

NAFSA REGIONS III & VII BI-REGIONAL CONFERENCE NEW ORLEANS, LOUISIANA



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Co-Presenters

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Overview

In today's tuition-driven budget environments, measuring Return on Investment (ROI) has become a critical imperative to inform future strategies – as ROI metrics extend well beyond numbers with dollar signs in front of them. Join us for a live demonstration of a working model that enables colleagues to assign values to both quantitative and qualitative variables to “model” ROI for various markets – similar to how investors consider asset allocations within portfolios. The ROI model is designed to

- Help assess which international markets have higher returns and why
- How to divide finite resources of time and money among the various markets to achieve better returns
- How to compare short-term initiatives with long-term strategies

This session has been identified as **Advanced**, so we'll expect colleagues to understand the basic tenets of ROI metrics, specifically on a micro scale. For a brief explanation: USjournal.com/ed/16apr.html

Suggested Resources

- <https://youtu.be/VV3YgVHo8hQ> (25-minute video on how to use [ROIie](#))
- <http://monitor.icef.com/2016/09/measuring-roi-international-student-recruitment/>
- <http://monitor.icef.com/2016/03/study-calls-for-better-data-analytics-for-recruitment-and-retention/>
- <https://www.insidehighered.com/blogs/world-view/internationalization-more-revenue>
- http://www.nafsa.org/search/search_NAFSA/?searchtext=roi
- <http://wenr.wes.org/2016/02/the-next-frontier-roi-evaluation-in-international-student-recruitment/>
- <http://www.higher-education-marketing.com/blog/roi-website-content>
- <http://www.bartoncarlyle.com/> (International Education Consultancy)
- <http://info.intead.com/inteads-international-recruitment-tools-services> (Industry Insights)

Instructions: Enter your own values in the blue boxes below, in order to monitor ROI metrics over time.

- Be sure to define your own campus-specific metrics consistently, year after year; ignore irrelevant variables.
- You may use separate worksheets for each market and / or year under consideration.
- **Garbage In = Garbage Out.** Your analysis is only as good as your data. Lots of solid data yields a robust model.
- This exercise is designed for introspection. Resist the temptation to compare your campus with others!

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Measuring Return on Investment in International Student Recruitment

Typical Quantitative Input Variables	My values
<i>Monetary Costs</i>	
Salaries	
Student Assistants	
Office Operations and Supplies	
Information Technology (IT)	
Memberships	
Books, Subscriptions and Webinars	
Marketing and Communications	
Travel and Conferences	
Commissions	
Other	
Total Monetary Costs	
<i>Costs in Time</i>	
Total hours spent	
% Partnerships	
% Sponsors	
% Remainder	

Typical Quantitative Output Variables	My values
<i>Initial Revenue</i>	
Tuition and Fees in Year 1 -ESL	
Tuition and Fees in Year 1 -Undergrad	
Tuition and Fees in Year 1 -Graduate	
Room & Board	
<i>Auxiliary Revenue</i>	
Tuition in Years 1+	
Fees in Years 1+	
Parental Donations	
Alumni Donations	
Other	
<i>Non-Revenue Outputs</i>	
Other	

New Freshmen	
New Transfer Students	
New Partnership Students	
New Graduate Students	
Total # of students	

New Freshmen Revenue	\$
New Transfer Student Revenue	\$
New Partnership Student Revenue	\$
New Graduate Revenue	\$
Total Initial Revenue	\$

	Quantifiably-Elusive Variables	Type	Importance	Performance
			Rank 1 to 13	-10 to +10
#			My values	My values
1	Top-level support	input		
2	Sufficient budget	input		
3	Well-defined strategy	input		
4	Prestige factor	both		
5	Word-of-mouth referrals	input		
6	Currency fluctuations	input		
7	Visa policy fluctuations	input		
8	Academic program relevance	input		
9	Faculty involvement	input		
10	Partnerships	both		
11	Alumni relations	both		
12	Efficiency of operations	input		
13	Diversification of student body	both		

Instructions

- Enter your own values in the blue boxes
- Ignore irrelevant variables
- Define metrics consistently over time
- Prepare to use the online model in New Orleans, 8-9 November 2016 via ROIIE.com

Notes

- If you have separate market-specific budget variables, please use a separate sheet for each market and / or each year
- More data yields a more robust model
- Compare only within your ecosystem
- Plan to continue the conversation