

Community Colleges Extend Internationally

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Background

- International students contributed \$36.9 billion to the U.S. economy
- Supported more than 450,000 jobs during the 2016-2017 academic year (NAFSA)
- Expose domestic students to cultural diversity
- Subsidize colleges through paying higher tuition.

- The number of international students has declined
 - Down 7%
 - First drop in more than 15 years
- Competition for these students has increased
 - Canada
 - Up 22%
 - UK
 - Australia and New Zealand
 - Ireland
 - Others



All Higher Education Institutions

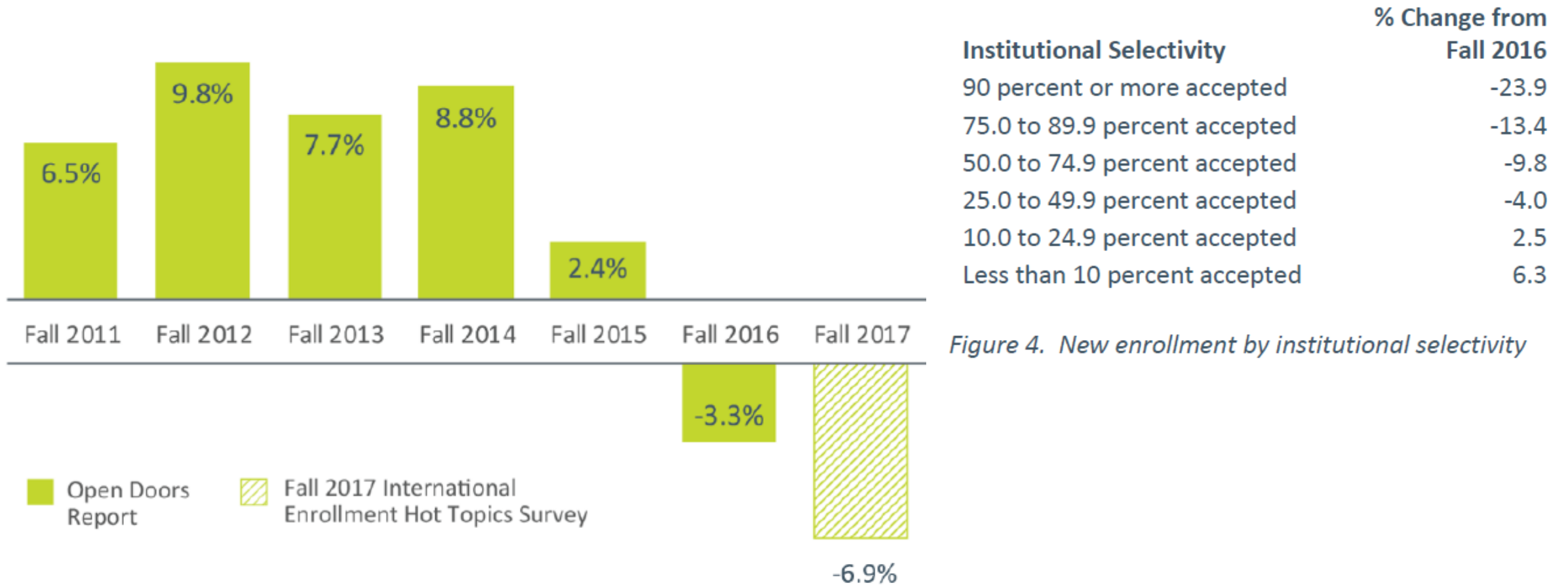


Figure 2. Percent change per year of new international student enrollment

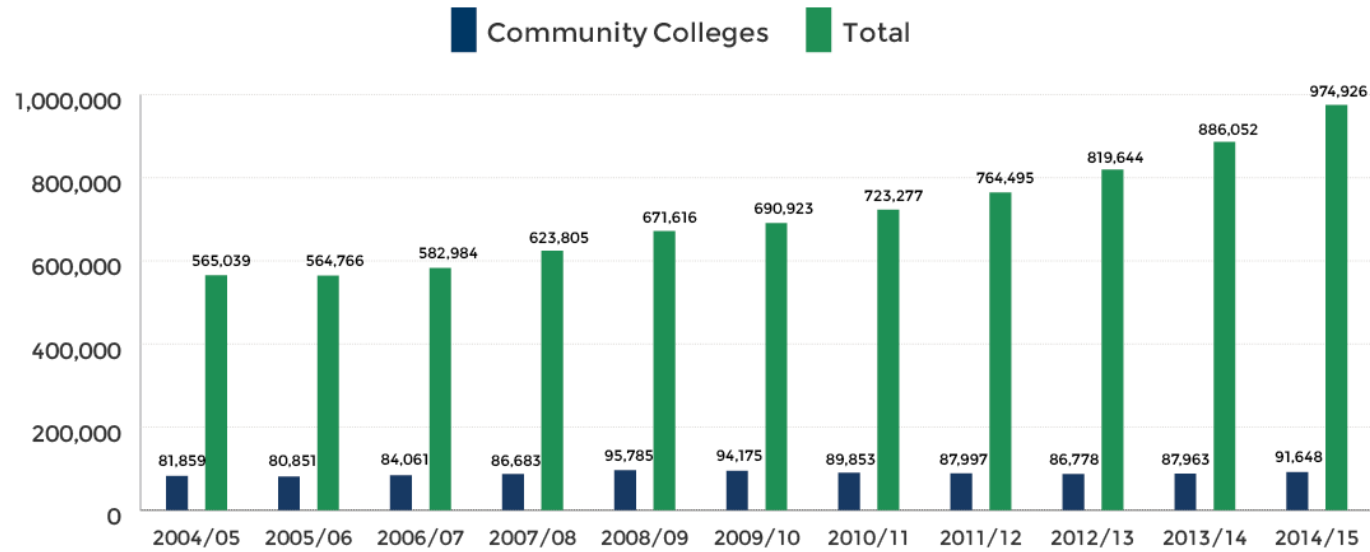
Open Doors, 2017

Institutional Selectivity

	% Change from Fall 2016
90 percent or more accepted	-23.9
75.0 to 89.9 percent accepted	-13.4
50.0 to 74.9 percent accepted	-9.8
25.0 to 49.9 percent accepted	-4.0
10.0 to 24.9 percent accepted	2.5
Less than 10 percent accepted	6.3

Figure 4. New enrollment by institutional selectivity

International Students: Community Colleges vs. Total Enrollment



Source: IIE Open Doors, 2015

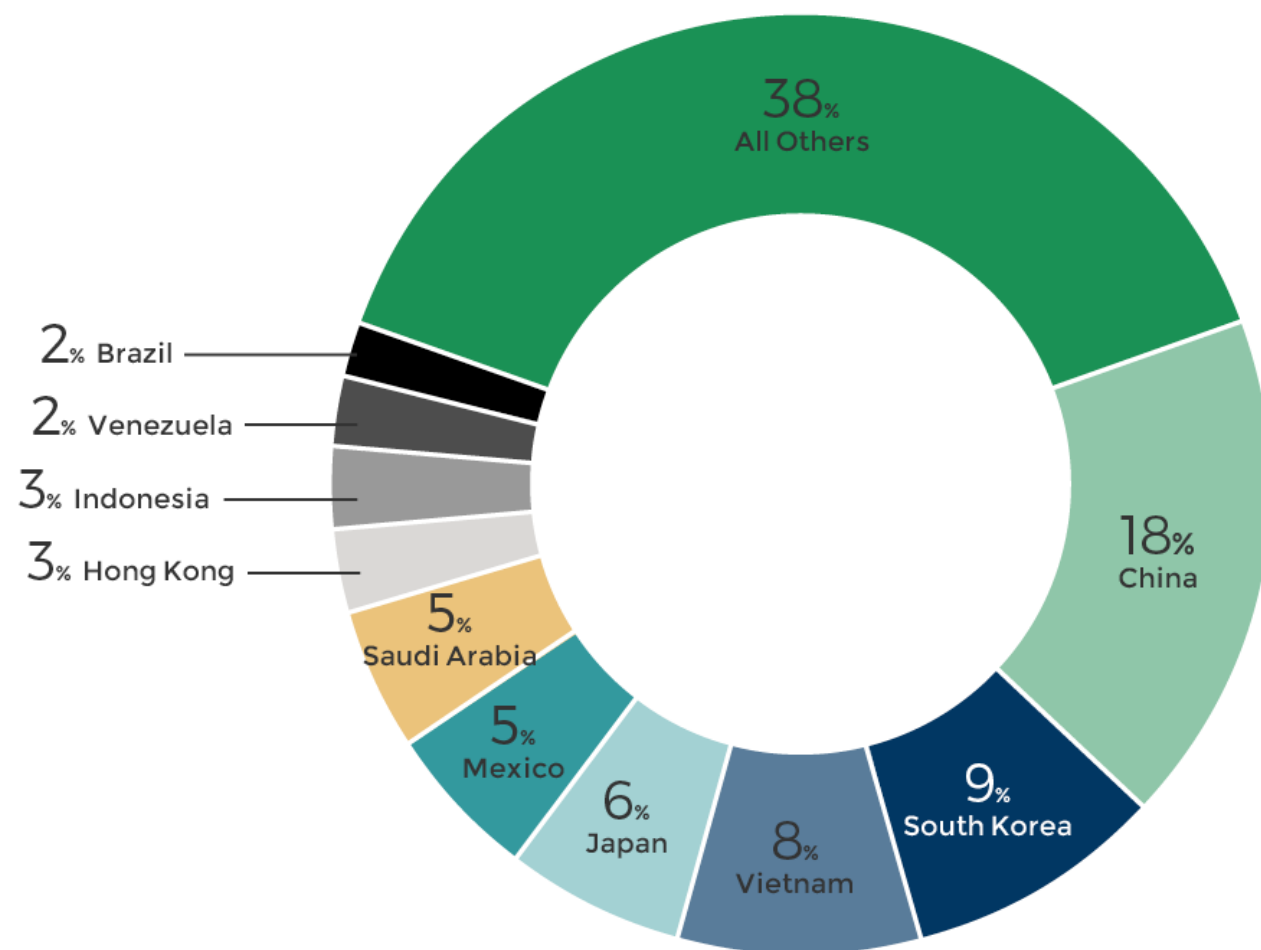
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Community Colleges: An Unexpected On-Ramp for International Students, wes.org/RAS



NEW INTERNATIONAL STUDENTS AT ASSOCIATE'S INSTITUTIONS, 2015/16 - 2016/17

Year	New Int'l Students	Annual % Change	New Enrollments as a % of All International Students at Associate's Institutions
2015/16	29,328	-	30.7
2016/17	26,584	-9.4	27.6

Top Source Countries for Community Colleges, 2014/15



Source: IIE Open Doors, 2015

Canada, Australia Woo International Students

Prospective international students may be drawn to these two countries' smoother visa process



By [Anayat Durrani](#), Contributor | March 28, 2017, at 7:00 a.m.



Safety and tolerance are two top reasons international students chose to pursue degrees in Canada in 2016. (Hero Images/ Getty Images)

Canada and Australia have goals to attract more international students to their universities with policies that include more relaxed visa procedures, work rules and paths to citizenship. And given the current unsettled political climate in the U.S. – as well as the United Kingdom – [Canada](#) and [Australia](#) are emerging as attractive education destinations for prospective international students.

Independent education consultant Zohra Rasool, founder and owner of Rasool Learning

Canada hopes to attract 450,000 international students by 2022, Recently took steps to give international students an easier path to citizenship.

2017 Australia reports about 350,000 international higher education students, Up 15 percent from the previous year.

Other Countries Enter the Competition

- In 2013, Germany's government announced plans to increase its number of international students to 350,000 by 2020 –
 - Reached during the 2016-2017 school year.
- China, now among the top three largest hosts, announced ambitious plans to attract more international students.



China— A Changing Landscape

- In 2016, a reported 544,500 Chinese students sought degrees abroad, up from 38,989 in 2000 and on track to reach as many as 800,000 within five years
- Goal to be an international hub
 - Enrollment of 500,000 international students by 2020.



China and the U.S.

Proportion of International Students from Top Five Source Countries				
RANK	CHINA	PERCENTAGE OF INTERNATIONAL STUDENTS	UNITED STATES	PERCENTAGE OF INTERNATIONAL STUDENTS
1	South Korea	16%	China	32%
2	United States	6%	India	16%
3	Thailand	5%	Saudi Arabia	6%
4	India	4%	South Korea	6%
5	Russia	4%	Canada	3%
Percent Total		35%		63%

Source: China Scholarship Council, 2016; IIE Open Doors, 2016

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From the Perspective of International Students: What are the Advantages of Attending American Community Colleges?

- Lower tuition rates
- Easier transition to the U.S. academic system
- Transfer agreements
- Easier requirements
- English language limitations
 - Low English language proficiency is the #1 reason why international students are denied admission to U.S. universities
 - Many Community Colleges offer ESL programs



From the Perspective of American Community Colleges: What are the Advantages of International Students?

- International tuition
 - \$ • Revenue stream at a time when public funding is diminishing
- Diversity and cultural benefits
- Recent enrollment declines
- Strengthen the transfer pipeline

- Goal of American Association of Community Colleges:
 - “Assist community colleges in promoting global awareness, responsibility, intercultural understanding, and engagement among students, faculty, staff, and decision makers . . . and to raise the recognition of the community college role in global education among key constituencies, nationally and internationally” ([AACC],

2012) para. 6).

Community College Models of International Programs and Students

Program Classification

- Basic
- Focused
- Dedicated



Leading Associate's Institutions

INTERNATIONAL STUDENT DATA
FROM THE 2017 *OPEN DOORS*® REPORT



Rank	Institution	International Students
1	Houston Community College System	5,982
2	Santa Monica College	3,532
3	Lone Star College System	3,025
4	De Anza College	2,792
5	Northern Virginia Community College	2,027
6	Miami-Dade College	1,995
7	Montgomery College	1,933
8	Green River College	1,789
9	Valencia College	1,764
10	Diablo Valley College	1,641

Basic International Student Support Program

- Lane Community College – Eugene Oregon
 - International Student Supports
 - Airport pick-up
 - Orientation
 - Academic advising
 - Transfer planning
 - Assistance with immigration regulations
 - Trips to local events
 - Residence available
 - ESL Program



Kirkwood Community College- Specific Focus

- International focus and program
- Cedar Rapids, Iowa
 - International focus
 - International Program Staff
 - Over 400 international students
 - Orientation
 - English language courses
 - International Student Services
 - Some scholarships and on-campus employment
 - Focused recruitment program
- [Student Testimonial](#)

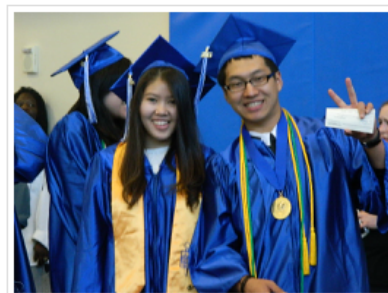


Green River Community College- Dedication to International Students

- International Admissions
 - Includes Housing and Airport pickup
 - Scholarships (4 @ \$1,000)
- Host families
- Dorms for 340 students, enough for more than 20 percent of the college's fall 2012 international student population
- International articulation
- [Getting a visa](#)
- [Advertising](#)



- Staffing
 - Vice President of International Programs and Extended Learning
 - Director of International Education
 - Director of International Advising
 - Director of International Housing
 - Director of International student Services and Operations
 - Director of International Outreach
 - International student advisors
 - International Program specialists
 - International data manager
 - Assistant to Housing Director
 - IESL Program Manager
 - International Business Manager
 - Manager of International Visitors Program
 - Coordinator for International Recreation & Activities



Thank you for your interest in the Greater Seattle International Transfer Fairs! These fairs are an opportunity for our 7,000+ international students to connect with representatives from universities and four-year colleges across North

America. Ten community colleges from the greater Seattle area host transfer fairs for international students during the fall and winter each school year. We are joined for a second year by some of our friends in Oregon* who are hosting fairs in the Autumn Quarter as well!

We coordinate these events in the hope that visiting representatives are able to visit multiple schools and maximize their time with students over the course of each fair week.

Registration and waitlisting for the 2017-18 Greater Seattle International Transfer Fairs are now closed. Thank you for your interest.

Please email [Benjamin Sugg](#) at Cascadia College with any questions.

Fall 2017 Transfer Fairs

Oct 23, 10-12: Bellevue
Oct 23, 2-4: Green River
Oct 24, 10-12: Edmonds
Oct 24, 2-4: Everett
Oct 25, 10-12: Highline
Oct 25, 2-4: Shoreline
Oct 26, 10-12: Seattle Central
Oct 26, 2-4: South Seattle
Oct 27, 10-12: Cascadia
Oct 27, 2-4: North Seattle

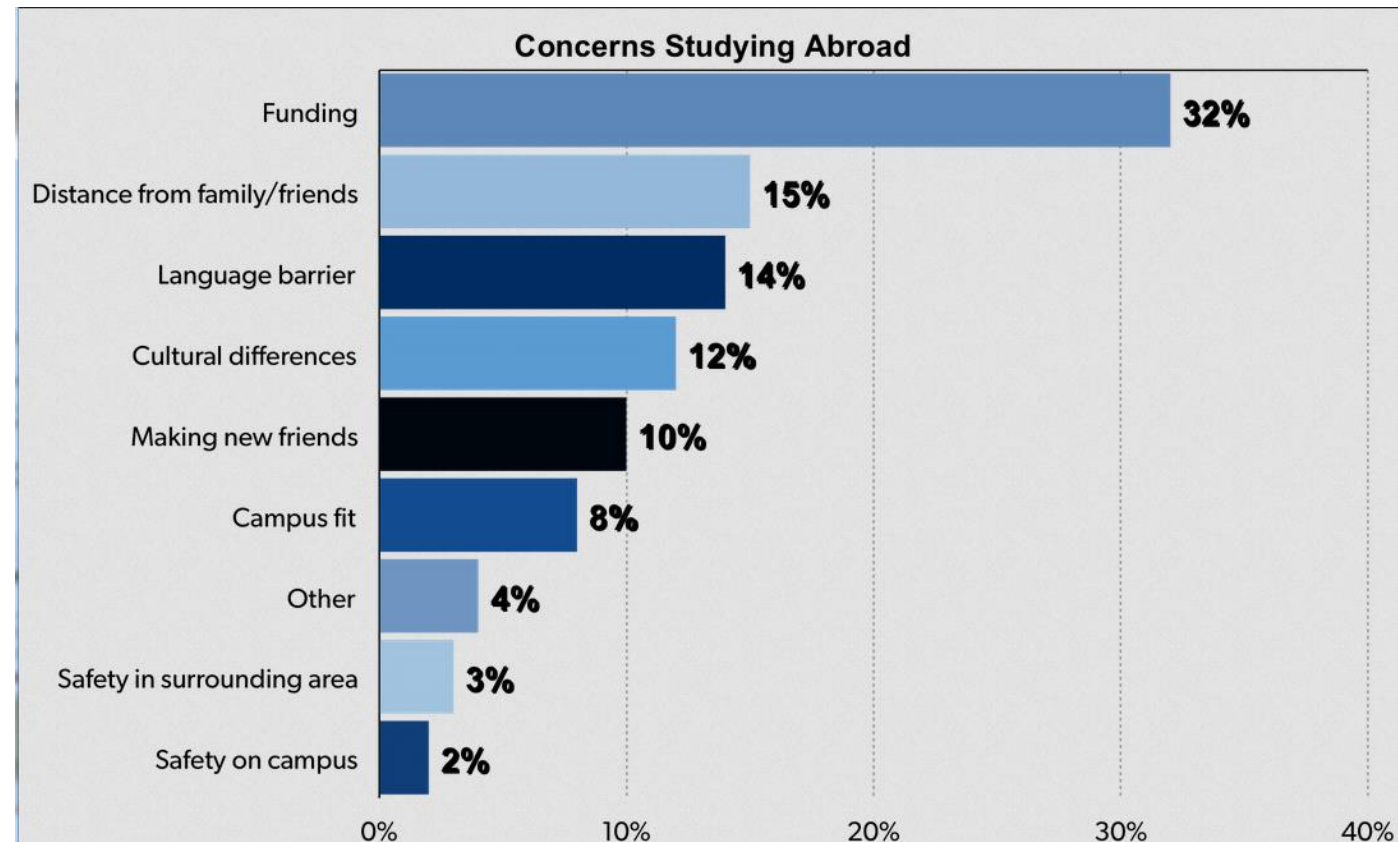
Oct 30, 10-12 Portland*
Oct 30, 2-4 Linn Benton*
Oct 31, 11:30-1:30 Lane*

Winter 2018 Transfer Fairs

Jan 22, 10-12: Shoreline
Jan 22, 2-4: Everett
Jan 23, 10-12: Green River
Jan 23, 2-4: Seattle Central
Jan 24, 10-12: Edmonds
Jan 24, 2-4: North Seattle
Jan 25, 10-12: Highline
Jan 25, 2-4: South Seattle
Jan 26, 10-12: Cascadia
Jan 26, 2-4: Bellevue

Barriers to Student Enrollment

- Survey from 2015 of international Students by Target Recruiting.
- HOWEVER
 - Students were willing to pay more for top institutions
 - Prestige factor
 - **STRESS** your articulations!!



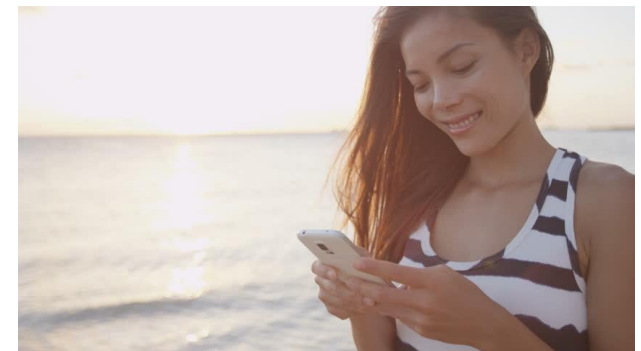
Considerations.....

Caring Environment

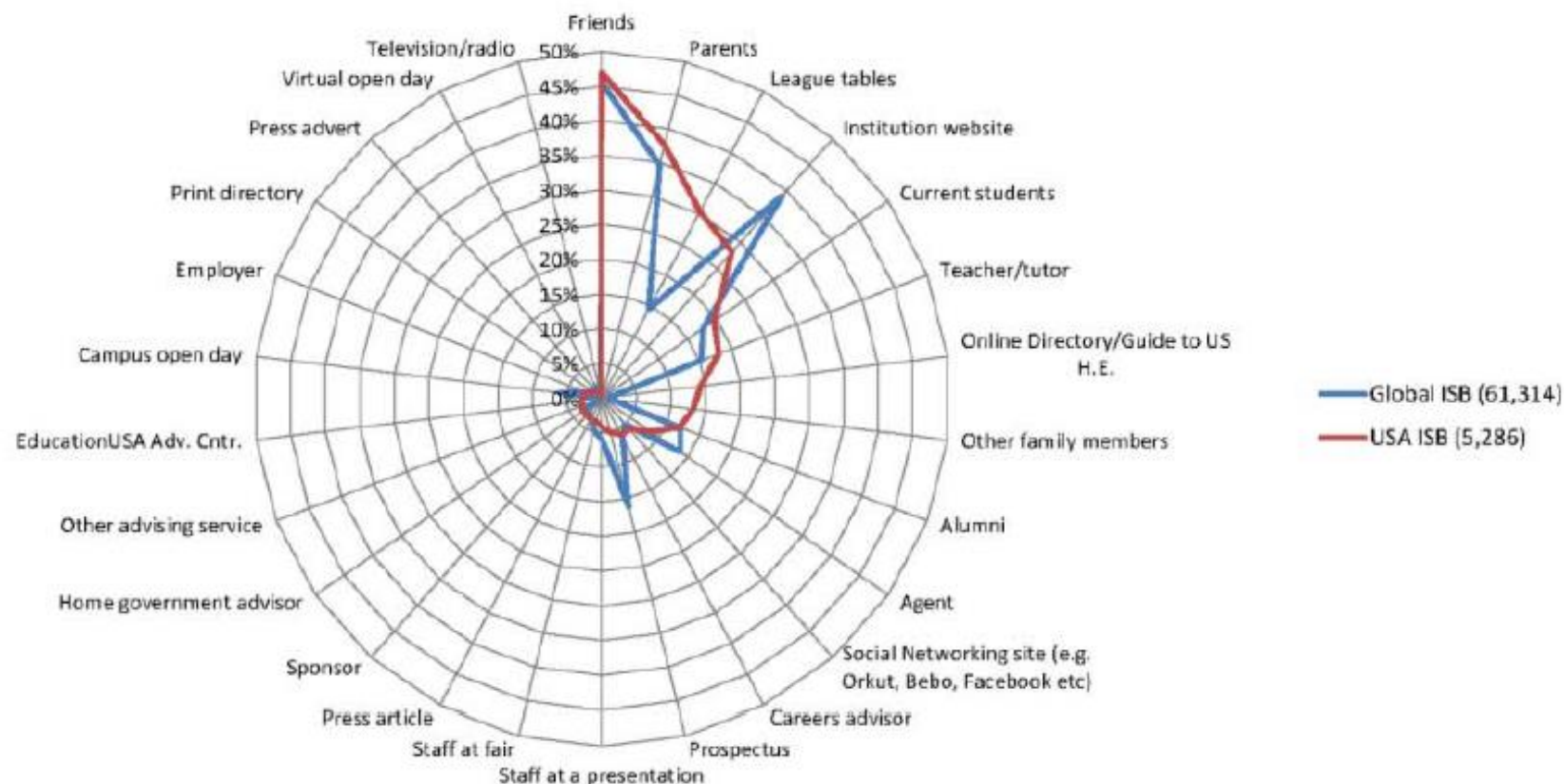
- Students concerned with cultural and social issues
 - Stress a caring environment that focuses on both academics and health.
 - Publicize student service resources
 - Promote accessibility to the health center, counseling services, and recreational facilities

Digital Strategy starts with a GREAT website

- International students study colleges and universities through their mobile phones
 - Be sure your website is international friendly



What influences student decision making?



Sample: International students, USA vs Global

Question: Which of the following factors helped you to choose your institution? (% helped)

Wave: ISB Fall 2011

For Colleges Wanting MORE International Students

- **Housing**

- Affordable and convenient to campus.
 - On-campus dormitories
 - Apartments
 - Host families

- **Strong articulations with prestigious universities**

- **On Campus Jobs**

- Internationals with F-1 and J-1 visas allowed to work up to 20 hours/week on campus during regular enrolled semesters
 - Full time during vacation periods

- **International Specific Scholarships**

- **International Student Advisors**

- **Student Mentors**

- “Senior” International students

- **International student clubs or council**

- **Meal plans**

- **International student orientation**

- **International Programming**

- One World Week





International Student Support Group

Many international students face some special challenges due to cross-cultural adjustment.

Some experience homesickness, loneliness, language issues, different levels of social and academic success than what they are use to, and even discrimination.

If you are an international student who is experiencing any of these issues or just want to share your experience, we invite you to join our group!

**COME FOR SUPPORT AND LEARN TO THRIVE
AT GWU!**

When: Thursdays 1:00-2:15pm

Where: GWU's University Counseling Center
2033 K Street, Suite #330

Cost: **FREE**

To Join: **CALL--202.994.5300**

Facilitators: Dr. Umi Chong & Christine Chianese



International Student Recruitment Agencies

- What is an agency?
 - Companies or individuals (agents) in the business of recruiting international students.
 - Agencies are compensated by the institutions they recruit for, usually contingent upon the referral of enrollees.
 - Different terms are used to describe institution-to-agency remuneration, such as 'per-capita commissions' and 'referral fees.'
 - More than 20,000 agencies operate worldwide,
 - Australian, British and Canadian universities work with international student recruitment agencies routinely
 - approximately $\frac{1}{4}$ of American institutions, contract with agencies

Agency and Controversy

- Risks to different stakeholders
 - Fraud, legal action and financial damage has been reported due to unscrupulous agencies
 - Unresolved questions about the propriety of institutions issuing per-capita commissions payments.
 - international students and their parents may not understand transactional relationships between institutions and agencies often dictate the campuses, or individual programs, to which they are steered.
- National Association for College and Admission Counseling (NACAC)
 - NACAC does not forbid the use of agents but does offer many cautions
- HOWEVER
 - Even if your institution does not contract with agencies, it is likely that you nonetheless receive applications from students who, themselves, are working through agencies.

What do Agents do?

- “One-stop” style of services
 - Institutional choice
 - Test preparation
 - Assistance in preparing application materials
 - Assisting in the preparation and scheduling of visa interviews
- Use of agents has become more common among US universities over the past three years
- Nearly half of US institutions directly or indirectly use international agents today
- Between 30-40% of institutions that do not currently use agents are considering doing so in the future
- Much of the continuing discussion around the use of agents by US institutions revolves around issues of transparency and accountability



Membership organization for institutions working with agencies

A list of certified agencies

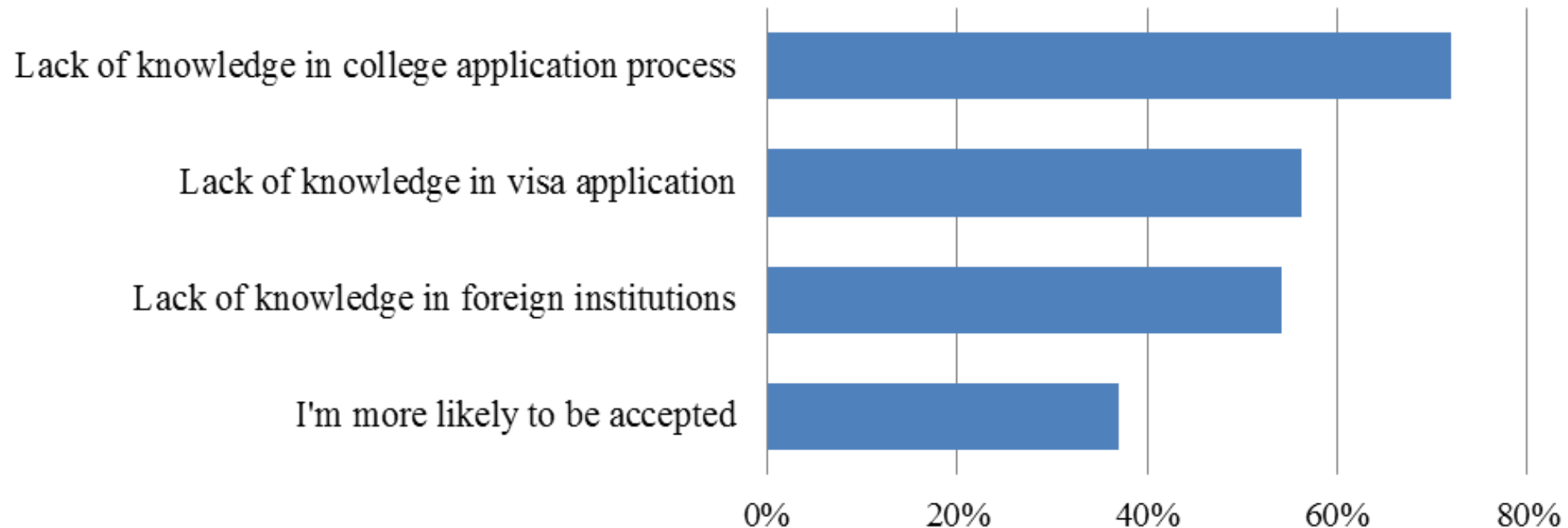
<https://www.airc-education.org/certified-agencies>

Studies Involving Agents

- Zhang, Y., & **Hagedorn, L.S.** (2014). Chinese Education Agent Views of American Community Colleges. *Community College Journal of Research and Practice*, 38, 1-12.
- Zhang, Y., & **Hagedorn, L.S.** (2011). College application with or without assistance of an education agent: Experience of international Chinese undergraduates in the U.S. *Journal of College Admission. Summer*, pp 7-16.
- **Hagedorn, L.S.**, & Zhang, Y. (2011). The Use of Agents in Recruiting Chinese Undergraduates. *Journal of Studies in International Education*. 15(2), 186-202.

Findings

- More than 60% of students enrolled in U.S. universities THAT DO NOT WORK DIRECTLY WITH AGENTS, have used agents



Agents' Recommendations for Community Colleges

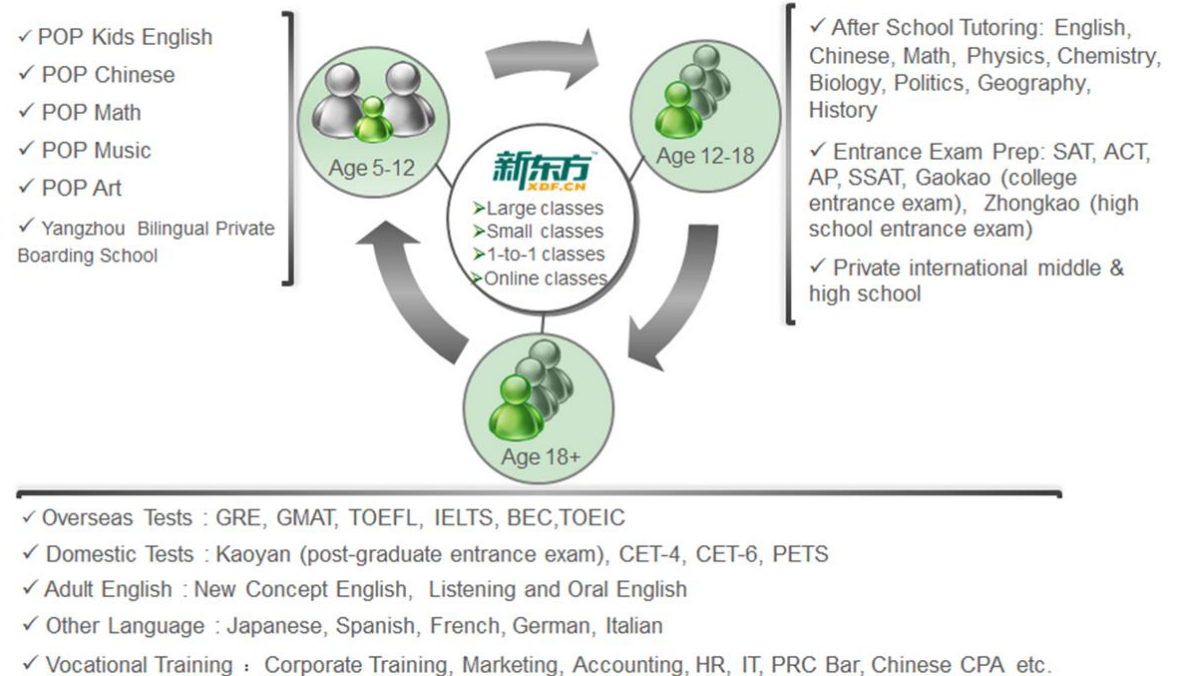
(Zhang & Hagedorn, 2014)

- Act more aggressively in the higher education market
- Attend international education fairs
- Make your college known
 - Brand recognition
- Create an international alumni network



New Oriental Education

- Full suite of services
 - Consulting services
 - Full-time intensive study
 - Complete suite of services throughout the process of preparing to go abroad
 - School selection and application
 - Test-prep
 - Scholarship applications
 - Visa and immigration processes
 - Assistance with off-campus housing



Putting New Oriental into Perspective

- Reported by New Oriental:
 - Founded in 1993,
 - Over 33.5 million student enrollments since 1993.
 - Approximately 4.9 million enrollments in fiscal year 2017.
 - Network of 82 schools, 940* learning centers, 19 bookstores and access to a nationwide network of online and offline bookstores through 170 third-party distributors
 - Over 24,000 teachers in 70 cities,
 - Online network with approximately 19.5 million registered users.



On the NYSE

U.S. Equivalents

- [Kaplan](#)
- Khan Academy (free)
- ACT
- Athlete Recruitment agencies
 - [NCSA](#) – Next College Student Athlete



EducationUSA

- Supported by the Bureau of Education and Cultural Affairs (ECA) at the U.S. Department of State
 - Global network of more than 400 advising centers in 170 nations,
 - “offering accurate, unbiased, comprehensive, objective, and timely information about educational institutions in the U.S. and guidance to qualified individual on how best to access those opportunities” (EducationUSA 2010).
 - Located in limited areas such as the U.S. embassies and consulates.
 - EducationUSA in China is located in Beijing.
- Variety of fairs, conferences, and events throughout the year.

EducationUSA FREE Services

- Get an account
 - <https://educationusa.state.gov/us-higher-education-professionals>
 - Submit financial aid opportunities and campus news stories to raise awareness of your institution.
- EducationUSA Centers free services for students
 - Group sessions on the U.S. higher education system and the application process for undergraduate and graduate admission
 - Access to the EducationUSA website
 - Introduction to the advising library and access to basic reference materials
 - Pre-Departure Orientations (although a fee for venue rental and/or refreshments can apply)
- EducationUSA Centers free services for Colleges
 - Information about international student mobility
 - Information about local education systems
 - Contact information and listings of local high schools and accredited or government-recognized universities

Recruitment Fairs

- There are hundreds of college fairs and many providers
- Sample
 - Education USA
www.educationusa.info/highered-fairs.php
 - Council of International Schools
www.cois.org
 - Membership \$995
 - Think Education USA
www.thinkeducationusa.com/en/study-fairs/



Why is this important?

- We live in a global environment
- As international students become leaders in their home countries, they also become a network of international colleagues.
- It is important that American institutions remain the leaders in attracting the top global talent so that we can play an even greater role in the development of the next cohort of world leaders.



Global

Your  Thoughts

Questions