

INTL 2011-12

Increase International Student Enrollments through Retention

Summary:

It is vital to our expansion plan to ensure that international students have a strong progression and completion. We are working to recruit students into our IESL program then transition them into and AAOT, ASOT, or AAS degree program. This will ensure maximum fiscal sustainability and best practices for international students. Additionally we have enhanced our work with international students who enter Lane with previous academic difficulty.

Description

International Programs added a part time retention coordinator for assisting with intrusive advising and coordinating services around students with academic need. This year it is vital to add one to two full time position with advising capabilities in the AAOT and the ASOT as well as work with them to develop transfer plans to 5 key UC schools, UW and WSU.

International Programs is beginning to monitor how many terms international students spend at Lane and work toward increasing it to 9 terms (3 IESL, 6 credit). The full time advisors are vital in this effort.

Over the course of this year we have adapted international student study hours with tutoring and streamlined and enhanced orientation. Early evidence from the Fall 2010 pilot was that we saw an 80% progression rate with this intervention. We will refine these processes during the 2011 year.

International programs offers a range of retention activities and cultural adjustment activities and we are piloting running these programs through continuing education so that when Americans participate we can better capture FTE and better track participation. This will also allow us to capture the fee through the regular student account and make budgeting and tracking more easily done.

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.**

This initiative links to the overall plan of an expanded international program. It also links to the first initiative in creating sustainable international populations and maximizing the revenue generating period an international student is enrolled at Lane.

Describe the resources needed:

In order to for the full value of recruitment to be felt we must retain the students. The lost revenue of losing an international student before completion is \$8,000-\$16,000. Even losing 100 students one year earlier than expected has an \$800,000 impact. Losing them after IESL and before credit doubles that impact to a loss of \$1,600,000.

The cost of one classified Advisor is about \$50,000 - 65,000 with OPE. With two advisors (the number needed for ideal growth over the next two years) the cost is \$100,000-\$130,000. The part-time advisor is about \$17,000 per year. These costs however are clearly offset by even a modest increase in the retention of international students. In order to cover the complete cost of \$130,000 international programs would need to retain 16 (9% of the population) students for one additional year. Through this program, we estimate that we can easily move our overall retention rates to around 70%. Lastly, good retention is the best recruitment tool. Word of mouth about good experiences recruits students more effectively than any other way.

The cost for the noncredit faculty is about \$10,000 and the activities and orientations are about \$10,000.

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.

The outcomes of the combined retention/recruitment initiatives will be:

Fall 2011

180 International Students (125 Credit, 55 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)

Financial Impact:

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 annual 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

These numbers are very conservative as they don't take into account tuition increases and the additional revenue that will be generated by housing.

Department Priority:

2

Unit Resources:

We will devote resources from our budget which is a fund 6 account to cover the full cost of this initiative.

[Funding Request: Carl Perkins](#)

[Funding Request: Curriculum Development](#)

[Funding Request: Technology Fee](#)