

International Student Recruiting Committee Report Spring 2024

Membership

Chair: JY Zhou

Members: Roger Burke, Chris Campbell, Jon Kratz, Fletcher Linder, Jason McClain, Chris Meyers, Linda Thomas, Ahmet Shala, Michael Stoloff, Ping Wang

Charge: The International Student Recruiting Committee plan of work in the includes the following activities:

- Explore avenues for increased recruiting of international students.
- Share information across areas interested in international recruitment.
- Champion and support international students at JMU.

Summary of Current Semester Activities:

- **Shared and reviewed monthly data on undergraduate and graduate international enrollment:**
The committee regularly assessed applications and enrollment data for both undergraduate and graduate international students. This monthly review process enabled the committee to monitor trends, identify potential issues, and provide informed recommendations on recruitment strategies. By analyzing detailed data, the committee tracked progress towards enrollment goals, evaluated the effectiveness of various recruitment efforts, and ensured that the needs and expectations of international students were met. This ongoing review also allowed for timely adjustments to recruitment plans, enabling proactive responses to any fluctuations or challenges in international student enrollment patterns.
- **Discussed strategies in international student recruitment at JMU:**
Using the shared data, the committee engaged in in-depth discussions on enhancing JMU's international student recruitment strategies. Key focus areas included leveraging JMU's unique academic programs and campus experiences, increasing scholarships and financial aid targeted at international students, and expanding partnerships with global universities for student exchanges and joint programs. The committee emphasized personalized communication strategies using the new CRM to engage potential students, faculty involvement in recruitment through international conferences and research trips, and digital marketing campaigns to reach a broader audience. Additionally, the committee highlighted the importance of comprehensive support services for international students, covering housing, cultural adaptation, and transportation, to ensure successful integration and retention at JMU.
- **Created an International Recruitment Manager position:**
The committee supported CGE's proposal to create an International Recruitment Manager position, responsible for managing international student recruitment and supporting international admission operations. This role involves coordinating recruitment efforts, marketing, communication, and event planning for international

students. The International Recruitment Manager will collaborate with various campus partners, including Undergraduate Admissions, The Graduate School, University Marketing, and Advancement to ensure strategic and coordinated implementation of recruitment activities and effective communication plans for prospective international students.

Future Work Planned:

- **Identify funding opportunities for international students:**
The committee will explore approaches to identifying funding opportunities for international students, including differential tuition to sponsor undergraduate programs, research, or on-campus employment. Additionally, the committee will work with the Advancement office to identify potential financial or donation opportunities to support international students.
- **Develop a strategic plan draft for international student recruitment:**
Following the hiring of an International Recruitment Manager, the committee aims to develop a comprehensive recruitment strategy. This plan will outline specific goals, tactics, and action steps to enhance JMU's appeal to prospective international students. It will include expanding partnerships with international universities, creating targeted scholarship opportunities, and enhancing digital marketing efforts. The strategy will also focus on increasing faculty engagement in recruitment activities and streamlining the application and enrollment process to make it more accessible for international applicants. Utilizing data-driven insights and fostering a collaborative approach across departments, the committee aims to position JMU as a leading destination for international education, boosting both the quality and diversity of its student body.
- **Develop a digital marketing campaign plan for international student recruitment:**
The committee will develop new digital marketing materials for prospective international students, involving collaboration across various campus divisions. This initiative aims to highlight JMU's unique academic offerings, vibrant campus life, and extensive support services. The digital marketing campaign will leverage platforms like social media, search engine marketing, and targeted email campaigns to reach a global audience. The materials will feature engaging content such as virtual campus tours, student testimonials, and detailed guides on the application and enrollment process. By utilizing data analytics and feedback from current international students, the committee aims to create compelling narratives that resonate with potential applicants, enhancing JMU's online presence and ensuring international students clearly understand the opportunities and experiences that await them at the university.