

# NAFSA 2016

## Measuring Return on Investment in International Student Recruitment

Tuesday, 31 May 2016 at 2:30p in Denver



General Session 108846

### 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



### Caution: Advanced Content

NAFSA conference organizers have identified this session 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](http://USjournal.com/ed/16apr.html)

### Suggested Resources

- <https://www.insidehighered.com/blogs/world-view/internationalization-more-revenue>
- <https://youtu.be/OmPZI4kutVI> (18-minute ROI Webinar)
- [http://www.nafsa.org/search/search\\_NAFSA/?searchtext=roi](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)
- <http://monitor.icef.com/2016/03/study-calls-for-better-data-analytics-for-recruitment-and-retention/>

**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                                |           |
| <b>Total Monetary Costs</b>          |           |
|                                      |           |
| <i>Costs in Time</i>                 |           |
| Total hours spent                    |           |
| % Partnerships                       |           |
| % Sponsors                           |           |
| % Remainder                          |           |

|                            |  |
|----------------------------|--|
| New Freshmen               |  |
| New Transfer Students      |  |
| New Partnership Students   |  |
| New Graduate Students      |  |
| <b>Total # of students</b> |  |

| 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 Revenue            | \$ |
| New Transfer Student Revenue    | \$ |
| New Partnership Student Revenue | \$ |
| New Graduate Revenue            | \$ |
| <b>Total Initial Revenue</b>    | \$ |

|    | 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 on Tuesday, 31 May 2016 via [ROIIE.com](http://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