

**Notes from the International Student Recruitment, retention and Alumni Services Committee Meeting – January 24, 2007 - Student Development Conference Room, B.B. Dougherty Hall.**

Present: Tracey Wright (Chair), Carter Hammett-McGarry (Co-chair), Rachel Shinnar, Monica Silva, Xiaorong Shao, Paul Hiatt,

Ex-Officios: Bob White, Nancy Wells, Tim Zacher

Notes taken by Carter Hammett-McGarry

Tracey welcomed Monica Silva, one of our undergraduate student representatives.

Minutes of the 1/09/07 Meeting were approved (Motion – Paul Hiatt, second – Carter Hammett-McGarry).

**Enrollment Management Plan Dialogue**

Carter discussed the process for coming to 2 drafts for an Enrollment Plan - one written by Dr. Lutabingwa and the other written by Joy Clawson and Carter Hammett-McGarry after discussion in Enrollment Services Council of Dr. Lutabingwa's plan.

Paul Hiatt shared observation that an International Student Recruitment Plan of any sort assumes a level of commitment on the part of Admissions that is currently not evident, not because of lack of enthusiasm and interest in moving forward, but due to lack of expertise in the area.

Tracey Wright indicated a support for target numbers, but advised us that targets need to be set after we are assured of buy-in from key players on campus such as athletics, international faculty and domestic faculty who travel abroad regularly, international students and study aboard participants, alums, ESL Program, etc.

Paul indicated a desire to see the UNC system play a bigger role in assisting the campuses which are not "naturally" desired for enrollment by international students (those of us who are outliers).

Bob White quoted Harry Williams "Somebody's got to own [this effort], Bob."

There was consensus that success in the recruitment arena depends on a person who is charged with oversight of all efforts and with developing a strong network of feeder countries and programs. Tracey indicated that she would communicate that advocacy to the Strategic Planning Commission.

**Support Services**

Nancy reiterated an earlier conversation which affirmed a need to ensure an appropriate breadth and depth of Support Services to sustain and under gird these efforts to bring more international students to our campus. The committee members acknowledged the advantage of having more staff efforts embedded in the colleges and student development units that provide direct service on a daily basis to international students.

## **Financial Support**

As you would expect, this group is very conscious of the need to discover funding agencies, submit thoughtful grants and proposals that will generate financial support for this population, and communicate regularly with GA about funding initiatives. We discussed graduated increases in awards to encourage students to stay – end load aid rather than front load it. We also agreed there is a need for us to suggest ways to compress the gap between the cost and the financial aid available to international students.

Tracey will take those thoughts back to the Strategic Planning Commission.

## **RECOMMENDATIONS: (based on a consensus of thought – not official votes)**

- 1. The University should allocate funding and administrative support to a professional position which would oversee recruitment strategies and liaisons with department and agency efforts such as athletics, honors, colleges and departments, immigrant outreach programs, etc.**

**The incumbent should be charged with:**

- Developing specific numerical targets for recruitment.**
  - Identifying high yield geographic areas and international institutions**
  - In conjunction with the Admissions Office, developing a focused communication and marketing plan.**
  - Documenting what we know about our current international students and alums to identify patterns of best practices.**
  - Assessing our current efforts and prioritizing our use of resources for efficiency and effectiveness.**
  - Developing intentional networks with embassy staff from our target areas.**
  - Resourcing OIED committees as appropriate.**
  - Maintaining a close relationship with ELS and VIF representatives.**
  - Embedding immigrant student recruitment and support services issues in international conversations and efforts.**
- 2. This University Official should work with the Advancement Office appropriate campus units , individuals and external funding agencies to develop a fund to provide significant assistance to international degree seeking students, domestic students who desire to study abroad, and**

**international students who need to participate in study abroad experiences for curricular reasons.**

- 3. Marketing – the University services charged with oversight of communication and marketing should partner with OIED, Admissions, Student development and Enrollment Services to develop a communication plan and associated materials to enhance and focus our international marketing efforts.**

### **Other**

Bob White and Tim shared information on the opportunities that will be available in BANNER to identify our international students who fit various profiles and, consequently, to lead the UNC system in innovative efforts to accomplish the International Strategic Direction of the UUNC system.

**Next Meeting: Wednesday, Feb. 21 – 9 a.m. in the Student Development Conference Room.**