

# International Students at SIS

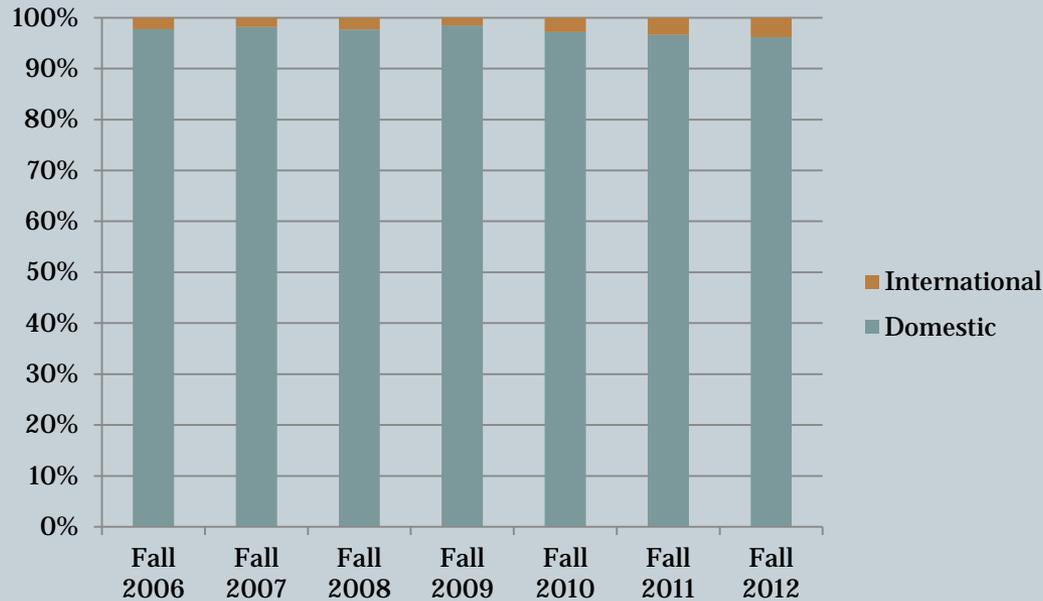
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MARTIN WEISS

# Background: Pictures tell the story

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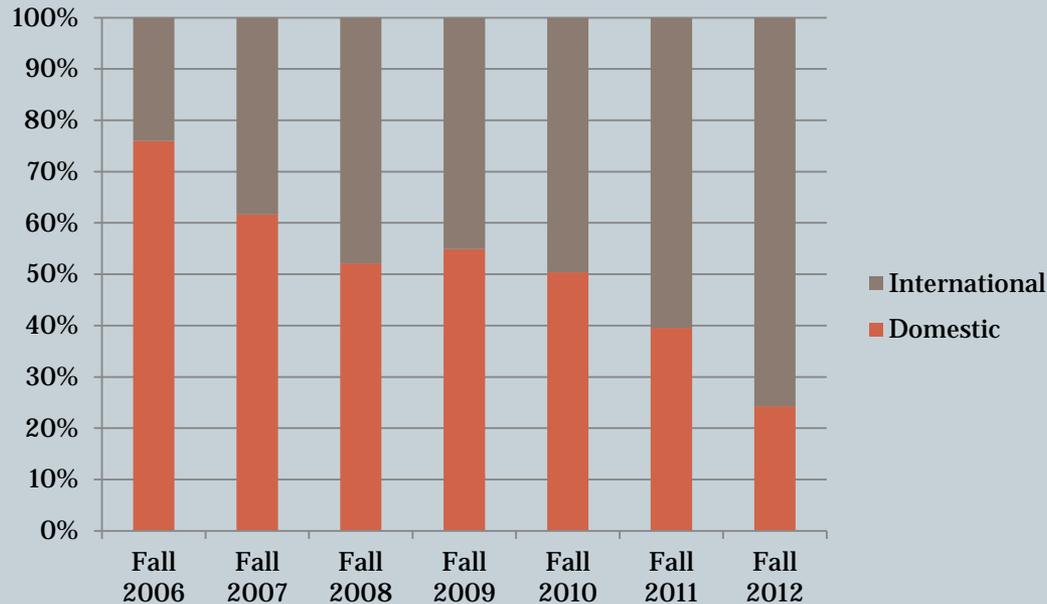
## – BSIS enrollments (headcount)



# Background: Pictures tell the story

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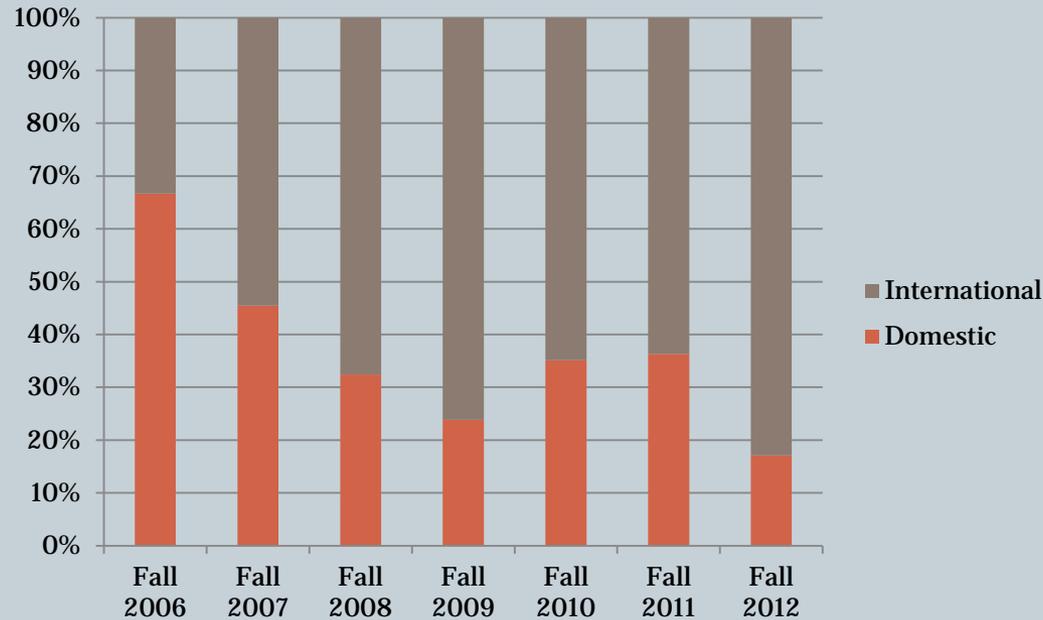
## – MSIS enrollments (headcount)



# Background: Pictures tell the story

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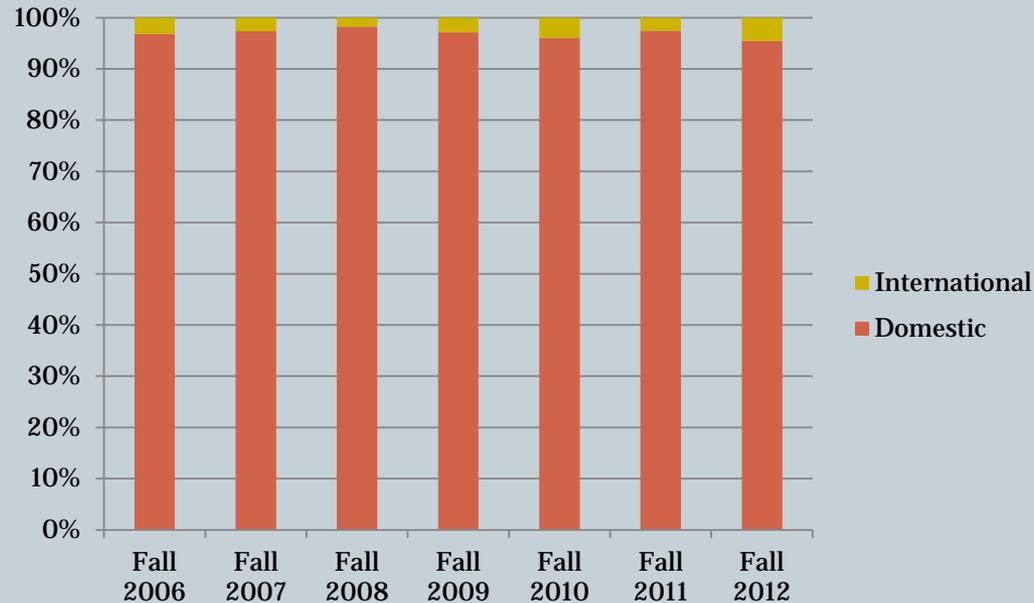
## – MST enrollments (headcount)



# Background: Pictures tell the story

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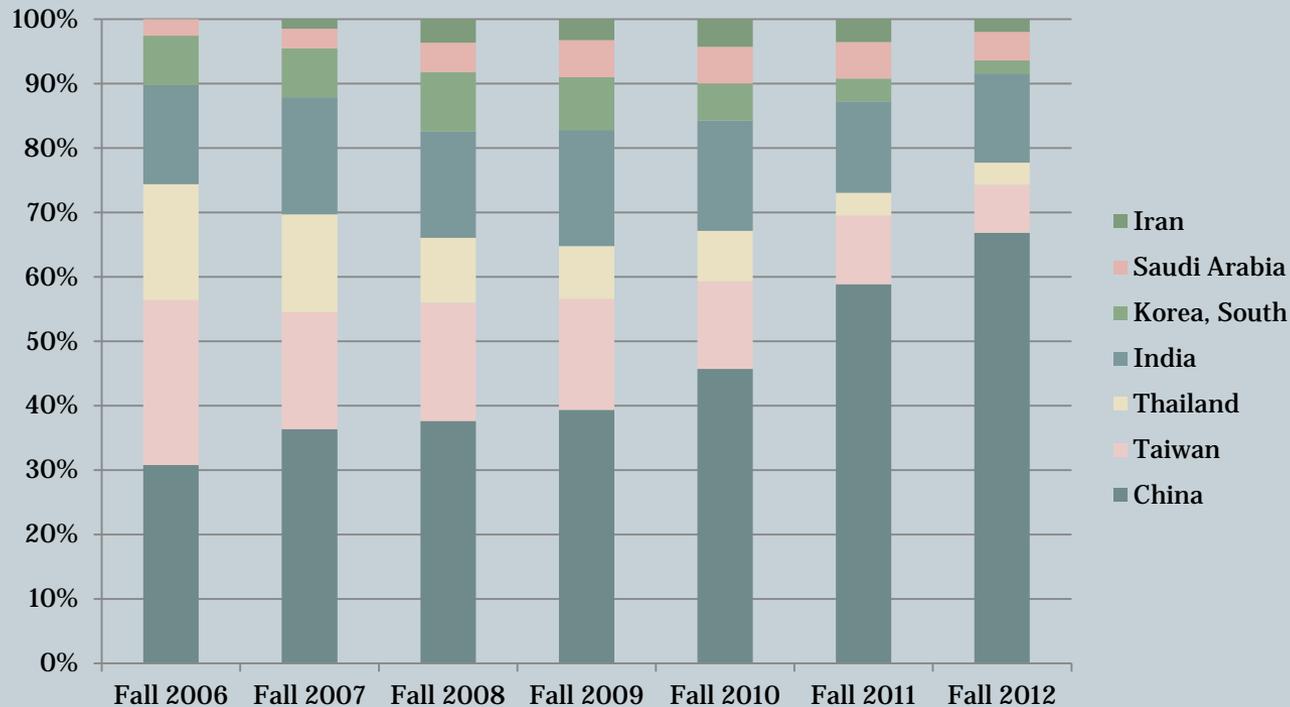
## – MLIS enrollments (headcount)



# Background: Pictures tell the story

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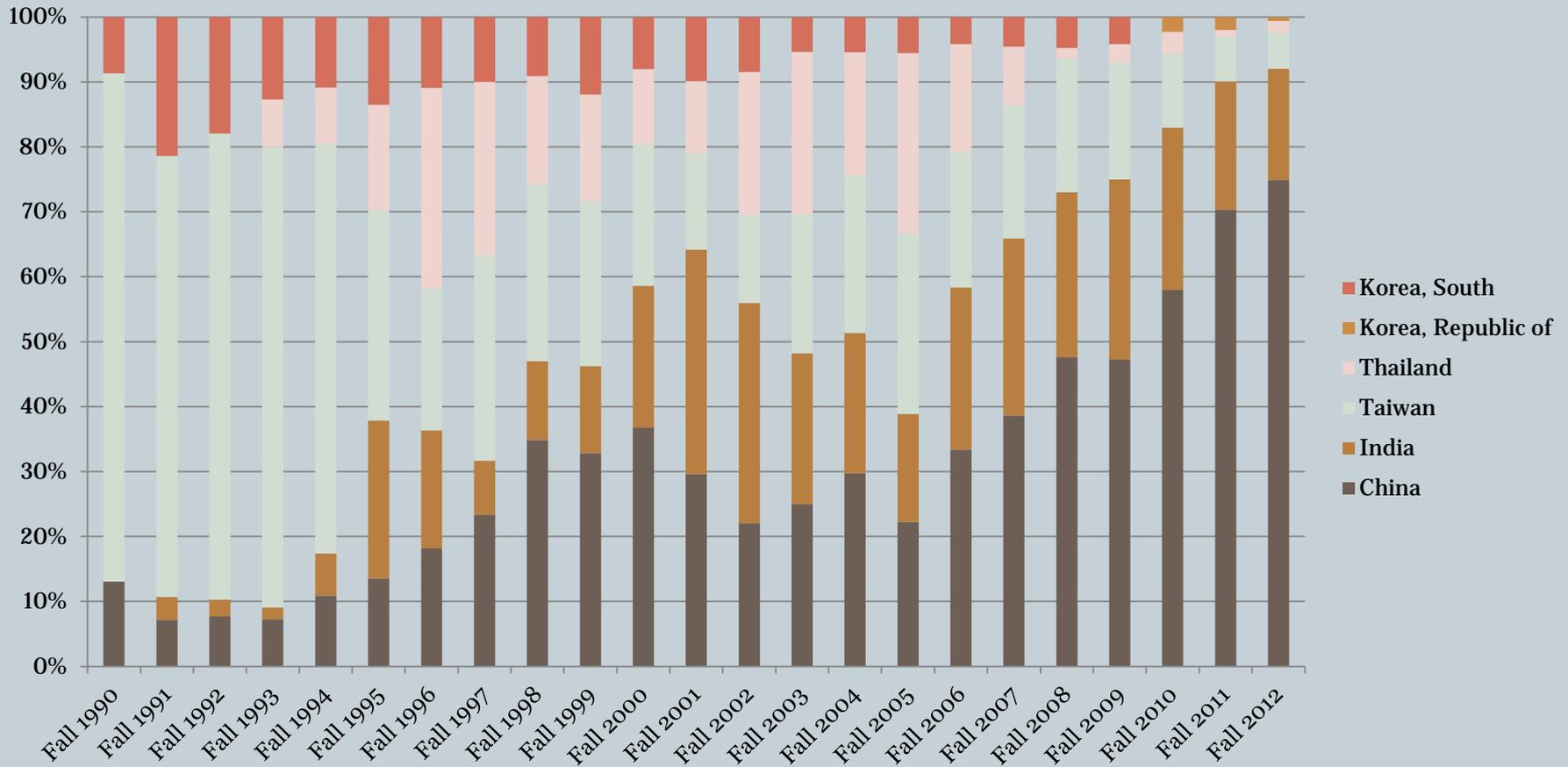
## – Country of origin (top 7)



# Longer term trends in international enrollment

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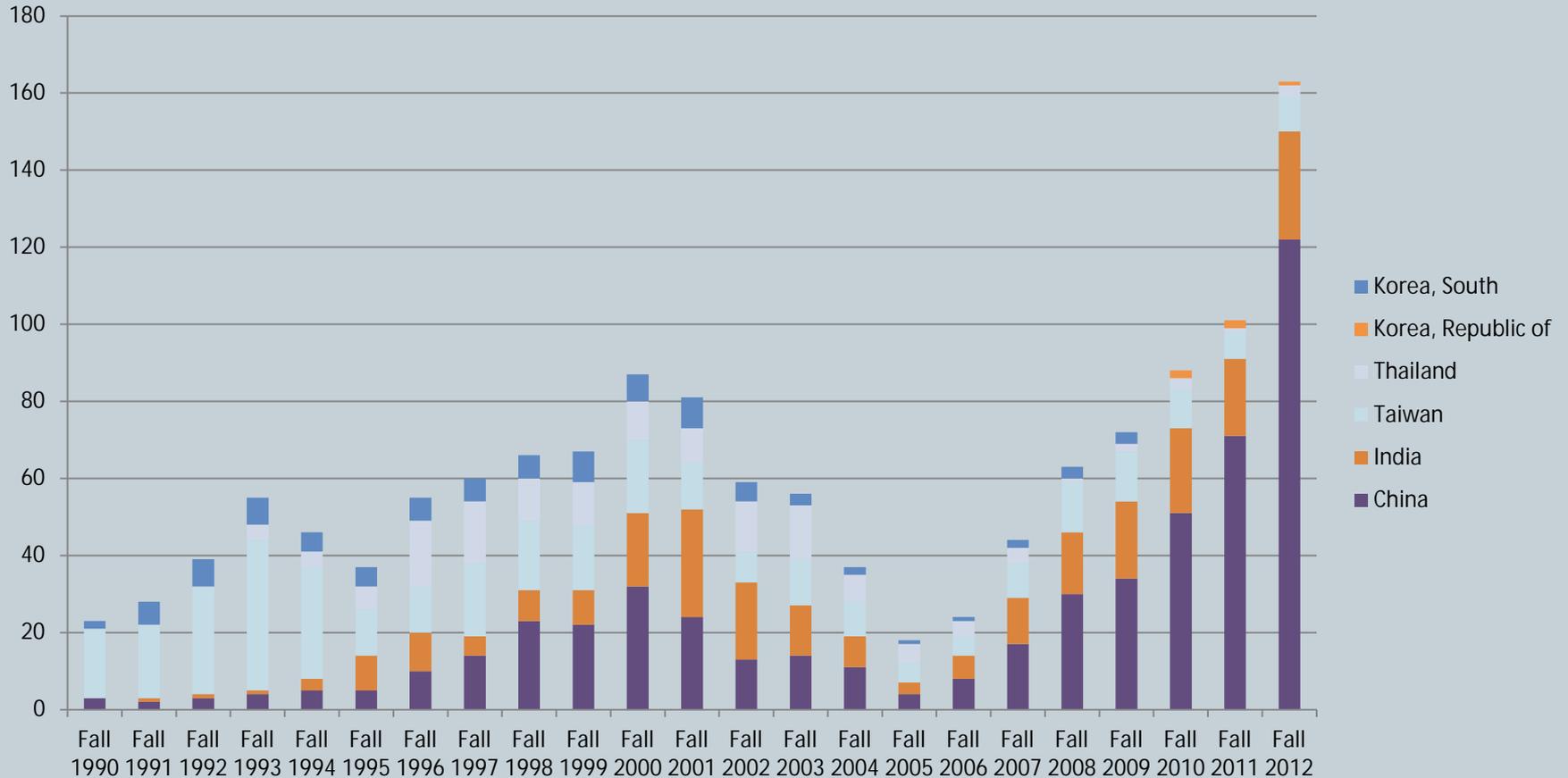
## – Master's level enrollment, headcount



# Longer term trends in international enrollment

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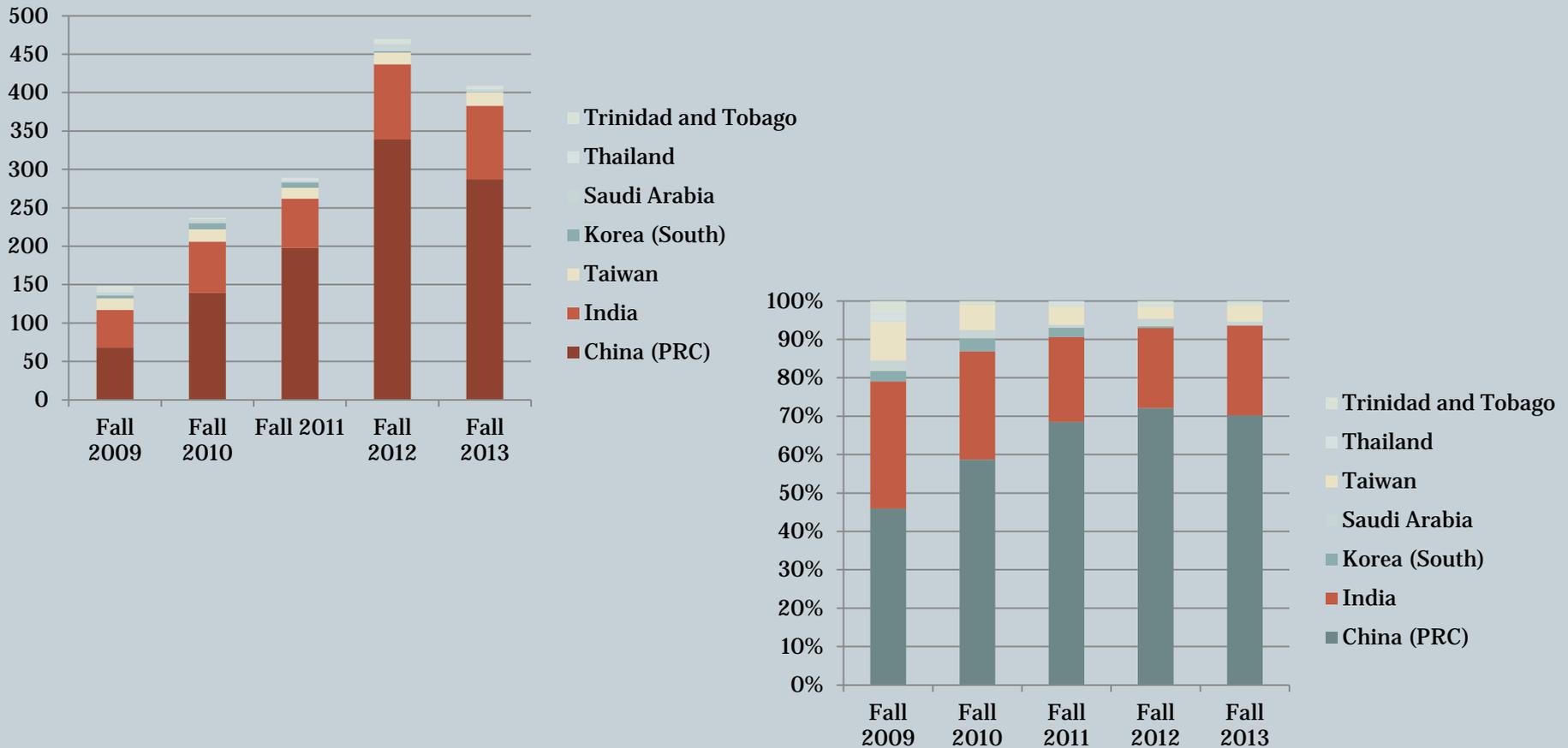
## — Master's level enrollment, headcount



# Applications: a Leading Indicator

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## — Master's program applications



# Initial conversations with some Chinese students

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- **Students come to US**
  - To improve English skills
  - To get an internship in a US company
- **Students select SIS because**
  - Classmates came here
  - US News & World Report rank

# Conclusions from analysis

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- Domestic MS students are not likely to be large or growing population
  - Conversations with employers
  - Increase in automation
- SIS should emphasize international student recruitment for MSIS and MST
- To minimize risk
  - SIS should take measures to make us more friendly to international students
  - SIS should balance countries of origin

# Fitting international students into SIS strategy

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## – Financial strength

- Diversify countries of origin
- Focus on self- or government- paid students

## – Strategic leadership

- Learn how to actively recruit the best students
- Find the next student "pipeline"

## – Intellectual vitality

- "Matriculation seminar" for incoming students
- Leverage international students to foster new outside the classroom curricula

# Proposed tactics

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- Expand focus groups to other countries of origin
- Monitor social networking sites
  - Especially in China, where Facebook and Twitter are banned
- Develop support and programming for incoming students
  - Connection with existing social networks
  - English language support
    - ÷ ESL classes?
    - ÷ Writing support?

# Proposed tactics

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- **Influence students' decision factors**
  - Learn how to improve SIS's ranking
  - Improve research portfolio
  - Hire "student ambassadors" from countries to connect applicants to existing social networks
- **Revise website as needed**
  - Explicitly address international students concerns/interests
  - Country-specific websites is considered a nice gesture
- **Selective scholarship support**

# Implementation concerns

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## – Financing

- | Divert some NTR revenue to this effort?

## – Staffing

- | Task student services staff with developing programming
- | Hire student workers for implementation

## – Evaluation

- | Track undergraduate institution of future applicants
- | Track GRE and grades of future applicants
- | Monitor SIS's standing in critical decision factors (e.g., ranking)
- | Student surveys

# Questions for the BoV

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- What tactics and implementation factors have we not considered?
- Are you aware of other institutions that have tried this?
  - | If so, how did it go?
  - | Can we benchmark against them?
- What risks have we not considered/evaluated?
- Would there be a benefit from University supported/facilitated recruiting expeditions to pipeline (or the next pipeline) countries?