Brief History of International Enrollment

Pre-COVID-19

– Strategic Enrollment Management Planning

– Activities
  • Webinars/ Fairs
  • On-ground Recruitment

– Retention and Student Success
  • Pre-Arrival and Transition
Why Change Now?

COVID-19 Volatility
   – Travel Limitation

Market Changes
   – External Competition
   – Where are the students
      • How do students/ families choose?
Types of Technology

• Digital Marketing
  – Lead Generation
  – Data Analytics and SEO
  – Virtual Reality

• Application Processing
  – Document verification

• Relationship Building
Choosing Ed Tech Partner

• Finding the right partner
  – Increased Volume
  – Research and Network

• Pros
  – Expert Knowledge
  – Built-In product and “support”
“Post” COVID! Now What?

• Future of International Recruitment
  – Strategic International Enrollment Planning
    • End of International Travel?
    • Geographic Limitations?
  – Testing and English Proficiency

• Future of International Retention
  – Online Engagement
  – International Student Success
Patience N. Campbell Ed.D
Director, Office of International Programs and Services
Phone: 717-871-7506
Patience.Campbell@millersville.edu