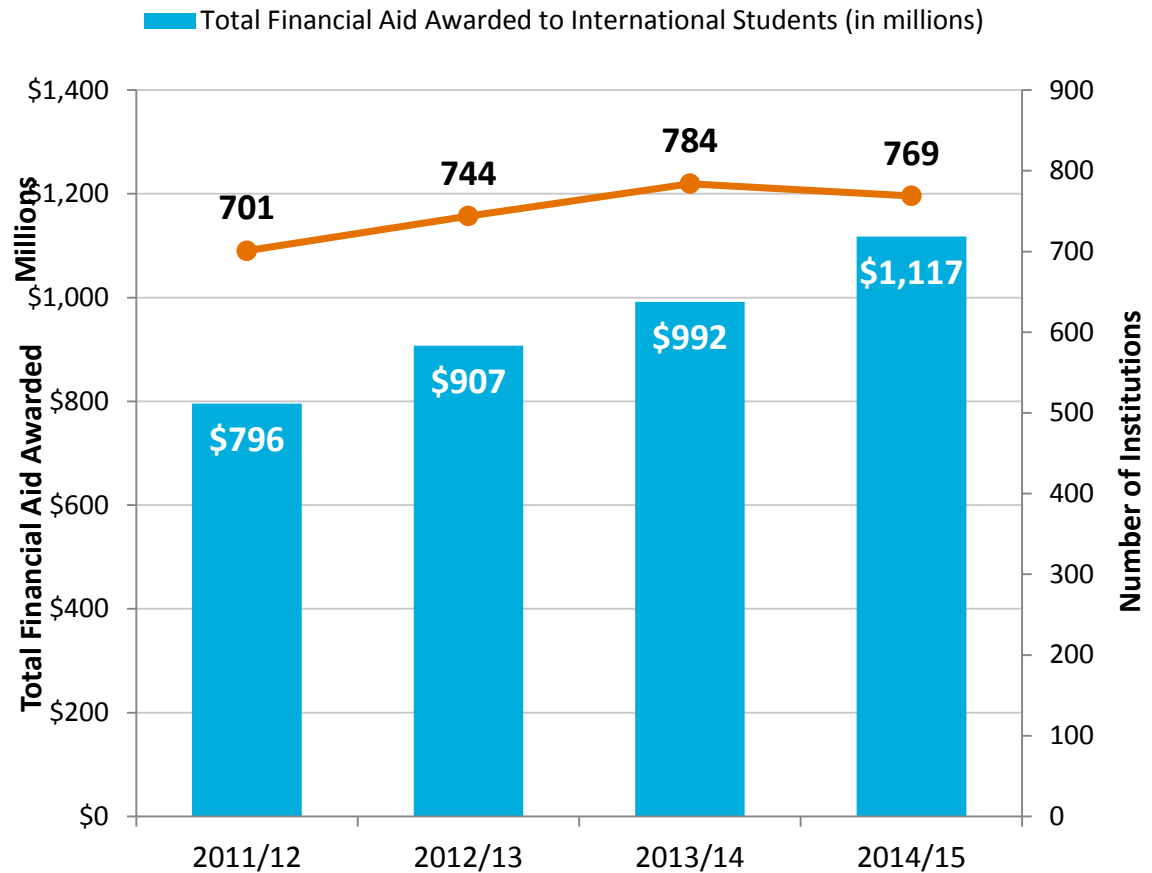
Importance of Availability of Financial Aid in Higher Ed Application Process of U.S.-bound Prospective International Students



The number of U.S. institutions awarding financial aid has been stable

Over 760 institutions awarded over \$1.1 billion in financial aid to international undergraduate degree-seeking students in 2014/15.

Number of U.S. Institutions Awarding Financial Aid & Distribution of Financial Aid to International Undergraduate Students, 2011/12-2014/15

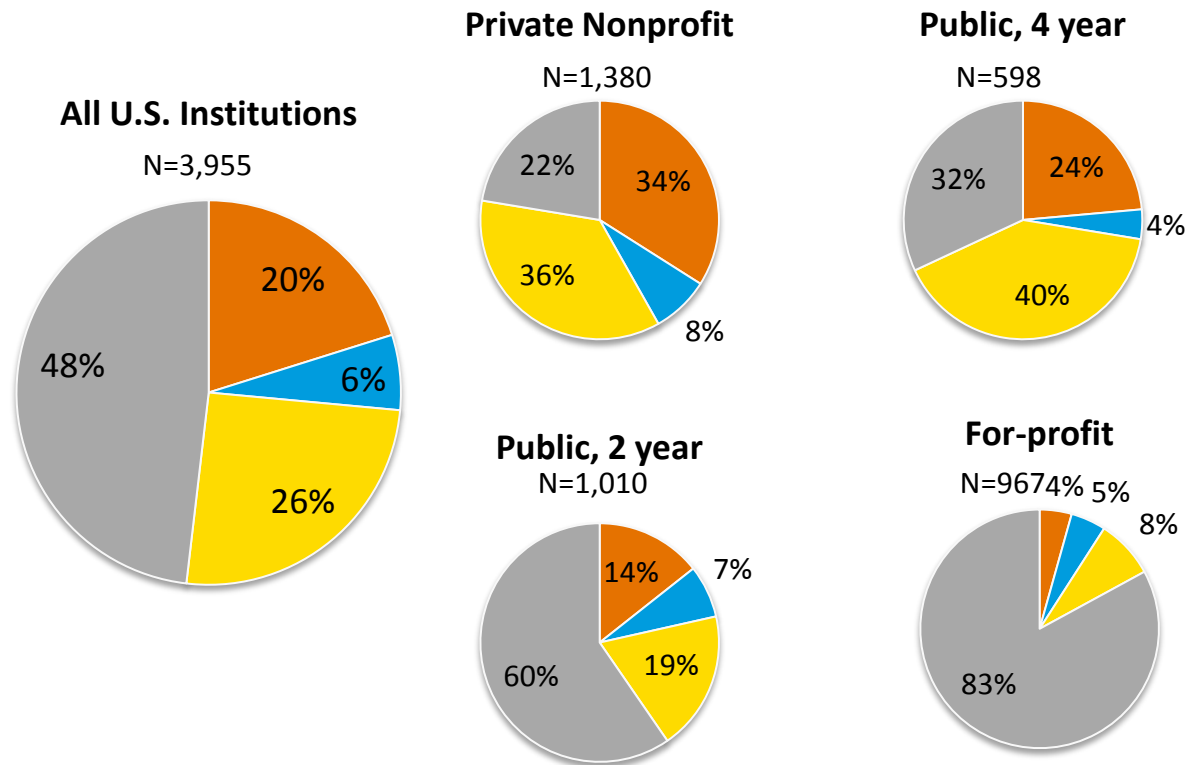


Half of U.S. institutions offer some form of aid to international undergraduate students

Private nonprofits are the most likely and for-profits are the least likely to offer financial aid to international students.

Financial Aid Availability at U.S. Institutions for International Undergraduate Students as share of Total Institutions, 2014/15

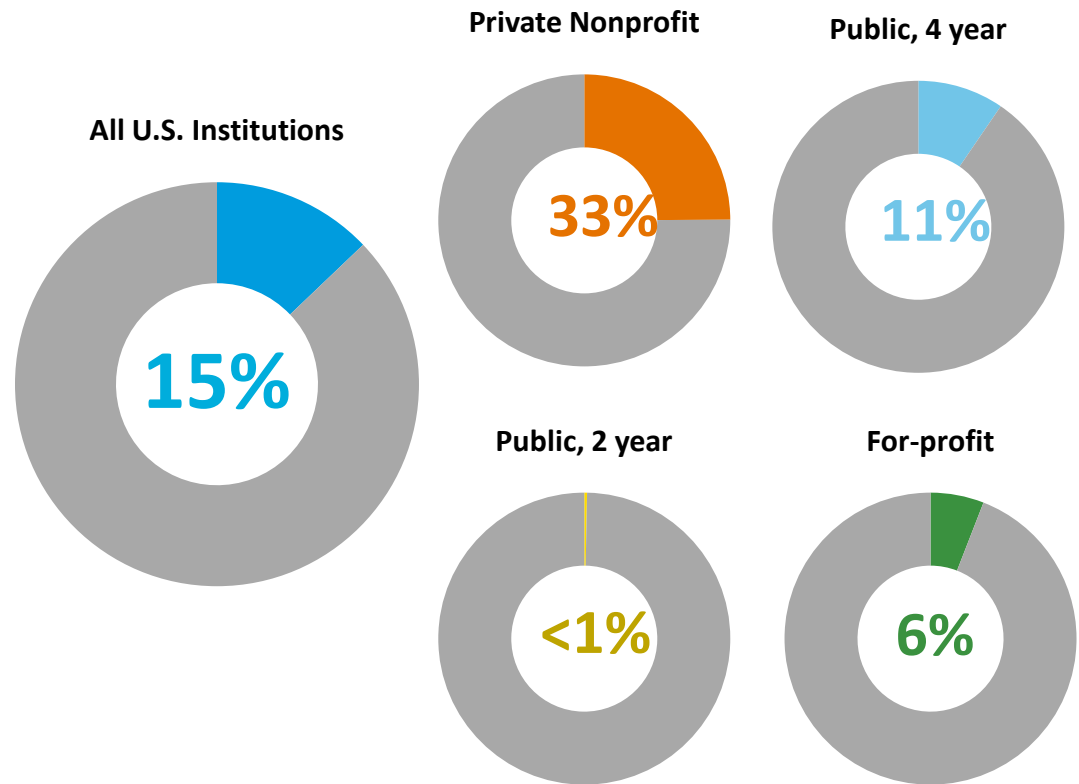
■ Both Need & Non-Need Based
 ■ Need based only
 ■ Non-need based only
 ■ No financial aid



About 1 in 6 international undergraduate students received some form of institutional aid

International students at private nonprofits are the more likely than students at other institution types to receive institutional financial aid.

Share of Total International Degree-seeking Undergraduate Students who Received Need or Non-need Based Institutional Financial Aid, 2014/15



Offering Financial Aid

Which institutions represented today allocate the most financial to international students?

| INSTITUTION | REGION | State | Type | Total Intl UG Degree-Seeking Students 2015/16 | Financial Aid Offering Type ¹ | Total Financial Aid Awarded to Int'l Degree-Seeking UG Students | Number of Enrolled Int'l Degree-Seeking UG Students Who Received Aid | Avg. Award for Int'l Degree-Seeking UG Receiving Aid ² | % of Total Int'l Degree-Seeking UGs Awarded Financial Aid ³ |
|---|--------|-------|-------------|---|--|---|--|---|--|
| Duke University | SRO | NC | Private 4yr | 664* | NB & NNB | \$9,173,384 | 173 | \$53,334 | 28% |
| Texas A&M University | SWRO | TX | Public 4yr | 577 | NB & NNB | \$6,984,853 | 304 | \$22,976 | 53% |
| Vanderbilt University | SRO | TN | Private 4yr | 458 | NB & NNB | \$5,717,453 | 118 | \$48,453 | 26% |
| Rice University | SWRO | TX | Private 4yr | 472 | NB & NNB | \$2,675,289 | 95 | \$28,161 | 20% |
| St. John's College | SWRO | NM | Private 4yr | N/A | NB & NNB | \$2,606,378 | 66 | \$39,490 | N/A |
| St. Edward's University | SWRO | TX | Private 4yr | 363 | NNB | \$1,986,980 | 104 | \$19,106 | 29% |
| Emory University | SRO | GA | Private 4yr | 1,128 | NNB | \$1,199,486 | 39 | \$30,756 | 3% |
| University of South Carolina - Columbia | SRO | SC | Public 4yr | 253 | NNB | \$848,359 | 117 | \$7,250 | 39% |
| Nova Southeastern University | SRO | FL | Private 4yr | 242 | NNB | \$805,935 | 138 | \$5,840 | 57% |
| University of Houston | SWRO | TX | Public 4yr | 1,570 | NB & NNB | \$731,737 | 278 | \$2,632 | 18% |
| Texas A&M University-Corpus Christi | SWRO | TX | Public 4yr | 281 | NNB | \$685,265 | 173 | \$3,961 | 62% |
| Samford University | SRO | AL | Private 4yr | 90 | NB & NNB | \$494,238 | 24 | \$20,593 | 26% |
| North Carolina Central University | SRO | NC | public 4yr | N/A | NNB | \$465,893 | 20 | *\$23,295 | *61% |
| Lenoir-Rhyne University | SRO | NC | private 4yr | 32 | NNB | \$300,629 | 12 | \$25,052 | 63% |
| Berry College | SRO | GA | Private 4yr | 12 | NNB | \$154,410 | 11 | \$14,037 | 92% |
| University of Mary | SWRO | | Private | | | | | | |

Big Themes

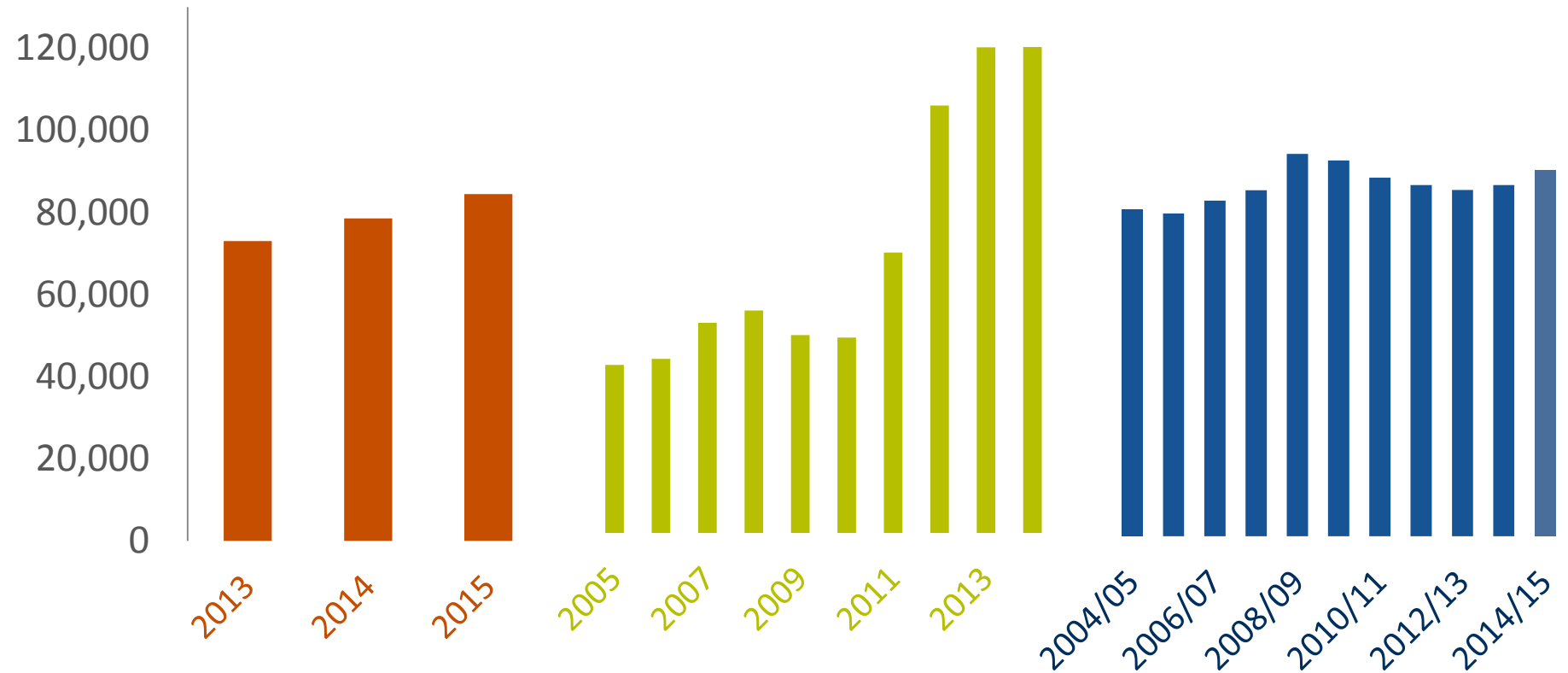
Local Global Recruiting

Int'l Student Pipelines

Secondary
84,496

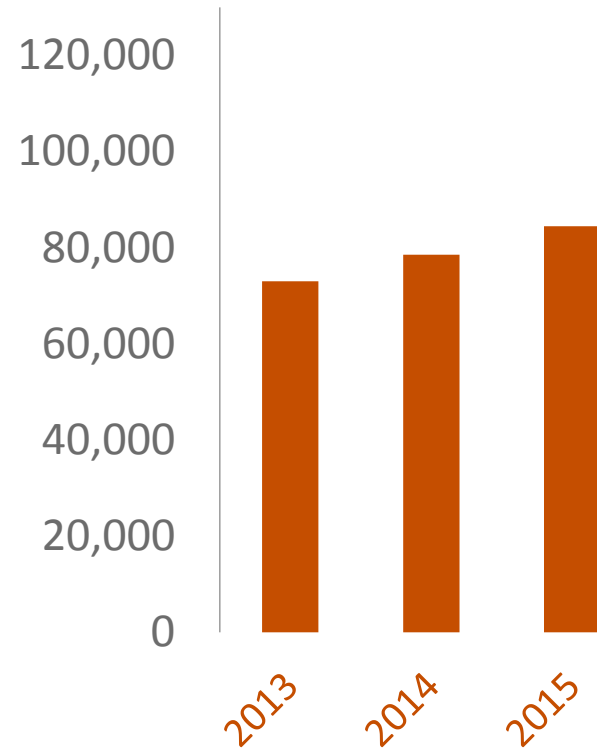
Intensive English
126,016

Community College
91,648



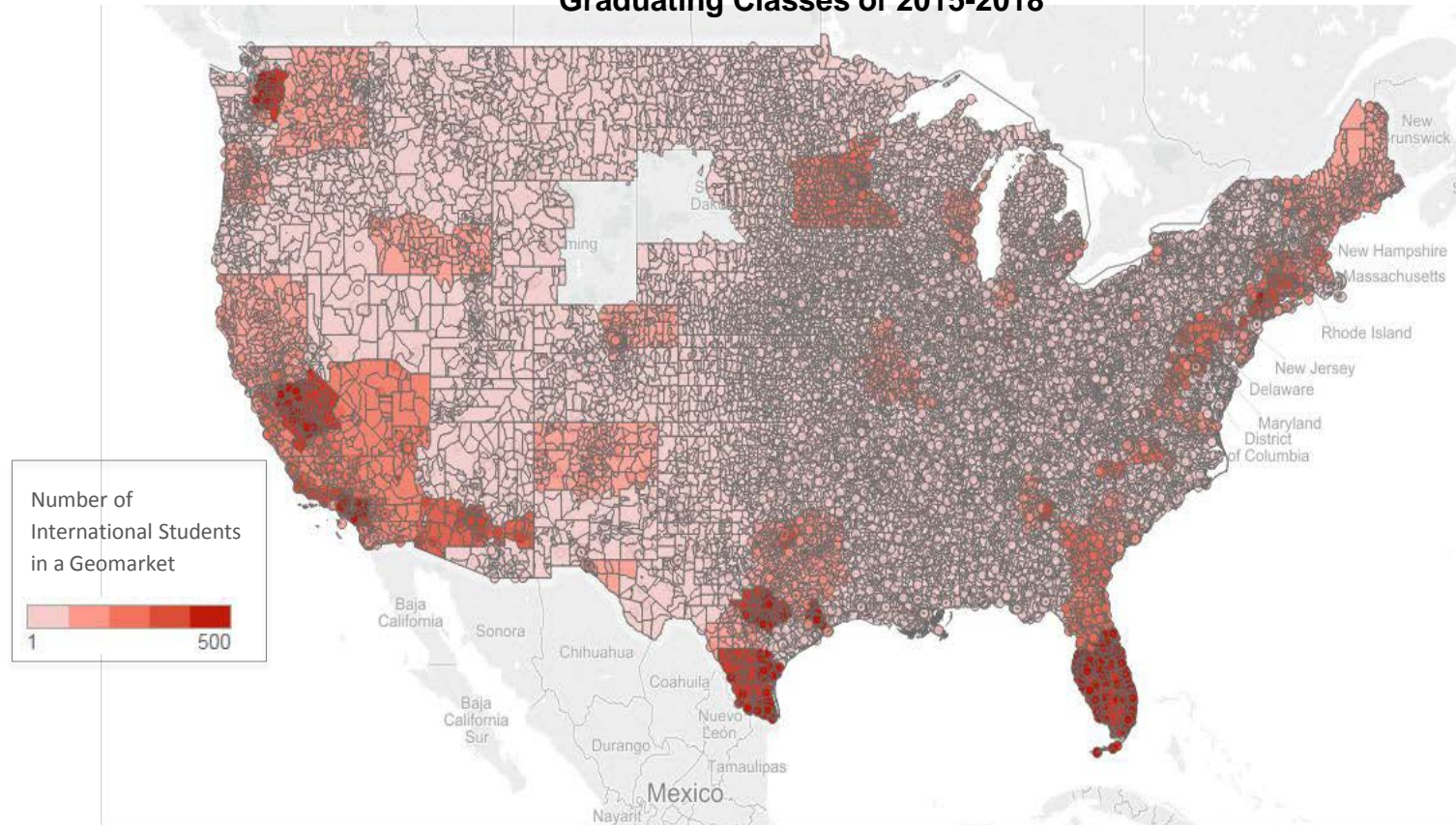
Int'l Student Pipelines

Secondary
84,496



A growing number of students in the 2015-2018 cohort self-reported that they are a citizen of a country outside of the U.S. and attended a high school in the U.S.

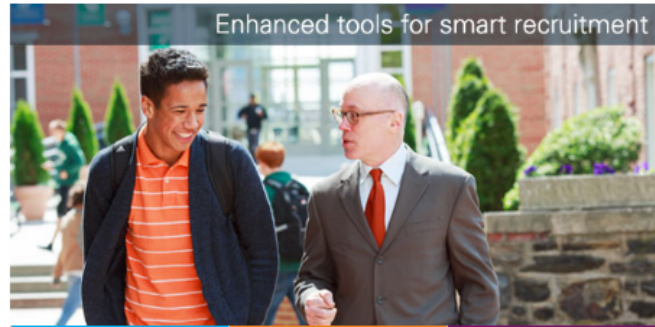
Geomarkets in the U.S. with the Most International Students in the Graduating Classes of 2015-2018



NOTE: Data retrieved from College Board Search is dynamic and volumes can differ in any point in time. "International Students" reflect those who self-reported that they are "citizens of another country."

SOURCE: College Board internal analysis based on the 2015-2018 high school graduating cohorts retrieved on July 20, 2015 from College Board Search <https://collegeboardsearch.collegeboard.org>

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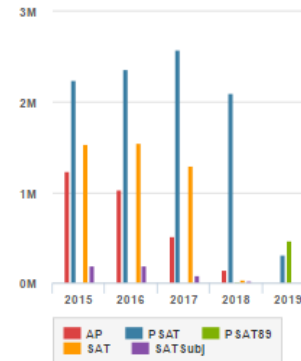
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Search for Students

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[Hide graduating class section ^](#)

○ Research & license names

Include only names available for license in your search. These are students who gave their consent to be contacted and who graduated within the last year or are currently in high school.

Years available: 2016 - 2020

● Research only

Include all students in your search if you want to work with a larger pool of data and don't intend to license names.

Years available: 2012 - 2020

Choose years

Available Students

- | | |
|--|---------------------|
| <input type="checkbox"/> Include all years | 21,378,064 students |
| <input type="checkbox"/> 2020 HS grad class | 122,639 students |
| <input type="checkbox"/> 2019 HS grad class | 1,055,628 students |
| <input checked="" type="checkbox"/> 2018 HS grad class | 2,432,962 students |
| <input type="checkbox"/> 2017 HS grad class | 3,060,017 students |
| <input type="checkbox"/> 2016 HS grad class | 3,081,726 students |

● Research only

Include all students in your search if you want to work with a larger pool of data and don't intend to license names.

Years available: 2012 - 2020

2,432,962

Students included

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100%

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Your search includes 100% of available students.

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2,432,962

Students included

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97%

Your search include available students.

Unnamed search

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Use one or more of the options below or [select saved criteria](#) v

Include all students

Customize your search by geographic area

Include students based on their ?

Home address

High school address

Select from map

Use the map to select a geographic area.

U.S. states & territories

Geomarket

County

ZIP code

Metropolitan statistical area (MSA)

Proximity search

International

Alphabetical

[Regional](#)

Select all states

Alabama

Alaska

Arizona

Arkansas

California

Colorado

Connecticut

Delaware

District of Columbia

Florida

Georgia

Hawaii

Idaho

Illinois

Indiana

Iowa

Kansas

Kentucky

Louisiana

Maine

Maryland

Massachusetts

Michigan

Minnesota

Mississippi

Missouri

Montana

Nebraska

Nevada

New Hampshire

New Jersey

New Mexico

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Ohio

Oklahoma

Oregon

Pennsylvania

Rhode Island

South Carolina

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Texas

Utah

Vermont

Virginia

Washington

West Virginia

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Wyoming

Select all territories

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Guam

Marshall Islands

Micronesia, Federated States of

Northern Mariana Islands

Puerto Rico

Virgin Islands

Armed Forces Africa, Canada, Europe, Middle East

Armed Forces America (except Canada)

Armed Forces Pacific

34,131

Students inc

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income](#)

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[Languages](#)

AP Exam takers are not asked about their citizenship.

- Include all students
- Include only
 - U.S. citizen or U.S. national
 - U.S. permanent resident or refugee
 - Citizen of another country
 - Other
 - No response

Your Selections

| Ethnicity/Race | Sex | Religion | Citizenship | Low SES |
|-------------------|---------------|---------------|------------------------------|---------------|
| No selections | No selections | No selections | ✕ Citizen of another country | No selections |
| 1st gen/Parent ed | Family income | Mobility | Languages | |
| No selections | No selections | No selections | No selections | |

[Clear demographics selections](#)

[Hide demographics section](#) ^

[+ High School Academic Performance](#) Include all students

[+ Intended Major](#) Include all students

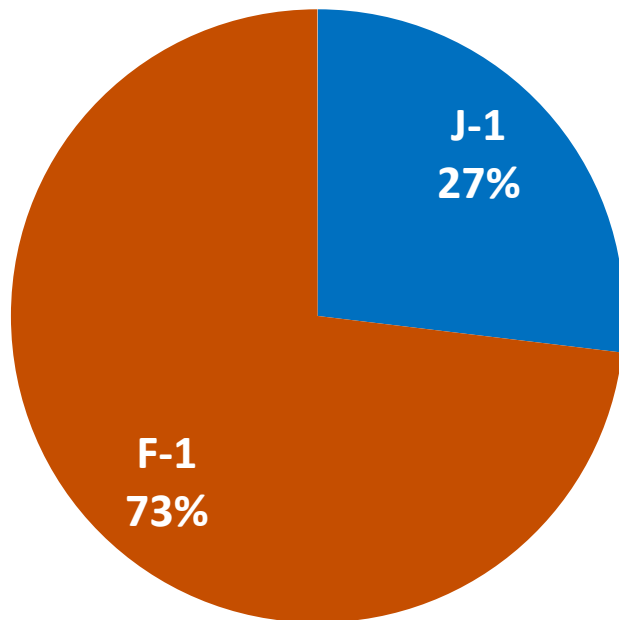
[+ Segment Analysis](#) Target your search further with College Board's

- ✓ Most international secondary students in the United States ultimately seek to enroll in higher education.

International Student Visas by Sector

Secondary

84,496



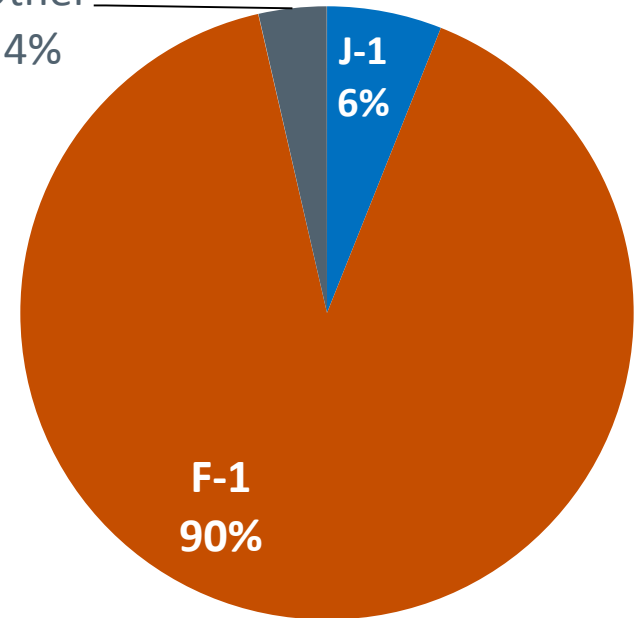
Fall 2015

Postsecondary

974,926

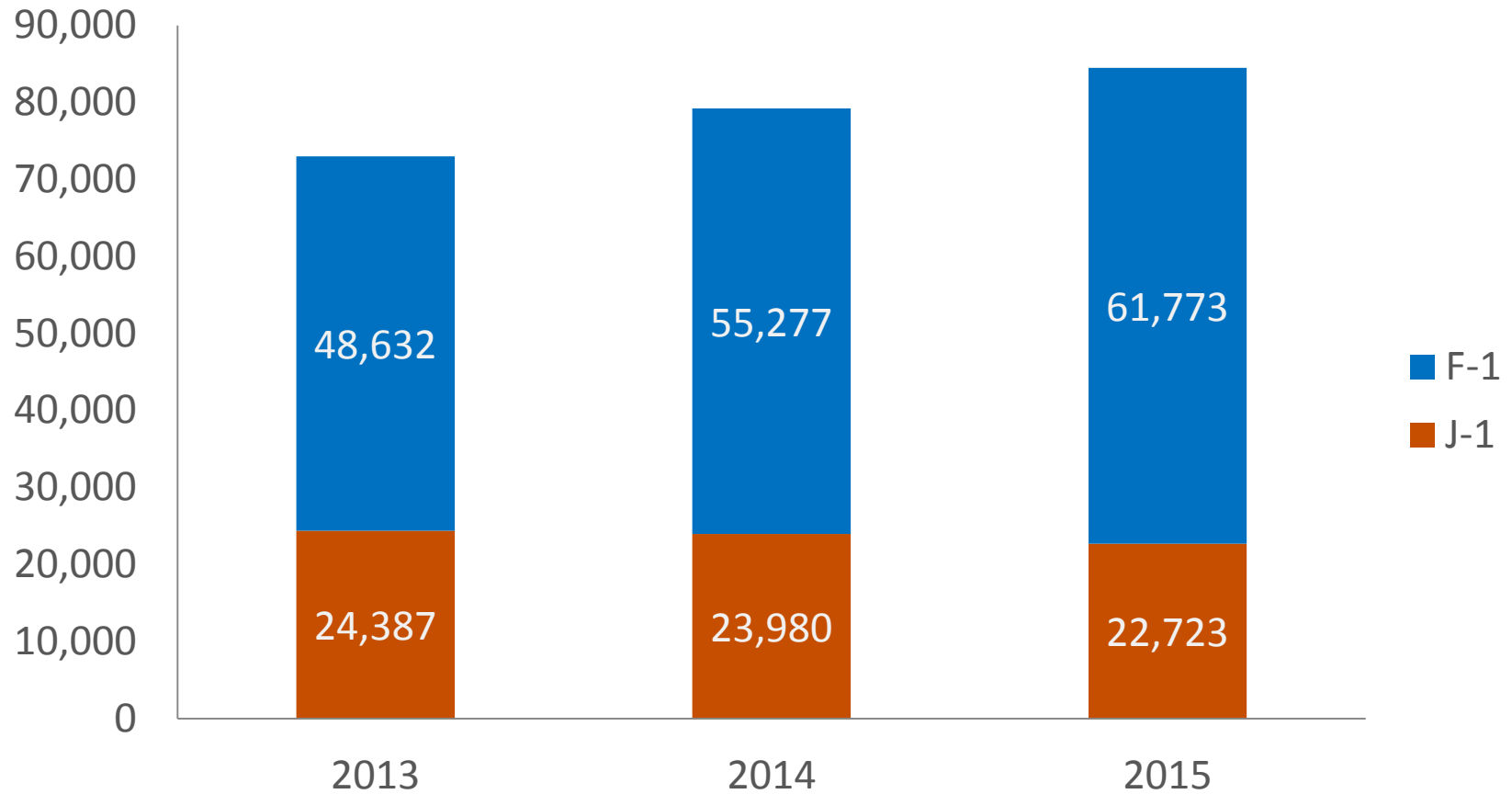
Other

4%



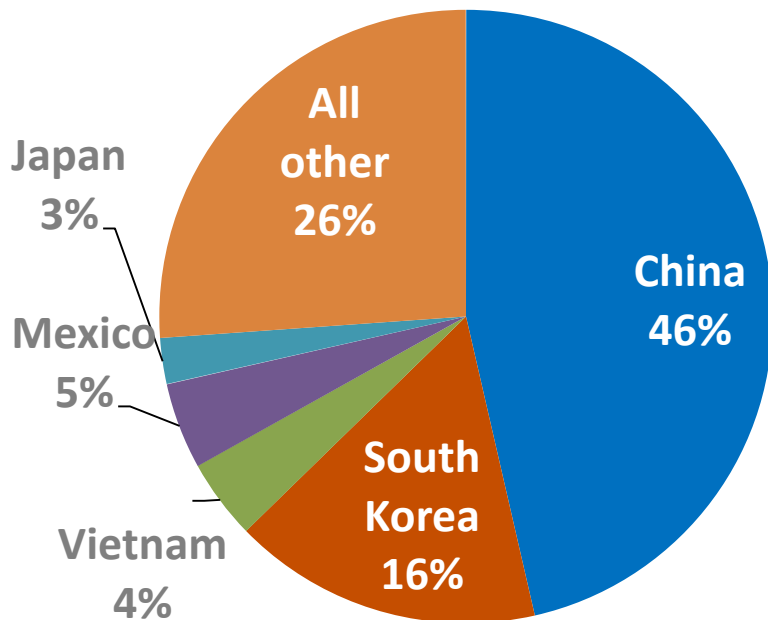
Fall 2014

Diploma-seeking students are driving growth.

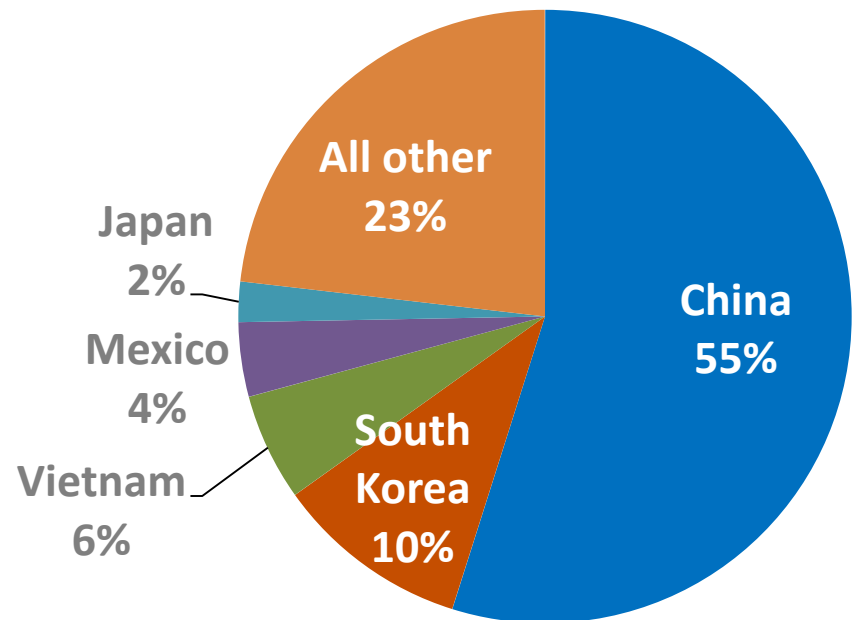


Leading Places of Origin of Diploma-Seeking Secondary Students

2013
48,632

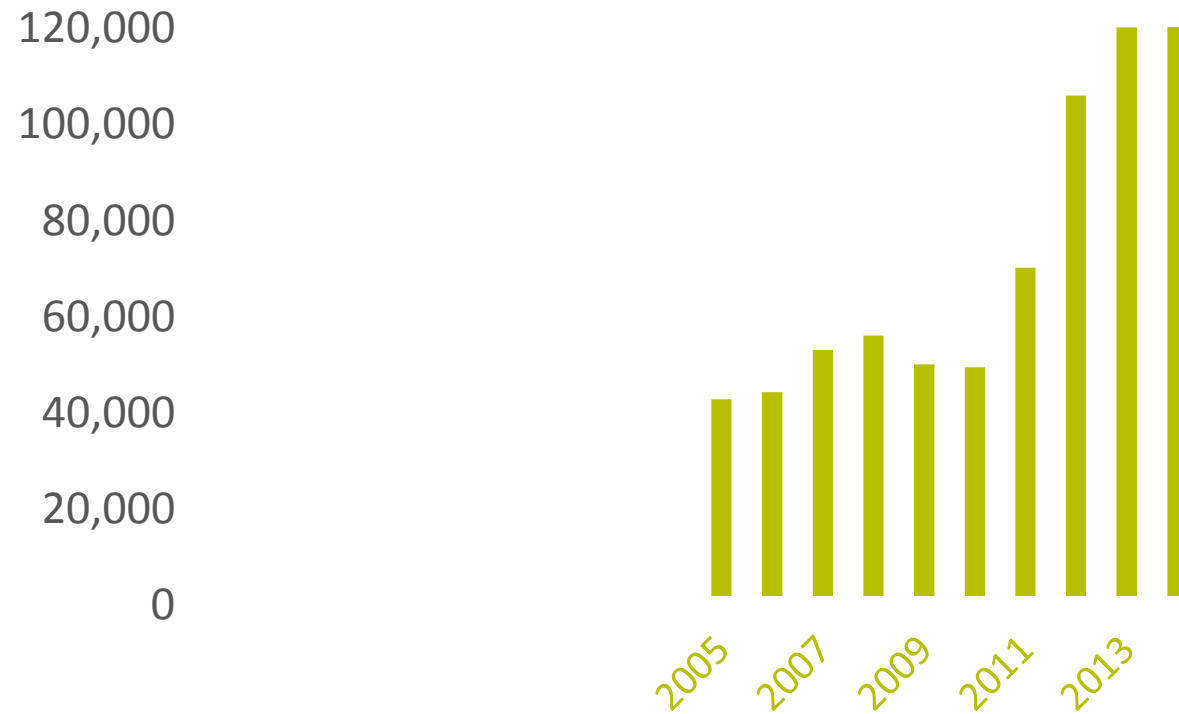


2015
61,773



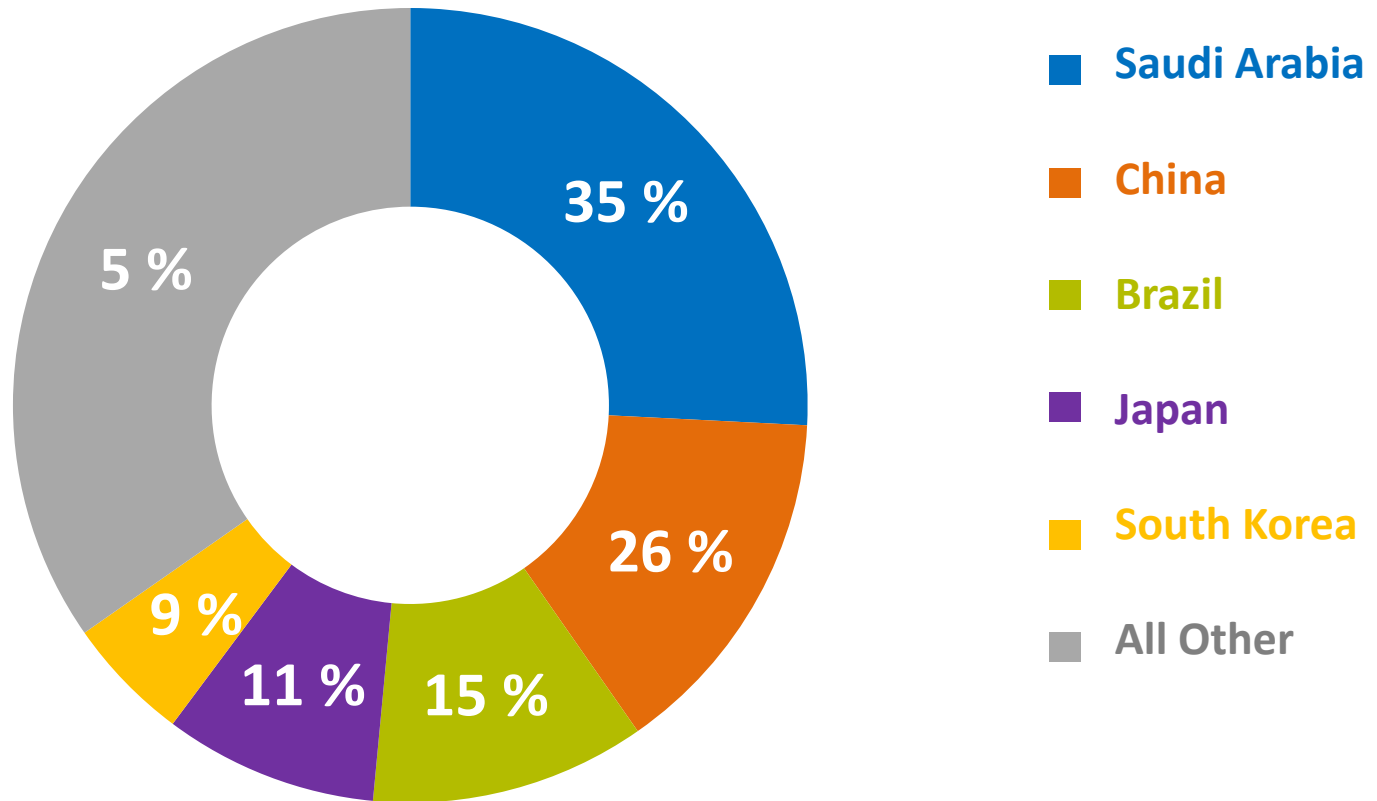
Int'l Student Pipelines

Intensive English
126,016



Places of Origin of IEP Students, 2014

65% of IEP students come from just 5 countries.



Percent distribution may not sum to 100.0 due to rounding.

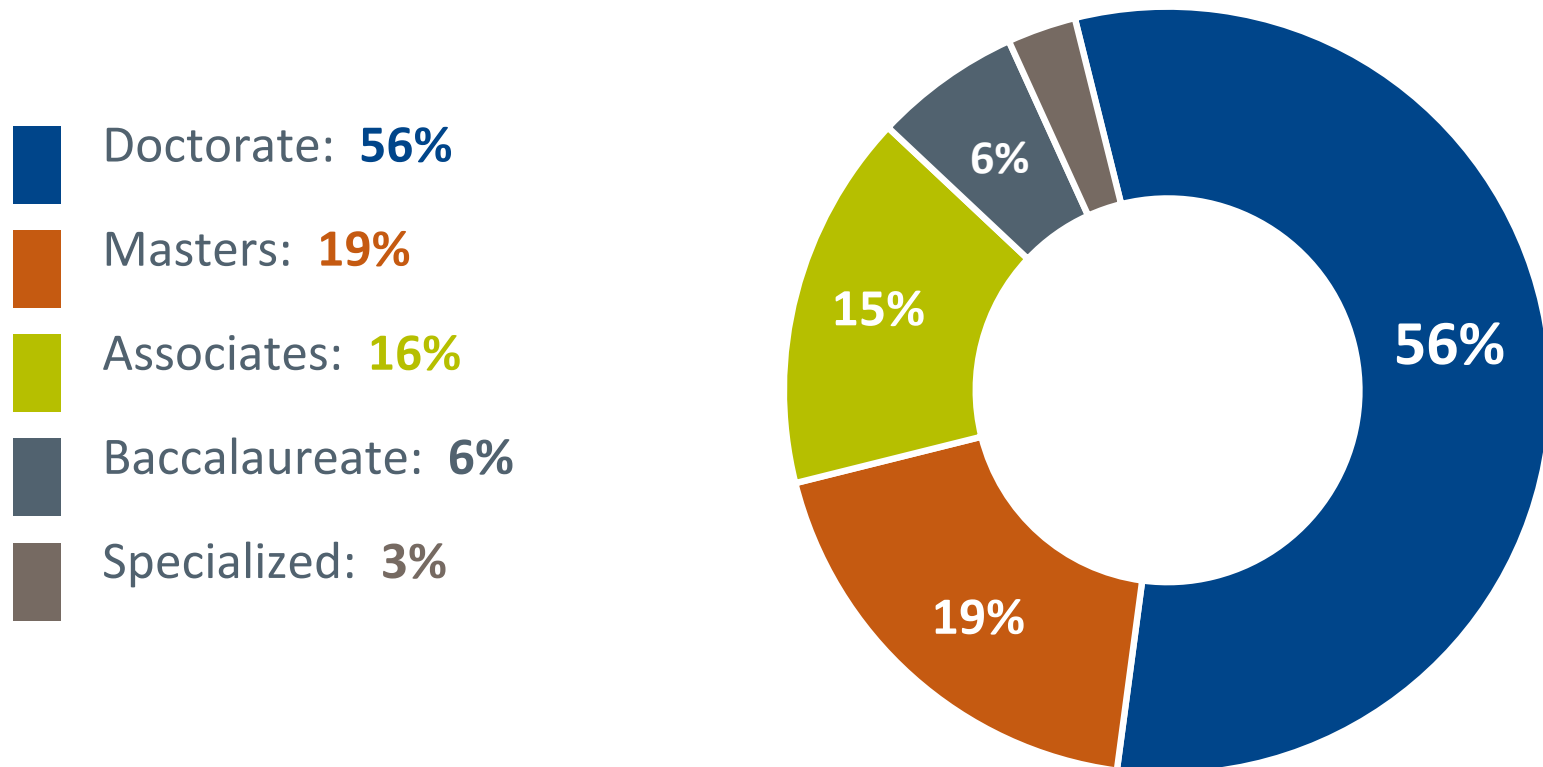
Int'l Student Pipelines

Community College
91,648

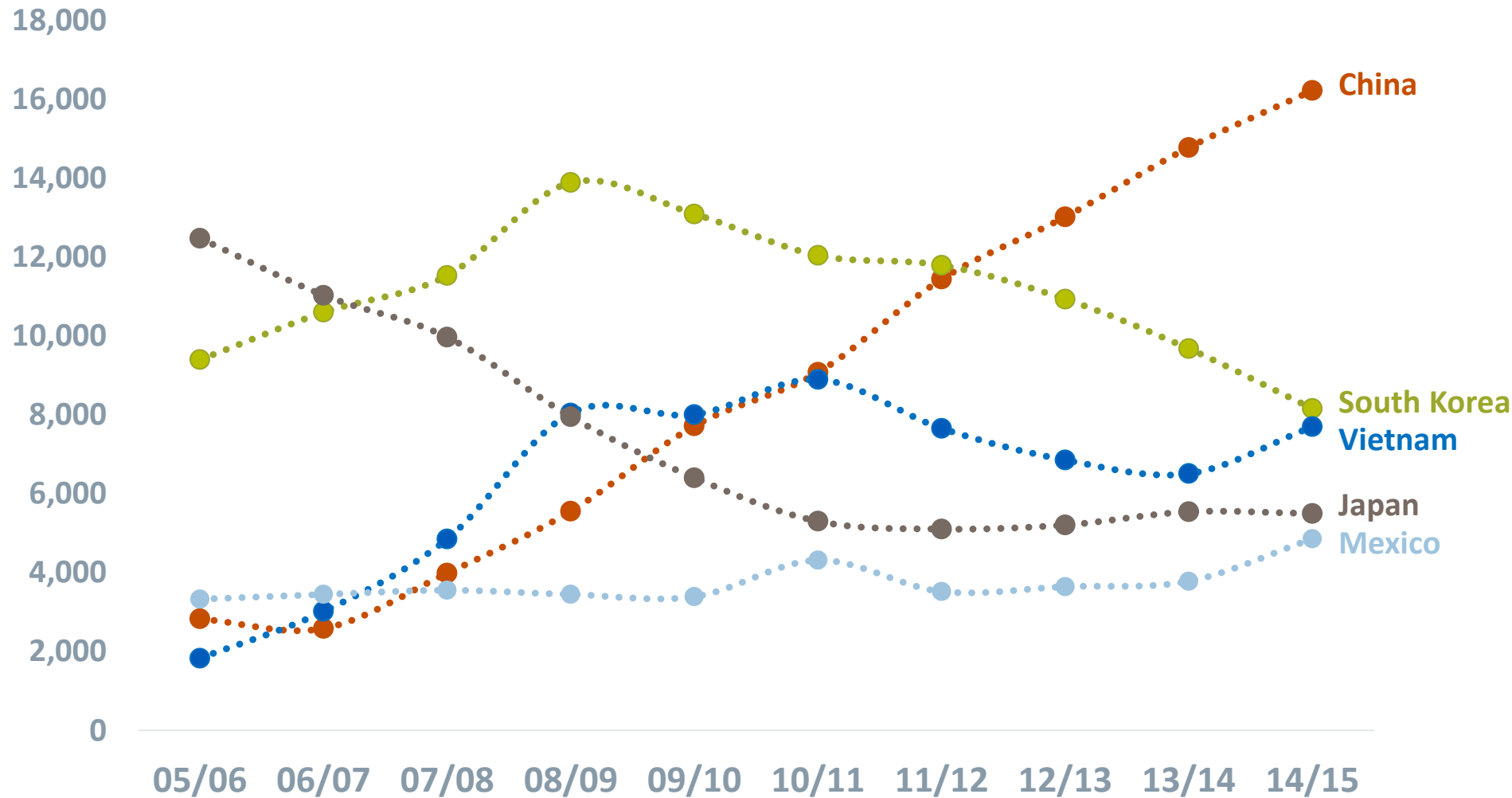


International Undergraduates by Institution Type

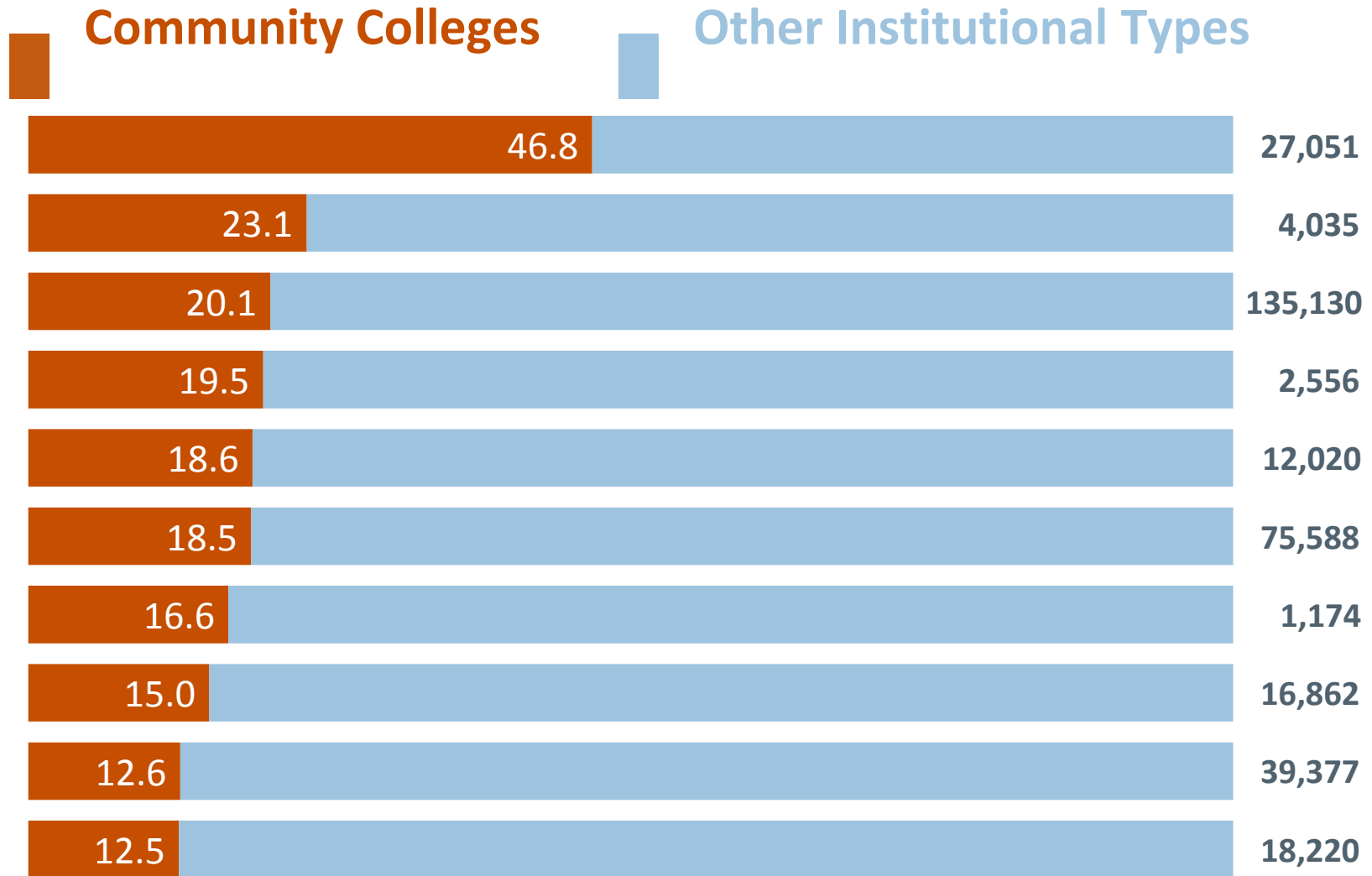
Community colleges hosted **16%** of undergraduate & non-degree international students in the U.S. in 2014/15.



Top Places of Origin at Community Colleges



Density of International Students in Community Colleges, 2014/15



Open Discussion/ Question & Answer

Thank You.

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