

INTL 2011-12

Increase International Student Enrollments through Recruitment

Summary:

International Programs will extend active recruitment into a diversity of markets to expand the International Student Numbers.

Description

International Programs will execute year two of the two year recruitment plan integrating college fairs, agencies, online presence, stronger local connections to UofO and 7 other target schools, and an Alumni network. In addition, we will streamline and improve the communication with prospective students.

In 2010, the first year of active recruitment began by targeting Vietnam, Korea, China, and France with two additional fairs in Thailand and Malaysia. In 2011 we will expand these markets and explore Indonesia, and the Middle East. 2013 exploration of the South America and African markets will become a priority. We are going after a broad range of countries to prevent the population from dropping if one country or region becomes volatile.

A part time staff person and 4 student workers are required to support the recruitment efforts to ensure that Lane is the first college to send out admissions documents and that we have multiple language capability in the office.

In addition work will be done on website enhancement to include many languages and to make the site easier navigation for nonnative speakers of English.

Questions and Answers

How is the initiative linked to the Unit Plans most recently submitted?

1. How does it continue the achievement of those goals?
2. If this is a continuation of an initiative started last year, make sure that relationship is clear.

How is this initiative linked to the efficiencies and productivities plans you had last year?

1. How does it continue the achievement of these plans?
2. If this is a continuation of an efficiency or productivity plan started last year, make sure that relationship is clear.

Over the course of the previous two years Lane began to focus on International Programs and chose to invest in expansion. This Initiative allows us continue and enhance that work. Historically, Lane lost international student numbers because students were heavily concentrated in a few countries in two regions of the world. The Asian economic crisis followed by September 11, created a drastic decrease in international student numbers. In order to avoid that and have a fiscally sustainable international program, we must execute a broader recruitment strategy.

Describe the resources needed:

Funding will come from the revenues generated by increased international student population. The recruitment plan in the 2011-2012 year is estimated to cost \$60,000. Marketing costs are estimated to be at \$15,000 for publications and materials, and additional staffing at \$15,000.

What specific measurable program outcomes do you expect to achieve with this initiative? The outcomes should be specific enough to be measurable. Also, outline the method that will be used to determine the results.

Fall 2011

190 International Students (135 Credit, 60 IESL)

Fall 2012

225 International

(150 Credit, 75 IESL)

Fall 2014

400 International

(250 Credit 150 IESL)

Fall 2016

600 International

(400 credit 200 IESL)

Fall 2020

1000 International

(600 credit 400 IESL)

The revenue increases each year as the number of international students increases. The figures below are from the numbers to the left multiplied by the average income per student of \$8,341

2011: \$1,584,790

2012: \$1,876,725

2014: \$3,336.400

2016: \$5,004,600

2020: \$8,431,000

Department Priority:

1

Unit Resources:

Increasing the International Student numbers is our highest priority. We will dedicate the majority of the work time of 2 full time classified staff, most of the work of the director and ask for an additional part time staff person to support the work of admissions and data to ensure that we reach the highest numbers possible.

All of the funding for this will come from our Fund 6. The cost is not low but it is an investment that will allow us to support Lane's fiscal sustainability and diversity.

Funding Request: Carl Perkins

Funding Request: Curriculum Development

Funding Request: Technology Fee

1. Category of request

- **Maintain existing technology**
- **Increase student access to technology**
- **New technology**

Please type in the category of the request in the field below.

New Technology

2. Campus location

- **Main Campus**
- **Downtown Center**
- **Florence**
- **Cottage Grove**
- **CLC (list specific locations)**

Please type in the location of the request in the field below.

Main Campus

3. Names of the person(s) with more information (if needed):

We will utilize new ways of reaching students on the web through blogging, video and other types of media. In addition, we wish to create ways of delivering some orientation and testing to students while they are still in their home country.

4a. Budget ORGN

4b. Budget PROG

5. How many students will benefit per year?

We hope to assist 200 students per year with initiative.

6. Describe the benefit?

The benefit will be enhanced international student recruitment in a more sustainable outlet requiring less staffing time once it is complete.

COMPUTER HARDWARE \$

1000

COMPUTER SOFTWARE \$

1000

STAFFING \$

3000

INSTALLATION \$

LICENSING \$