

Measuring Return on Investment in International Student Recruitment:
 A Survey Approach for Individual Campus' Success in Particular Countries
 Draft by Cheryl Darrup-Boychuck, 31 March 2007

Rate your campus on each statement, using a 1-to-5 scale:

- 1 – very negative
- 2 – negative
- 3 – neutral
- 4 – positive
- 5 – very positive

Offer your best guess for any item about which you are uncertain, and be sure to indicate "Don't know" if that's the case. The interpretation will be accurate only if your answers are honest, and if others on your campus would agree with your assessment. Then follow the instructions at the end of the survey to estimate your campus' probability of success in a certain country.

Target Country: _____

	Score (1-5)	Don't know
1. Physical Presence in Target Market:		
a. Advisors / Agents / Counselors	_____	_____
b. Alumni / Parent / Family Receptions	_____	_____
c. Participation in promotional events / fairs	_____	_____
2. Campus-Wide Collaboration:		
a. Branch Campus / Exchange Program with campuses in target region	_____	_____
b. Work with academic departments to identify and meet demand	_____	_____
c. Strong moral support and financial support from top administrators	_____	_____
3. Consistent, Two-Way Correspondence with Qualified Contacts:		
a. Easily accessible and continually updated information online	_____	_____
b. Effective filtering mechanisms to qualify prospects	_____	_____
c. Prompt response to qualified online and phone inquiries	_____	_____
4. External Factors:		
a. Positive economic indicators in target region	_____	_____
b. Students' perception of visa approval probability	_____	_____
c. Students' / relatives' / friends' perception of your institution's value	_____	_____
Totals	_____	_____

Total Score	Analysis		# of Don't Know	Analysis
50 to 60	Superior		0	Healthy
40 to 50	Moderate		1 or 2	Need to fill the holes in the system
39 and below	Poor		3 or more	Go back to the drawing board