

Barton
Carlyle

Great Expectations: The Quiz

NAFSA Conference Indianapolis
November 2013

International Enrollment Management

Great Expectations: The Quiz

2

*We're going to assess how your institution
can manage and exceed international students' expectations!*

1 *Ready?*

2 *Willing?*

3 *Able?*



Great Expectations... *November 2013*





1 Ready? Institutional Preparedness

Great Expectations... November 2013

1 Assessing Readiness 4

Does your institution have.....

- 1. A written document which sets out the overarching international strategy?*
- 2. A communication plan which coheres with the international strategy?*
- 3. A list of agreed target markets for international student recruitment?*
- 4. An office whose job it is to coordinate the needs of international students (student services, res life, Deans, Careers, advising)?*
- 5. Regular, reliable data on international enrollment and retention?*
- 6. An adequate budget for communication and research?*
- 7. A group whose goal is to improve international student satisfaction?*

Great Expectations... November 2013



2 Willing? Institutional Commitment

Great Expectations *November 2013*

2 Institutional Commitment 6

Does your institution have.....

- 1. A senior level person responsible for international activity?*
- 2. Faculty involved in recruitment and retention?*
- 3. A President and Deans who make time for international activity?*
- 4. Enough coordination between recruitment/admissions and the student services area?*
- 5. A way of escalating issues around international student satisfaction?*
- 6. Resources to support improving communication and retention?*
- 7. A commitment to providing scholarships/bursaries?*

Great Expectations... *November 2013*

3 Able? Institutional Capability & Capacity

Great Expectations... November 2013

3 Capability & Capacity 8

Does your university have.....

1. *A committee or group responsible for reviewing international strategy and engaging support from the institution?*
2. *A market intelligence program which feeds into recruitment and communication strategy?*
3. *Staff experienced in delivering both international recruitment & marketing/communication plans?*
4. *A budget and capability for staff training and development?*
5. *A decision about how to engage mediators (agents, overseas offices, sponsoring bodies, trade organizations)?*
6. *Strong branding?*
7. *Agreed metrics to measure success, track enrolments, retention and systems to provide these?*

Great Expectations... November 2013

3 Ready, Willing & Able? 9

| Ready | Score 1 - 5 | Willing | Score 1 - 5 | Able | Score 1 - 5 |
|-----------------------------|----------------|-------------------|----------------|------------------------|----------------|
| International Strategy? | | Senior staff? | | Committee/Group? | |
| Communication Plan? | | Faculty? | | Market Intelligence? | |
| Agreed Target Markets? | | President/Deans? | | Experienced Staff? | |
| International student care? | | Coordination? | | Training Budget? | |
| Reliable Data? | | Issue escalation? | | Decision on mediators? | |
| Budget? | | Resources? | | Strong branding? | |
| Coordination Group? | | Scholarships? | | Metrics? | |
| Total | | Total | | Total | |

Great Expectations... *November 2013*

Want to learn more? 10

GLOBAL MARKETING WORKSHOP

DECEMBER 8TH 2013

MIAMI, FL

(Between AIRC and ICEF events)

ICEF – Pre-conference Global Marketing Workshop

Summary

Global enrollment marketing requires a great deal of country-specific knowledge. The combination of the appropriate positioning of your institution, allocating your resources and adjusting to the country environment will lead to sustainable recruitment activities.

This workshop will give you the tools to assess the market environment, evaluate your own institution and set implementation priorities, all leading to realistic recruitment goals and plans. Four highly experienced professionals will be leading the event and allow for in-depth interaction with interviewers and peers in small work groups throughout the day.

Audience: ICEF participants

Objectives: Provide admissions staff with background information and planning tools so they can return to their institutions and implement specific international recruiting plans.

Schedule 9 am - 5 pm

| Discussion Area | Time |
|-------------------------------------------------|--------|
| Introduction | 15 min |
| 1. Analyzing markets | 1 hr |
| 2. Analyzing your institution | 1 hr |
| Lunch – Keynote presentation (case study) | 1 hr |
| 3. Small workgroups (worksheets) | 1 hr |



The Global Marketing Workshop for Academic Institutions

Presented by **intead** Barton Carlyle

December 8th, 2013
Loews Miami Beach Hotel

[Register here](#)



www.bartoncarlyle.com/events

Barton
Carlyle

THANKS

For your participation!

Pamela Barrett
Director Barton Carlyle
E: pamela@bartoncarlyle.com
www.bartoncarlyle.com

Great Expectations
NAFSA Indianapolis

November 2013