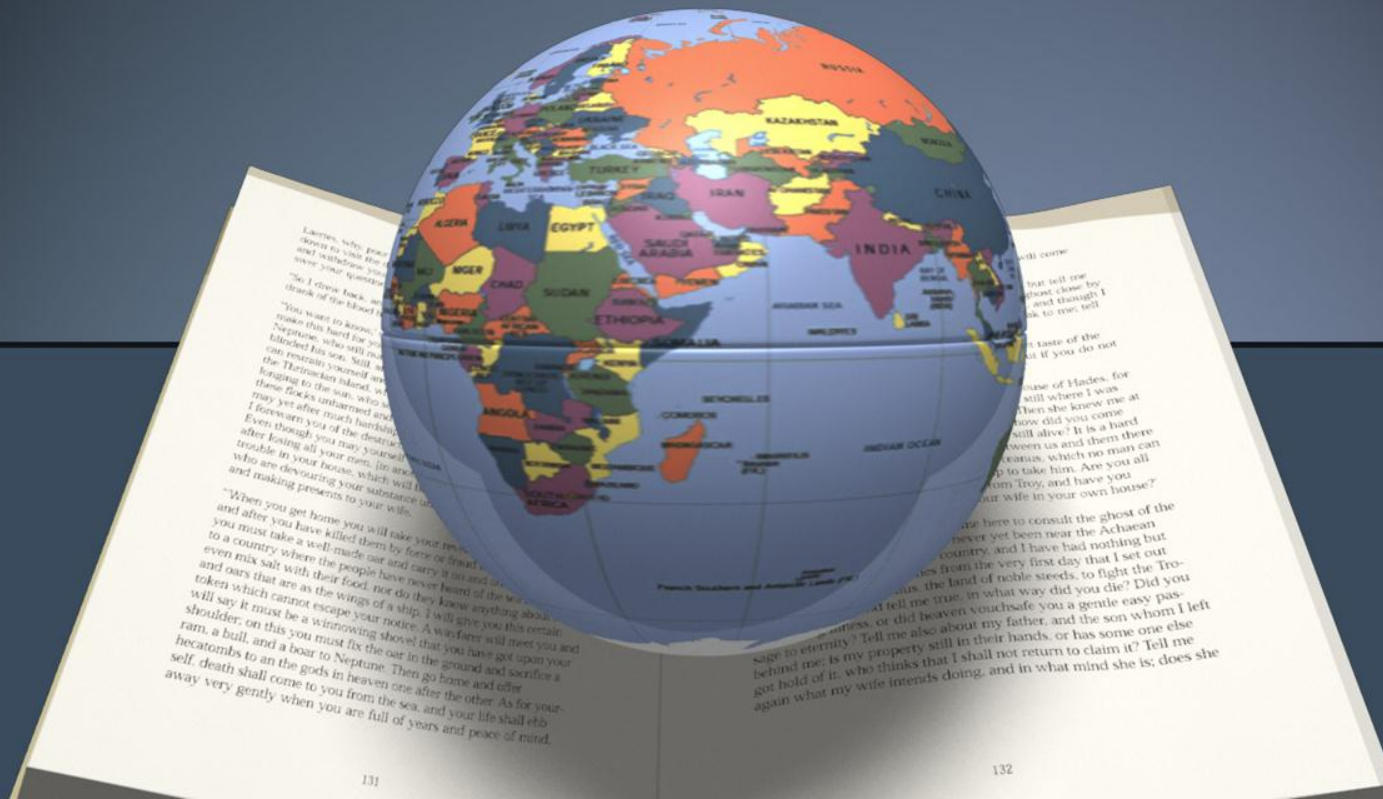# INTERNATIONAL STUDENTS PROGRAM

Increasing Enrollment – Benefits and Challenges
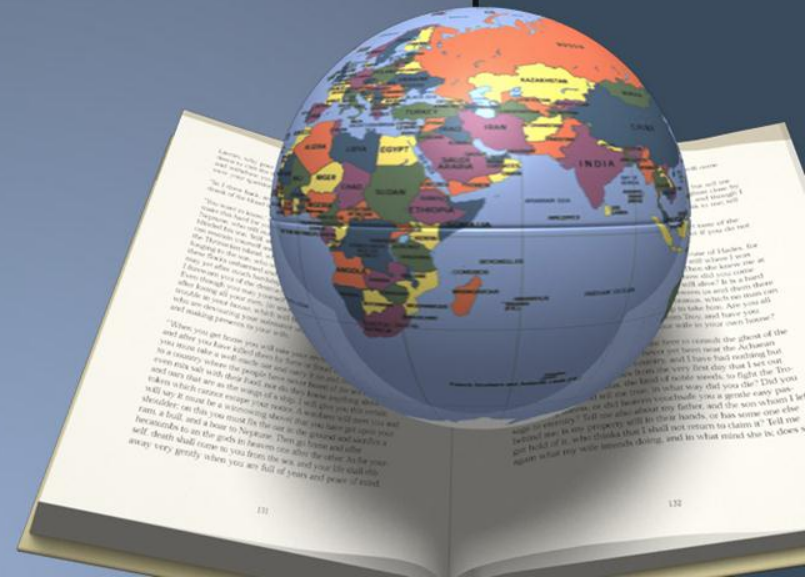
CACCRAO 35th Annual Conference   April 30, 2012

Overview

- Panel Introductions

- Focus on International Students

- International Student Enrollment Trends

- ISP Implementation

- Best practices at your campus

SAN MATEO COLLEGES

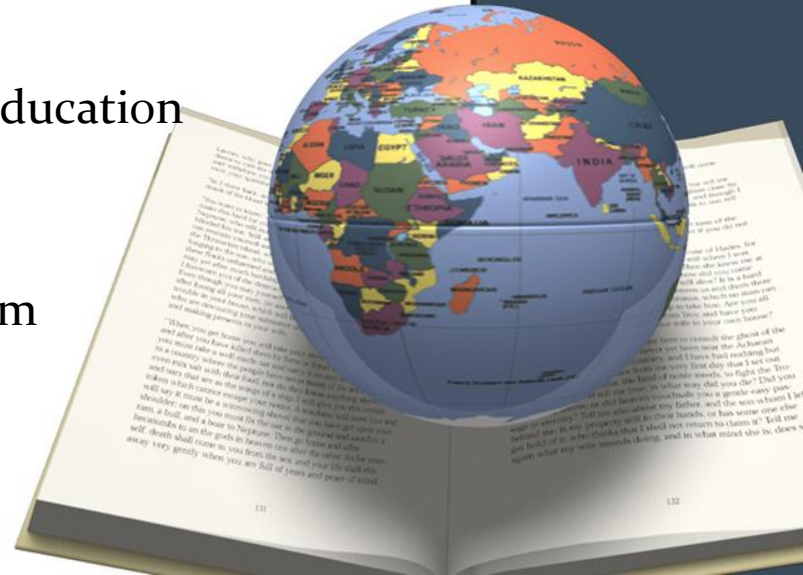## Bridge to Universities from San Francisco and Silicon Valley

Dr. John Mosby, Dean of Enrollment Services

Jaye Akin-Taylor, Project Director
International Education

Maggie Skaff,
Program Services Coordinator
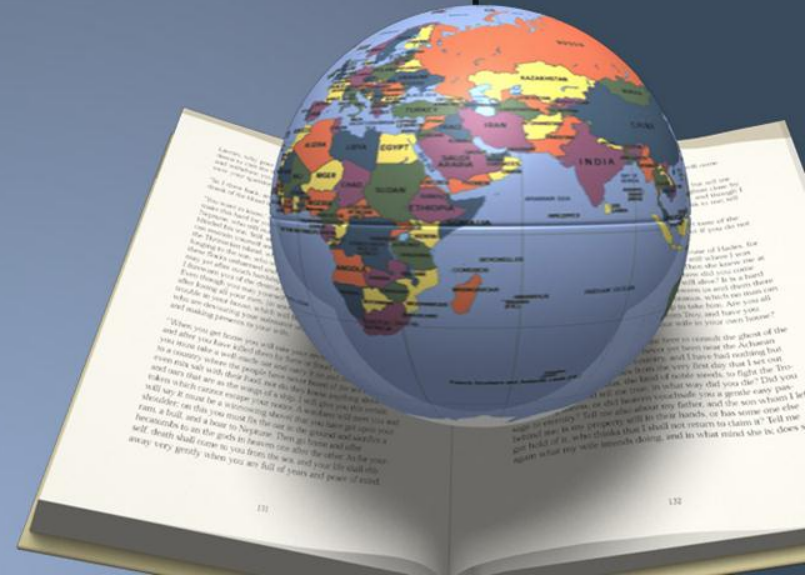International Students Program

Mario Mihelcic,
Program Services Coordinator
International Admissions

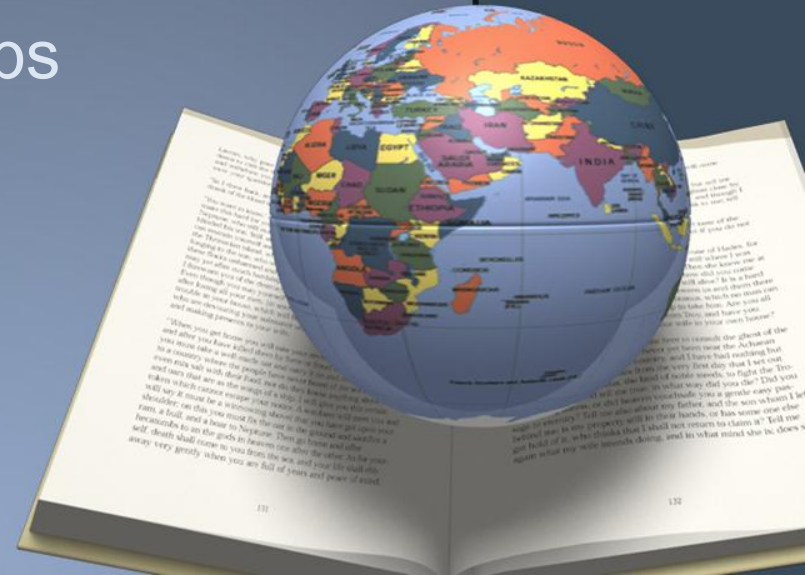# Focus on International Students

- Solution to current fiscal challenges

- Promote cultural diversity on campus

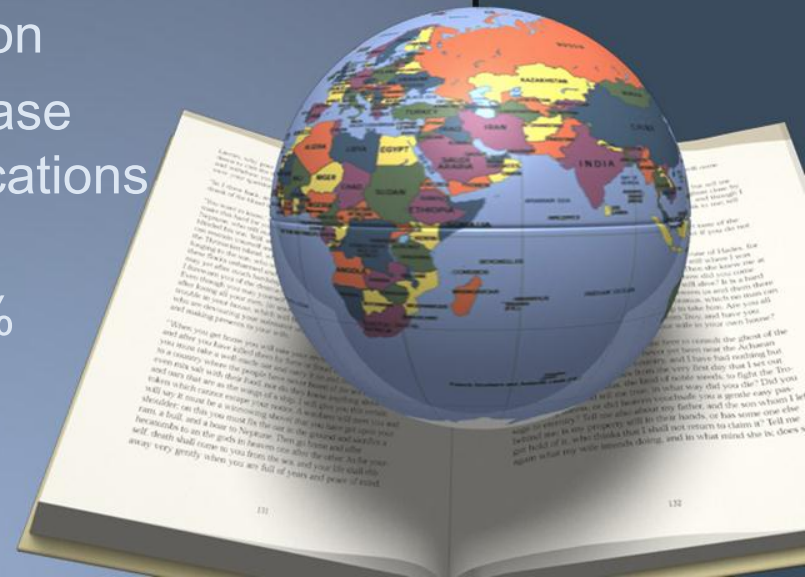- Expose native students to foreign perspective

International Student Recruiting Trends

- Use of commissioned agents
- Emphasizing transfer agreements
- Personalized services
- Cost savings
- Priority registration
- ESL programs or partnerships with language schools
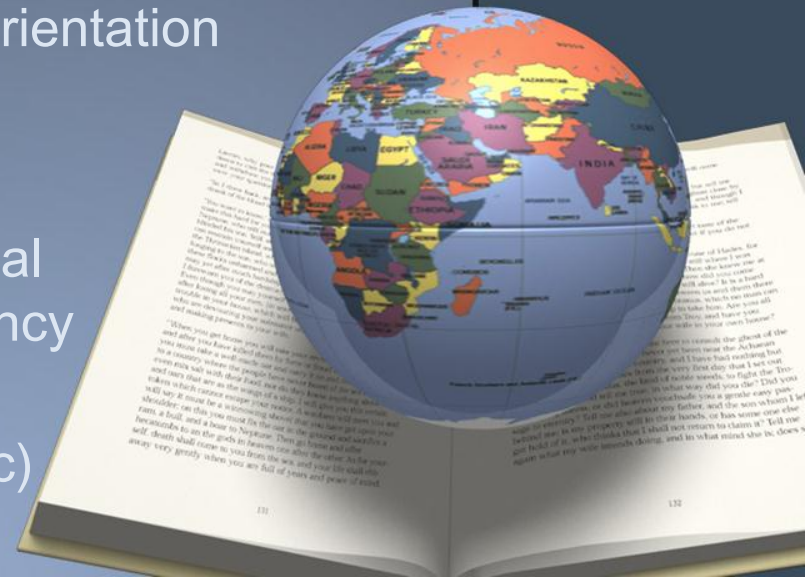- Scholarships

International Student Enrollment Trends

- One in five of the world's international students are from China or India

- Chinese and Indian students make up 84% all increases in international student enrollment

- Emerging countries: Saudi Arabia, Vietnam, Mexico, and Brazil

- College & University administration setting percentage of student body population

- UC system reports a Fall 2012 increase of 66% in international student applications

- UCB, UCLA, UCSD, UCSB reported increases of between 50% and 103% in international applications
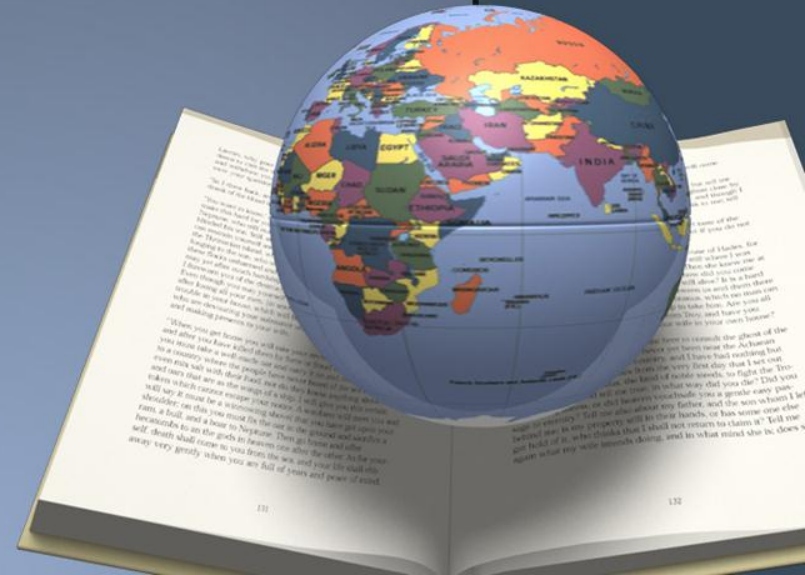
Program Implementation

- District-wide development and operations based committees

- Campus advisory committee

- Educating college administration/constituents about SEVIS rules and regs

- [Online application](#)

- Web site development

- Comprehensive international student orientation

- Housing

- Staff Training

- Faculty/Staff must embrace international students as part of their core constituency

- International student focused events (transfer fair, club, cultural holidays, etc)

Program Implementation

…International students interfacing with the campus

- Academic Counseling
- Assessment Testing
- Cashier's/Business Office
- Disabled Students Programs and Services
- Learning Center
- Career Center
- Human Resources
- Bookstore
- Health Center
- Admissions and Records
- Student government

Best Practices
on your campus...

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