

Great Expectations: *Managing International Students' Decision-making and Preparation*

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Hand-out for General Session
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PowerPoint Slides: <http://www.USjournal.com/ed/GreatExpectationsCheryl.pdf>
<http://www.USjournal.com/ed/GreatExpectationsPamela.pdf>
<http://www.USjournal.com/ed/GreatExpectationsQuiz.pdf>

Cheryl DarrupBoychuck: Overview of trends and techniques in International Enrollment Management
Cheryl manages 17 multi-lingual domains that promote U.S. campuses; she recently launched an online funds verification service. In her professional volunteer capacity, Cheryl serves on the editorial board for NAFSA's award-winning magazine, International Educator.

Infographic: Should everyone go to college?
<http://www.brookings.edu/research/interactives/2013/college-return-on-investment-sawhill>

College STEM majors opting out for other degrees
<http://www.usatoday.com/story/news/nation/2013/09/19/stem-majors-opting-for-other-degrees/2828219/>

Higher education is headed for a shakeout, analysts warn
http://hechingerreport.org/content/higher-education-is-headed-for-a-shakeout-analysts-warn_12996/

Feeling the Heat: The 2013 Survey of College and University Admissions Directors
<http://www.insidehighered.com/news/survey/feeling-heat-2013-survey-college-and-university-admissions-directors>

The end of the university as we know it
<http://www.the-american-interest.com/article.cfm?piece=1352>

Could you improve your recruitment results and student services through data mining?
<http://monitor.icef.com/2013/03/could-you-improve-your-recruitment-results-and-student-services-through-data-mining/>

Marketers have it wrong: Forget engagement; consumers want simplicity
<http://www.forbes.com/sites/patrickspenner/2012/07/02/marketers-have-it-wrong-forget-engagement-consumers-want-simplicity/>

Countries with the largest predicted eCommerce growth
http://mediam1.files.wordpress.com/2013/07/global-ecommerce-markets-what-opportunities-exist-for-online-retailers_51da7beb959b5.jpeg

Lewis University International Student Application Requirements
<https://www.lewisu.edu/admissions/international/applicationreq.htm>

Funds Verification: Empowering students (and sponsors) to point their online banking data to authorities who requested it: <https://www.FundsV.com/> / <http://www.linkedin.com/groups/FundsV-Working-Group-4355251>

The three paradoxes of Generation Y
<http://www.forbes.com/sites/lyndagrattton/2013/06/06/the-three-paradoxes-of-generation-y/>

Goodbye University? Revolution vs Evolution of the current education model
<http://monitor.icef.com/2013/09/goodbye-university-revolution-vs-evolution-of-the-current-education-model/>

Harvard Business School Working Knowledge: Is it worth the risk?
<http://hbswk.hbs.edu/item/7319.html>

A glimpse into the future of learning: An infographic
<http://www.knowledgeworks.org/glimpse-future-learning-infographic>

Pamela Barrett: Data-based recommendations for improving communications with prospective students

With 25 years of experience in international higher education, Pamela is Managing Director for <http://www.bartoncarlyle.com/>

A range of factors confer competitive advantage to educational institutions in international enrollment management. Understanding our students is essential in today's competitive environment. Using data from a range of sources we seek to understand how students decide; how satisfaction impacts on recommendation; and what institutions can do to improve their communications with prospective students. We also need more than ever to understand the markets / countries and cultures from which our students originate and in which we work. In addition to the standard journals, we recommend these resources:

<http://www.eiu.com/>

<http://www.worldbank.org/>

<http://www.oecd.org/statistics/>

<http://www.unesco.org/new/en/education>

<http://www.zinch.com/>

<http://www.obhe.ac.uk/>

<http://www.capgemini.com/wwr12>

<http://www.cgsnet.org/>

<http://www.iie.org/atlas>

<http://www.iiebooks.org/stmoandinofh.html>

<http://monitor.icef.com/>

<http://www.reuters.com/>

<http://thepienews.com/>

<http://thepienews.com/data/>

The Economist Intelligence Unit

World Bank Economic Outlook Data and Education Statistics

Organization for Economic Cooperation and Development Statistics

United Nations Education, Scientific, and Cultural Organization

Zinch, with particularly useful material on China

The Observatory on Borderless Higher Education

The Capgemini / RBC Global Wealth Report 2012

Council of Graduate Schools

Institute of International Education (IIE)'s *Project Atlas*

Student Mobility and the Internationalization of Higher Education

ICEF Monitor, offering market insight

Reuters, which publishes interesting insights in global education

Professionals in International Education (PIE News), and particularly:

Infographics from Student Marketing on the PIE website

Bain and Company: The Financially Sustainable University

<http://www.bain.com/publications/articles/financially-sustainable-university.aspx>

A Call for Aid to Global Education

<http://philanthropy.com/article/A-Call-for-Aid-to-Global/59141/>

NUFFIC Report: International student recruitment, policies and developments in selected countries

<http://www.nuffic.nl/en/library/international-student-recruitment.pdf>

More than International Recruitment: Developing International Strategies

<http://www.theguardian.com/higher-education-network/blog/2012/aug/15/higher-education-internationalisation-strategies>

Higher Education in 2020: Three Key Forecasts from New Report

<http://www.theguardian.com/higher-education-network/blog/2013/oct/02/horizon-scanning-higher-education-2020>

We invite you to connect with us:

U.S. Journal of Academics: Online international student recruitment in 16 languages

<http://www.USjournal.com/> / <http://www.linkedin.com/company/usjournal.com-llc>

USjournal.communiqué: eRecruitment Trends and Techniques (complimentary newsletter)

<http://www.USjournal.com/en/educators/newsletters/index.html>

FundsV: Funds Verification for International Education

<https://www.FundsV.com/> / <http://www.linkedin.com/groups/FundsV-Working-Group-4355251>

Barton Carlyle: Meet with Pamela at one of the many events where she shares her insight

<http://www.bartoncarlyle.com/events/>