



Leaders in International Higher Education

2022 ANNUAL  
CONFERENCE

Why the Internationalization of  
Higher Education Still Matters

# Future of International Recruitment and Admissions

## *Navigating Complexity*

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James Zika, College Board

John Wilkerson, Indiana University

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# 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

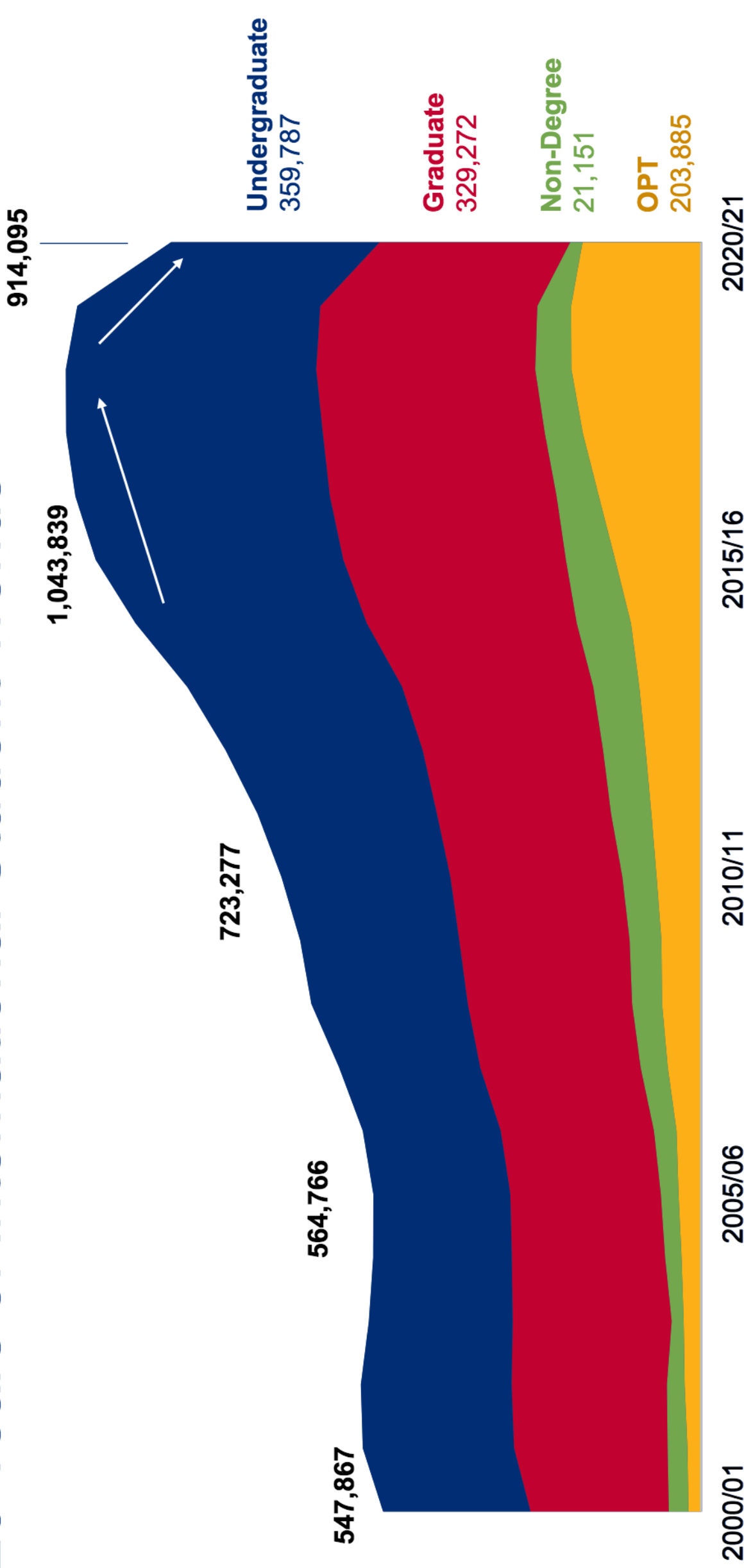


## University Case Studies

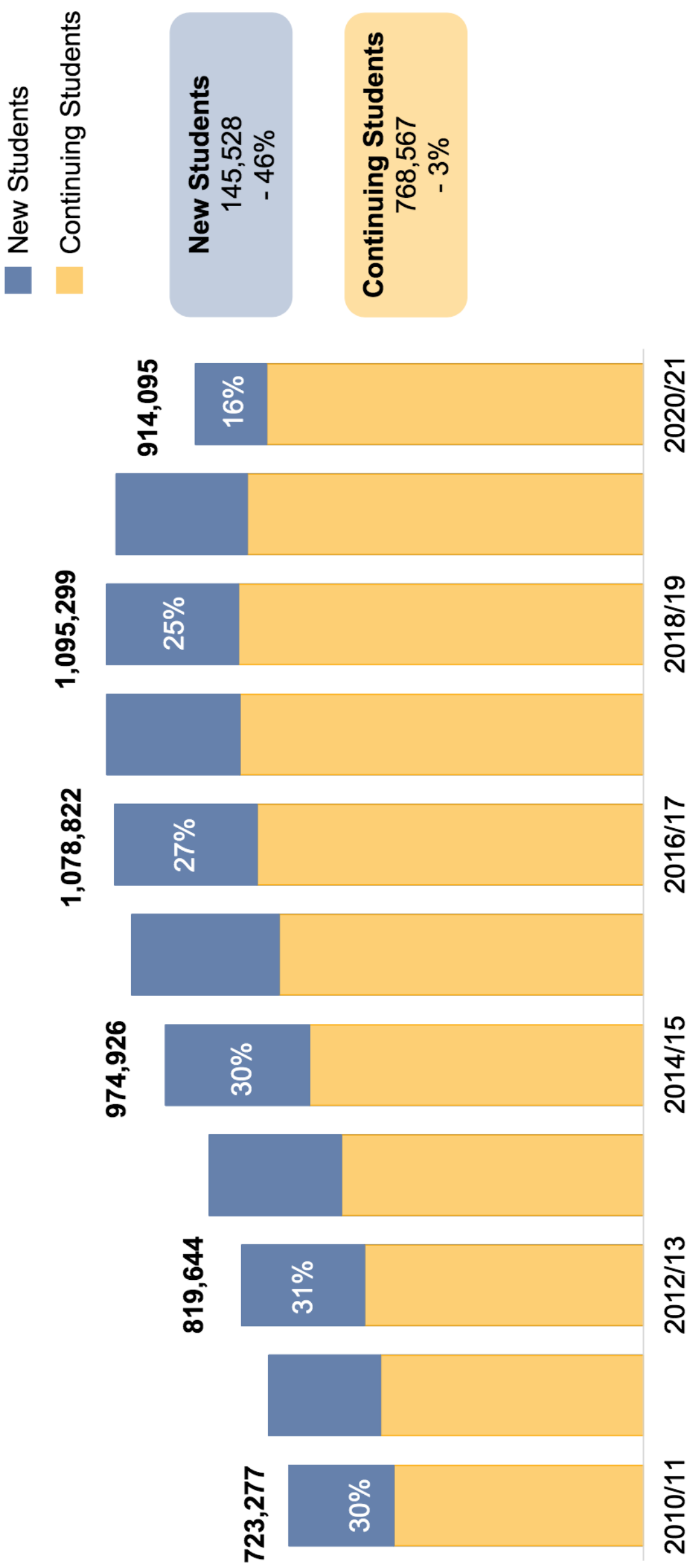


# International Student Mobility Trends in the United States

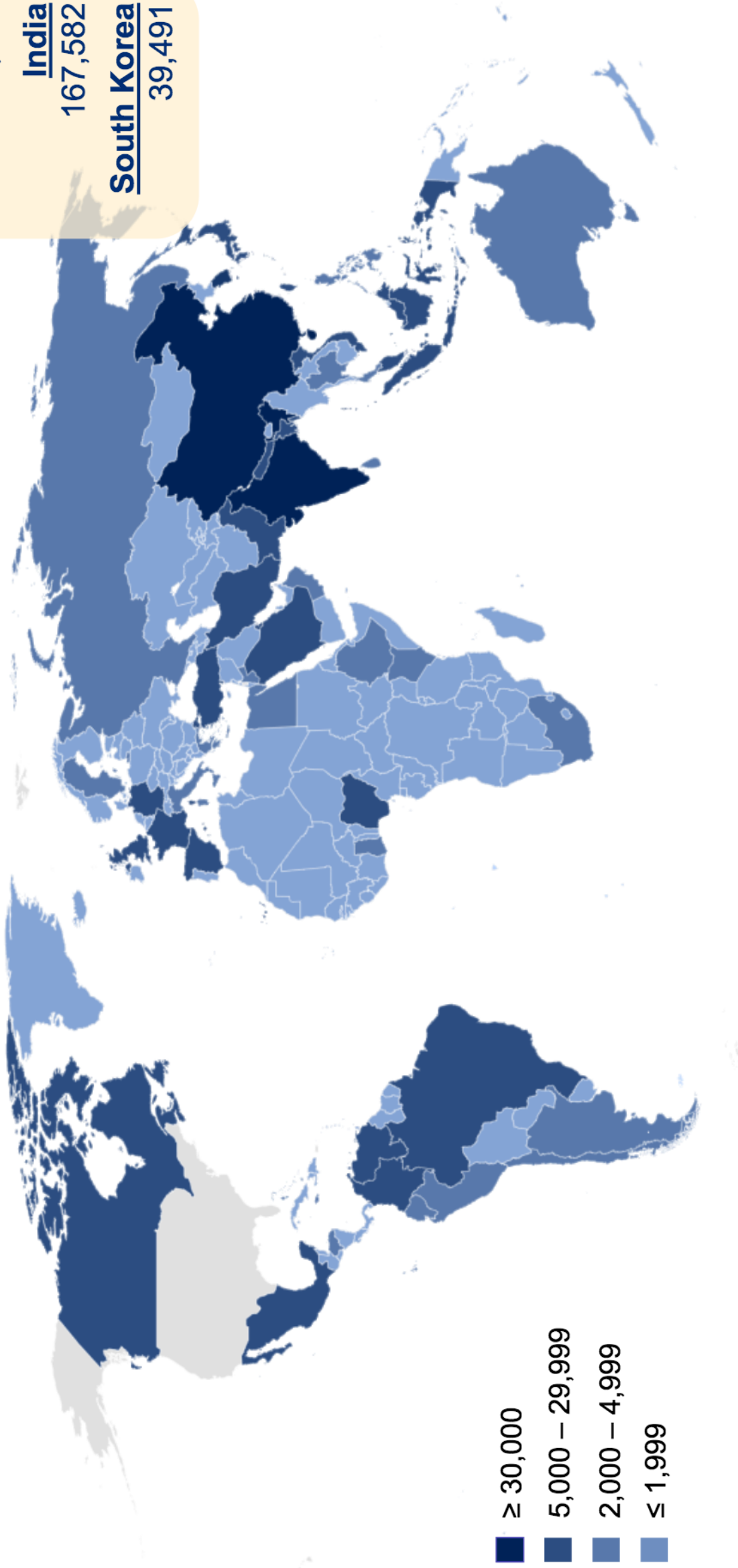
# 20 Years of International Student Trends



# New and Continuing International Students

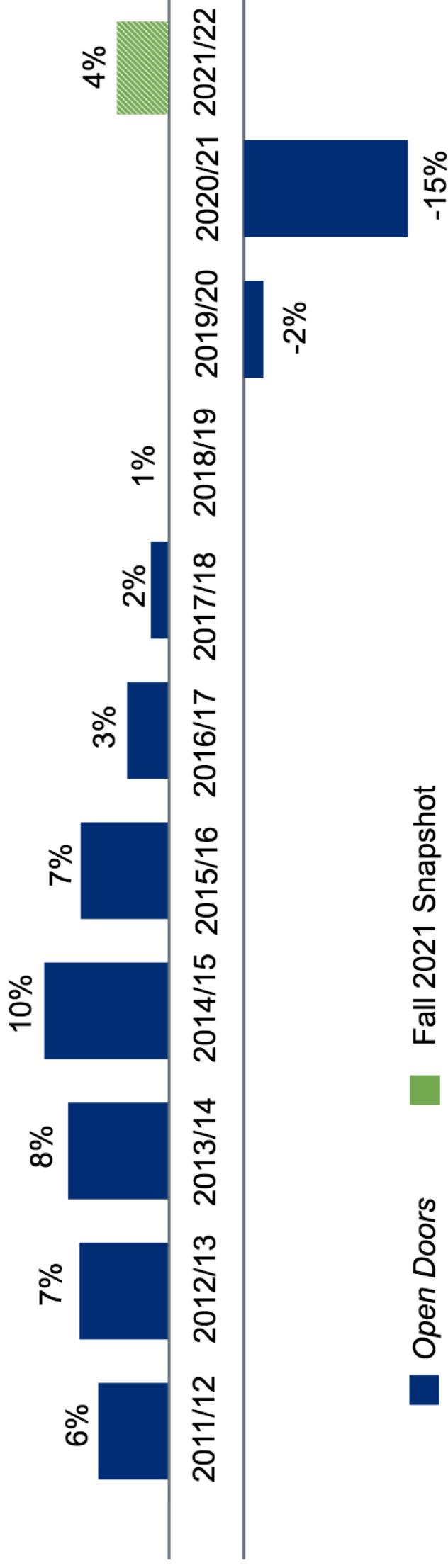


# International Students by Place of Origin





# International Student Totals Likely to Rebound



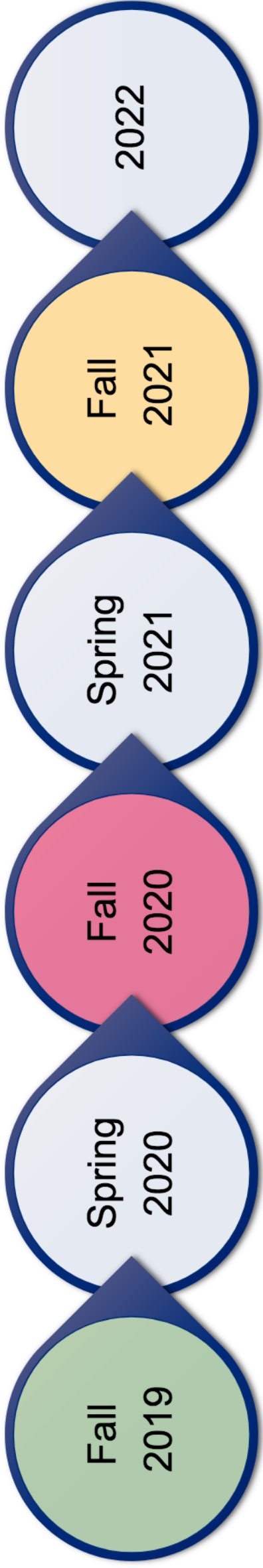
Source: International Student Enrollment Snapshot



# International Student Recruitment Trends 2019 - 2022

# International Student Recruitment: A Timeline

WHO declares  
COVID-19 a pandemic



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

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

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

Source: International Student Enrollment Snapshot

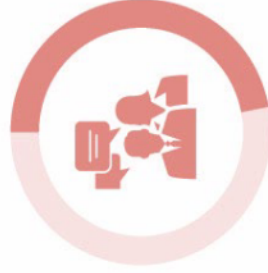
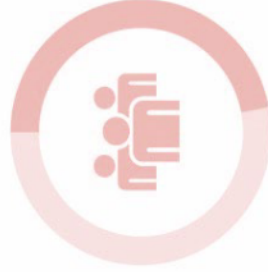
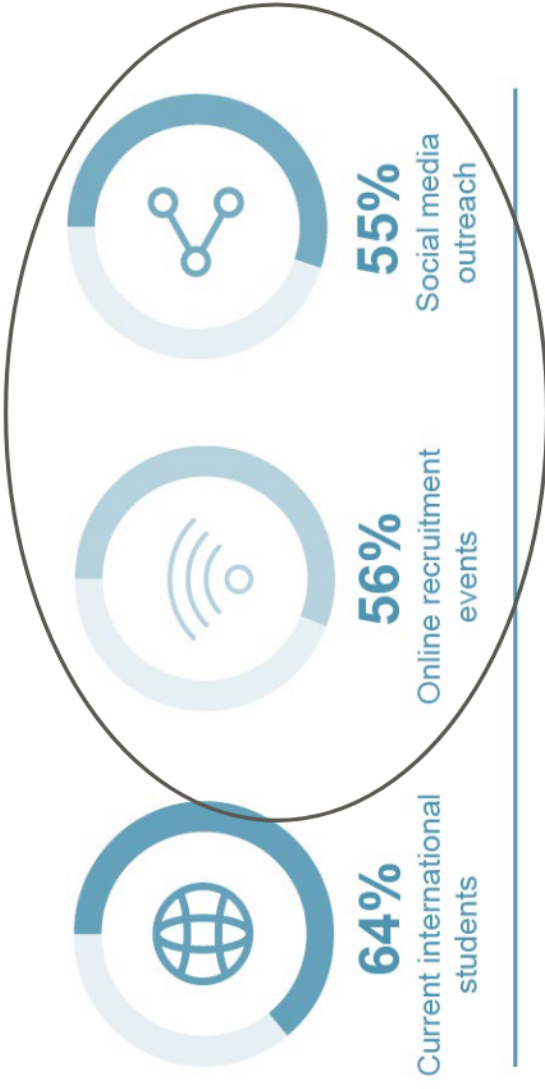
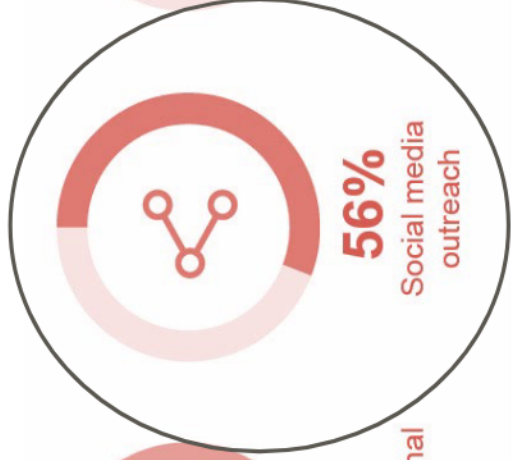
# International Student Recruitment: Spring 2020

78% of HEIs pivoted to virtual recruitment



Source: COVID-19 Snapshot Series

# International Student Recruitment Trends: 2020-2021



Fall 2020

Fall 2021

Source: International Student Enrollment Snapshot

# Learnings in International Student Recruitment



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?  
N=354





# COVID safety and finding ways to make distance learning more effective continue to be major issues for schools

Please indicate the extent to which the following are issues that your school is currently facing as a result of COVID-19.

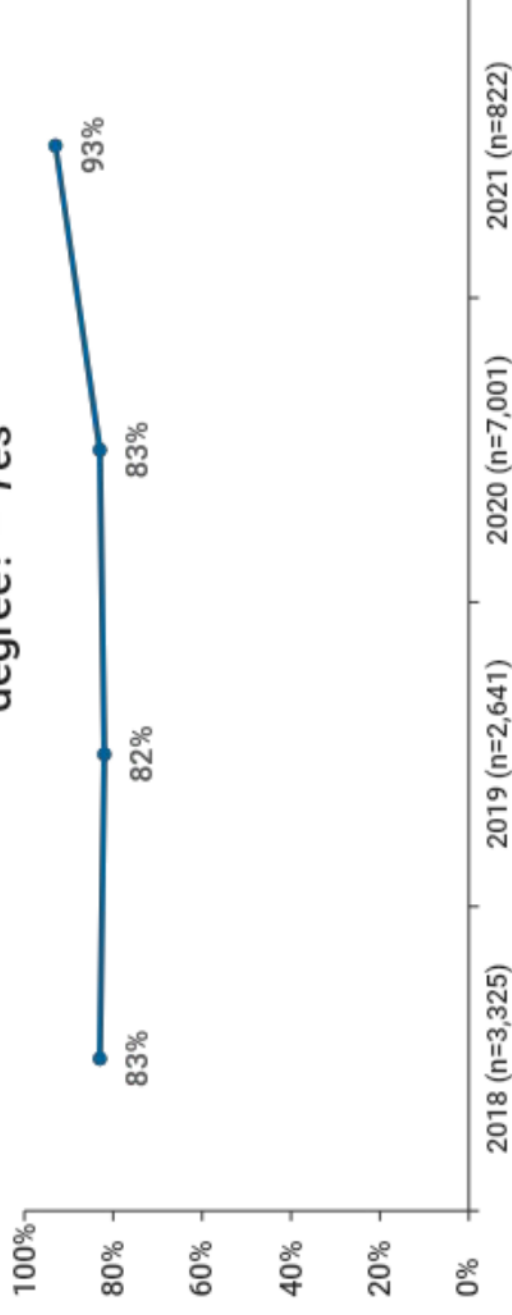
N=76 to 208

■ Major issue ■ Minor issue ■ Not an issue



# 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

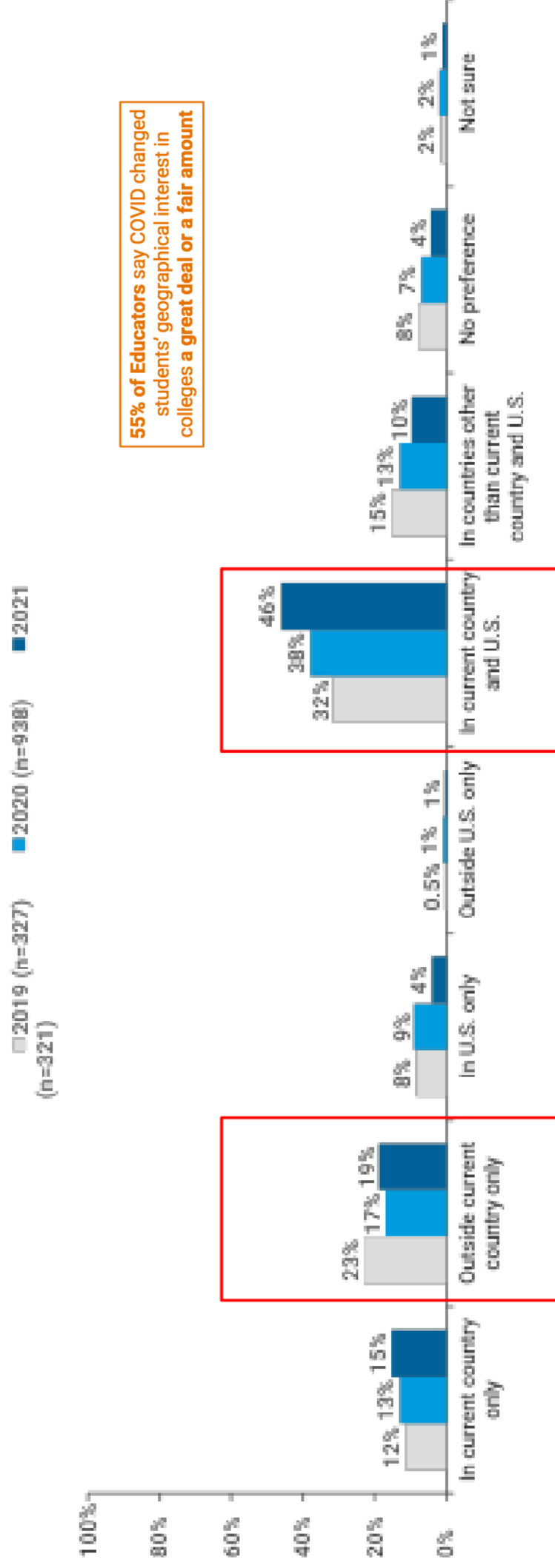


Combined top 3 countries to attend college/university in

	2021	2020
United States	40%	36%
United Kingdom	16%	16%
Canada	14%	14%
Australia	4%	4%
Germany	3%	4%
Singapore	2%	2%
France	2%	2%

# Educators say their students are increasingly interested in attending college in their home country and the U.S.

Most of my students are interested in attending colleges/universities...

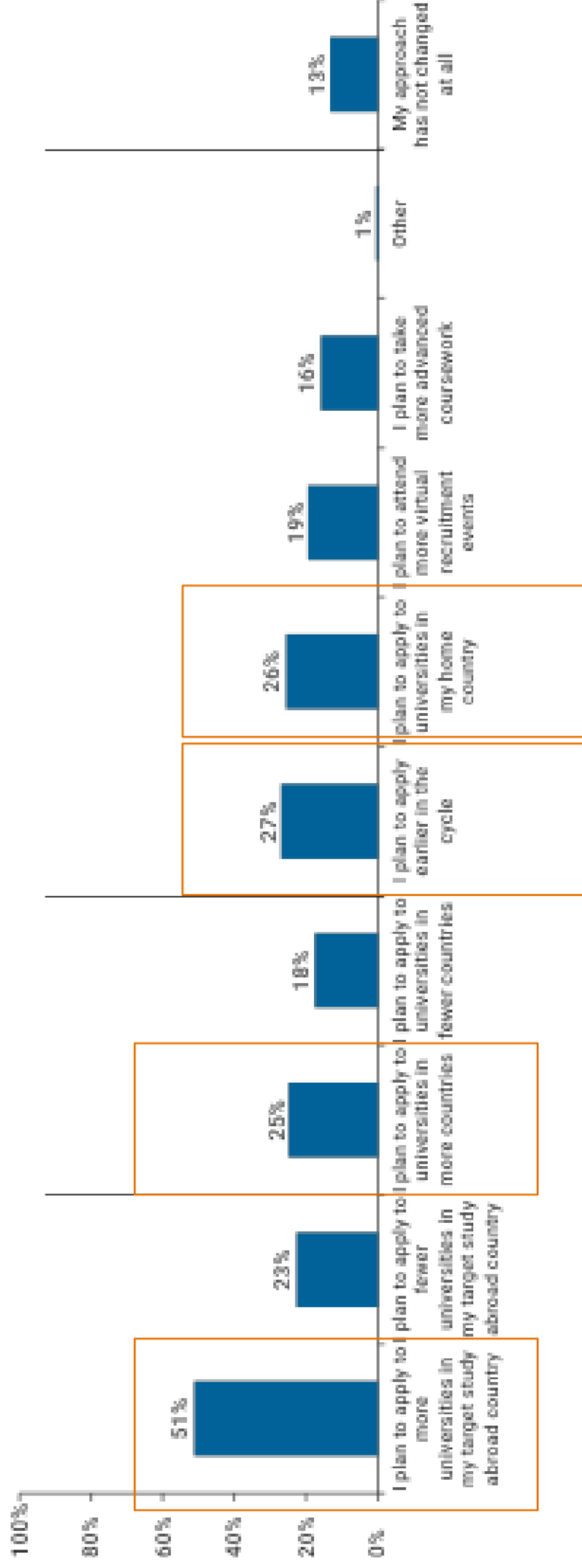


**55% of Educators** say COVID changed students' geographical interest in colleges a **great deal** or a **fair amount**

# 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?

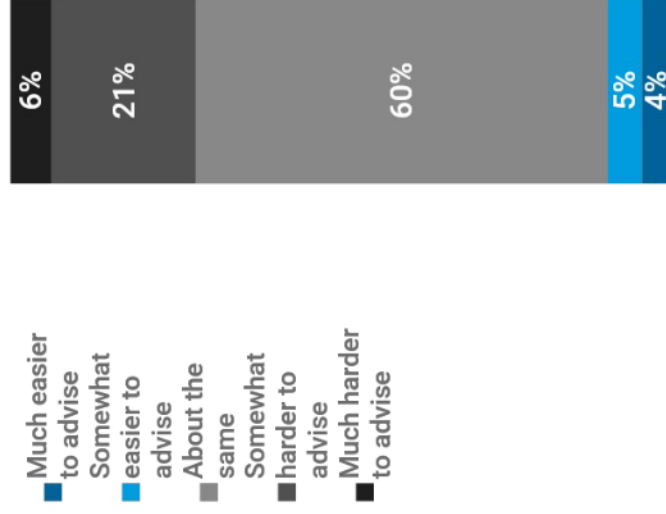
N=734



# 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



*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.*

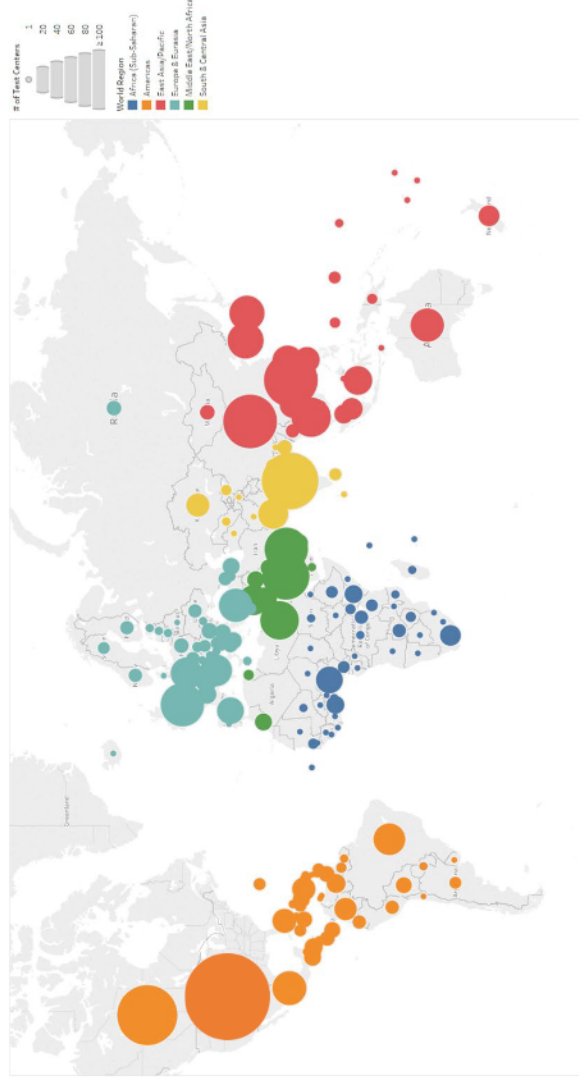
*These new dynamics have provoked for parents and students to feel more anxious and insecure regarding whether or not students are indeed complying with requirements and general admission processes.*

# 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

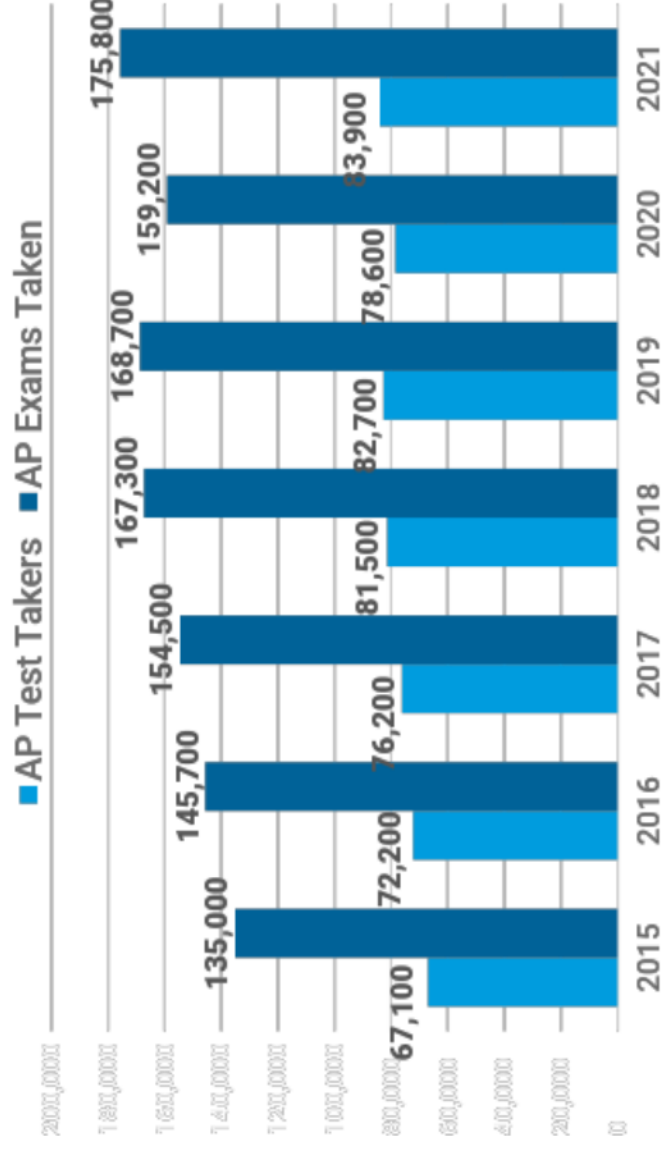
SAT Test Centers Around the World, 2020–21





# 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