

INTERNATIONAL RECRUITMENT MODEL

Purpose Statement: *Develop a 3 year plan to increase recruitment at UW-Stout in the area of International education that ties into the Focus 2015 goal of “Go Global.”*

Within the UW-System, UW-Stout has consistently been 4th or 5th in numbers of International students. The international recruitment plan was developed by Claudia Smith with input from Vickie Kuester and OIE staff, faculty, and the Enrollment Management committee. New initiatives that were started in 2009-10 were:

- Subscribing to World Education Services International GPA -a program that allows grade conversion from other countries to expedite evaluations of transcripts-cooperative program with Admissions, OIE and Graduate school.
- Working with Zinch-China to pre-qualify students on English language comprehension and ability to pay.
- Working with Hobson’s for geo-targeted campaigns in China and India
- Signed formal contract with Global Language Institute in St. Paul, MN to work with them to provide ESL courses.
- Developing new and renewed memoranda of understanding for exchange and degree completion with institutions in variety of countries including China, India, and New Zealand

Goals		Strategies/Implementation			Cost	Assessment	Target
Activities <i>What we're doing</i>	Participation <i>Who's doing it and who's receiving it</i>	2010-11 <i>What we plan to achieve</i>	2011-12	2012-13			
Geo-targeting specific countries: Target 2 or 3 fairs per year—as funding allows	OIE, Admissions, Program directors, Deans, Other UW colleagues	India and China as primary targets to attend Recruitment Fairs	Review success of fairs in year 1 and evaluate enrollment trends; determine continuation and/or substitute other countries as scheduling permits.	Review progress from international fairs; evaluate enrollment trends; repeat review & pattern from year 2	Fairs cost \$10K each on average; Collaboration with other campuses is cost effective measure	# of fairs attended # of contacts made at fairs # of applicants as a result of recruiting fairs # of enrolled students per country	Increase overall total 5% annually; 1-2 students per fair 200 students by Fall 2014
Focus on 2-year, Community College recruitment transfer fairs	OIE, Admissions	Attend one transfer fair-Seattle	Review success & consider attending Fall and Spring transfer fairs in Seattle	Review success & continue as warranted	Ca. \$2K each	# of contacts made # of applicants as a result of recruitment transfer fair	2-4 transfer students per year by 2014
MOUs for exchange or degree completion students	OIE, PDs and faculty/colleges, Chancellor, Provost,	1-2 new agreements-China, India (diverse countries) Develop departmental/program	Review progress; continue development of departmental/program/college support	Review progress; continue development cycle; renew MOUs as	Cost variable: travel to sites, staff time to	# of agreements # of students resulting from MOUs	Increase enrollments from MOUs to 25 by

	Vice Chancellor Admissions, GS, transfer officer needed for enrollment process	support for existing MOUs	1-2 new agreements-China, Korea (diverse countries)	needed	maintain, update fees, web, advise new students		2014
ESL recruitment visits to partner programs: WESLI (Madison) and GLI (St. Paul)	OIE, Admissions	Attend recruitment days at WESLI in Fall; Use partnership with GLI as recruitment tool & GLI also recruits for us. Invite students to campus to develop commitment to Stout	Review progress; add visits or develop collaborative recruiting with GLI, WESLI	Review progress; continue refining collaborative approach	Cost of travel to Madison, St. Paul & potential joint int'l travel with GLI	# of recruitment visits to partner programs # of applicants from WESLI # of applicants from GLI	2-4 students per year by 2014
Explore ESL opportunities for UW-Stout campus	OIE, Outreach	Assess potential for adding ESL to Stout programming: space needs, budget needs, staff needs, and cost of programming to maintain cost-recovery status. Develop plan. Propose start-up funding	Begin implementation plan; hire staff for stage 1 implementation	Launch program fully	\$75,000 start up costs	Plan developed to add ESL to programming Start-up funding proposal completed	Goal of 20 students in 2012
Agents: develop contracts with agents in targeted geographic areas	OIE Staff, Admissions	Attend recruitment fairs; NAFSA events; make contacts with agents-interview and do background checks Develop strategy for use of agents in Stout's recruitment plan Identify budget availability for agents Contracts with 2-3 agents in China, India, South America	Review success and refine plan to engage agents + funding; maintain relationship with contracted agents; add agents in Asia, Middle East, Balkans if funding permits	Review years 1 & 2; refine plan; continue contracts or replace with others	Costs vary: increased staff time; travel to agents; \$ per student recruited; advertising	# of contracts signed # of recruits from agents	Effective use of agents for recruiting for 25% of new students by 2014
Achieve increased web presence for recruiting internationally-target Business/Management, Engineering, Computer Science as 50% of students from abroad chose those majors (data from 09-10)	OIE, Admissions, PDs, faculty	Hobson's, Peterson's, Zinch, Stout Study Wisconsin-Study USA websites: maximize design for user-friendliness; explore geo-targeted approach with some use of translations where possible (Zinch, Study USA).	Review results; refine web presence; expand online advising/admissions presence; evaluate efficiency of admissions process/meeting enrollment goals for overseas students	Repeat year two	Variable: ca. \$30K for services Staffing: need additional web and recruiting assistance to achieve: ca. \$30K	# of hits to website Time spent on website Show influence in choice of college + customer service satisfaction rates (surveys) Admissions originating from website	Reduce reports of inaccessibility of website for international applications Web inquiries to application--> 50 by 2014

<p>Capitalize on personal connections for international recruiting especially with alumni</p>	<p>OIE, Admissions, Alumni, faculty</p>	<p>Develop social networking approach to link in alumni, students, faculty/staff globally Increase awareness of global connections for Stout Community</p>	<p>Review progress of year 1; expand-add alumni & student recruitment visits to 1 or 2 locations (in conjunction with programs/college/Foundation efforts)</p>	<p>Review progress; refine approach</p>	<p>Variable: depending on number of events in yrs 2-3: ca. \$25K Staffing need: coordination + follow-up of events and maintenance of social networking: ca. \$10-15K</p>	<p>Social network created Number of alumni visits Number of student recruitment visits Number of contacts</p>	<p>Regularly scheduled alumni events- 1-2 per year by 2014 1 international alumnus on Alumni + Foundation board by 2014</p>
<p>Translate selected recruitment materials into major languages for web and print</p>	<p>International students, OIE staff Language specialists</p>	<p>Design plan for implementation and priorities Begin translation- Chinese, Spanish</p>	<p>Materials translated into Japanese, Korean Refine Chinese, Spanish materials based on feedback</p>	<p>Materials translated into Portuguese, Arabic Refine previously translated materials</p>	<p>Implementation costs: Translation, Printing costs; put on web</p>	<p># of sections, pieces translated # of hits on web & time on site Increase in applicants linked to languages targeted Feedback (surveys) from students/others</p>	<p>Geo-targeted web marketing fully developed by 2014</p>