



UMBC

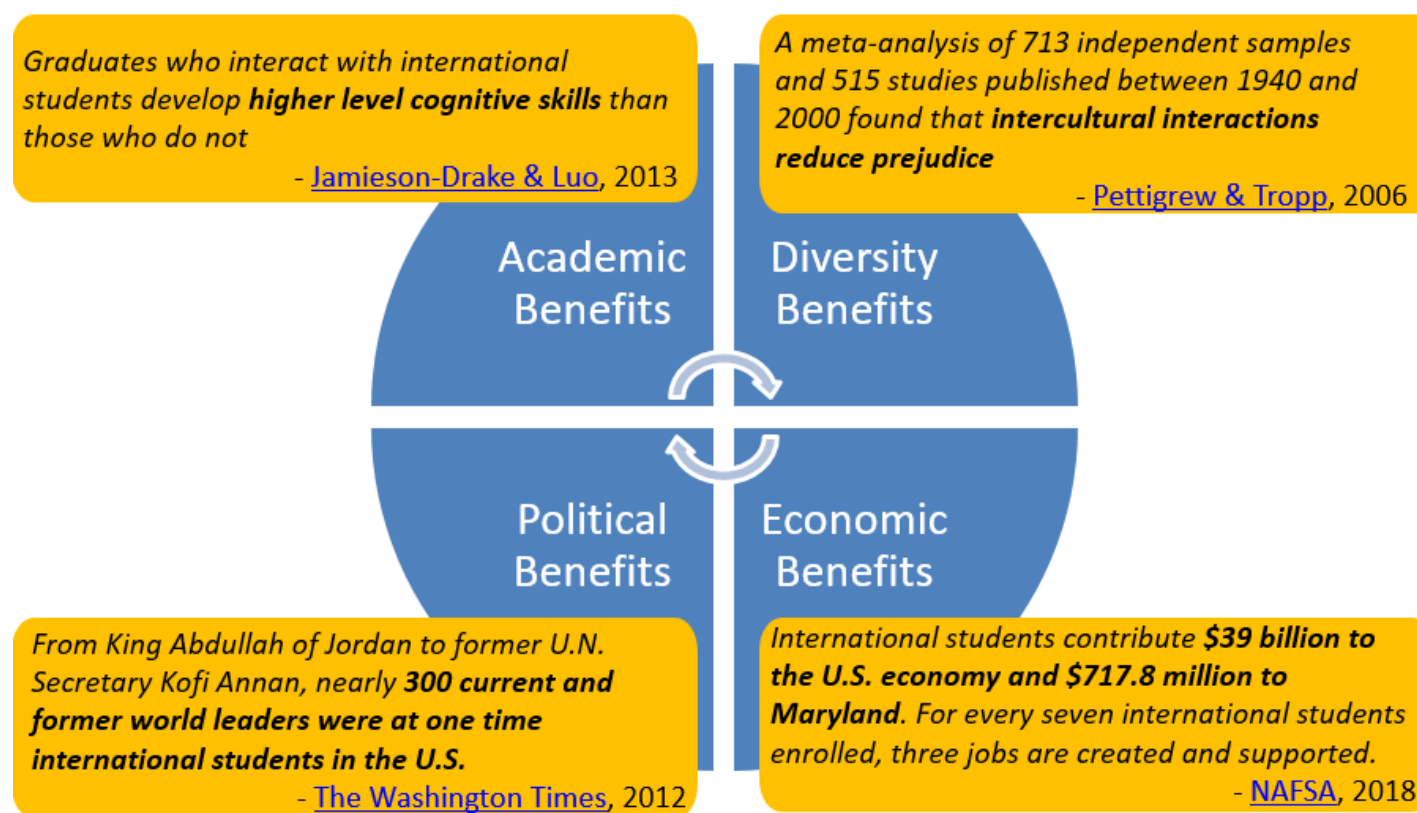
INTERNATIONAL STUDENT RECRUITMENT & RETENTION

SUBCOMMITTEE CHARGE

- Examine global trends and projections for international student enrollment
- Identify UMBC's current approaches to recruiting and enrolling international students (all activities leading up to orientation) and determine feasibility of aligning initiatives
- Explore model recruitment strategies employed by other universities
- Establish goals and a timeline for strategic, sustainable and growth international student enrollment over the next five years
- Benchmark existing support services for international students against support services offered by peer institutions
- Produce report with final recommendations/goals

BENEFITS OF INTERNATIONAL STUDENTS

INTERNATIONAL STUDENTS BENEFIT UMBC



INTERNATIONAL STUDENTS SUPPORT RESEARCH

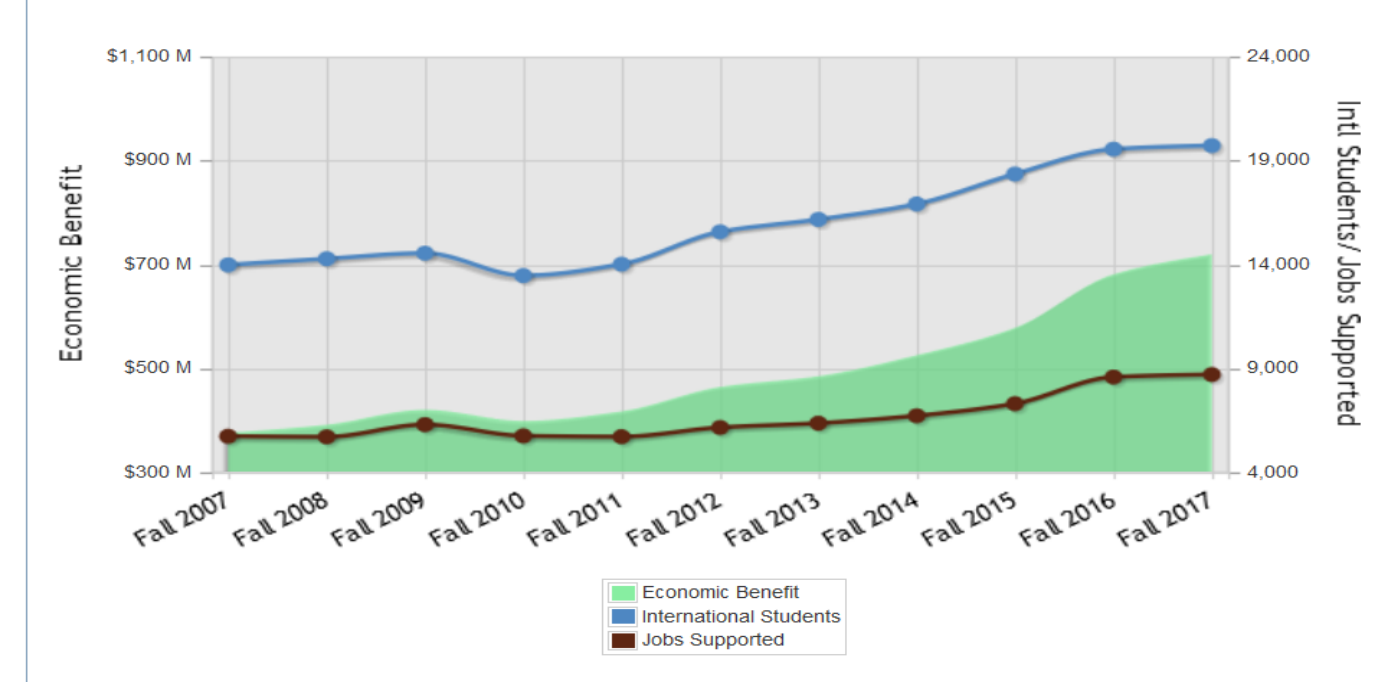
- 47% of the 1.8 million applications received by U.S. graduate schools for Fall 2016 came from prospective international students.
- *Council of Graduate Schools, 2017*
- An analysis of 1.25 million research articles revealed that international research is more likely to appear in top-tier journals and have higher impact than other articles in those journals.
- *Smith, Weinberger, Bruna & Alessia, 2014*
- A 10% increase in the number of international graduate students would raise patent applications by 4.5% and university patent grants by 6.8%.
- *World Bank, 2008*
- An analysis of 2.5 million scholarly publications from 2013 across 36 countries found internationally mobile scholars are in the minority, but have the highest citation impact.
- *Wagner & Junker, 2017*
- Nearly 25% of founders of US startup companies with valuations of at least \$1 billion first arrived as international students.
- *Anderson, 2016*
- Internationally produced research is most cited: 80% of the variation in citation per document across countries is explained by the international research collaboration.
- *British Council, 2012*
- The field-weighted citation impact of articles with an international co-author is 47% higher than those produced collaboratively in one country, and 59% higher than institutionally co-authored papers.
- *Eskandari, 2016*
- An analysis of 14 million articles from 16 million individuals published between 2008 and 2015 found globally mobile scholars had citation rates 40% higher than those who stayed in their home country.
- *Sugimoto et al., 2017*

2017-2018 ACADEMIC YEAR

\$39.0 billion for the U.S.
\$717.8 million and 8,667 total jobs for Maryland

NAFSA Analysis: The Economic Benefits of International Student Enrollment to Maryland - A Ten-Year Trend

This graph displays the economic contributions, enrollment data, and jobs supported over a ten-year timeframe. Move the mouse arrow over a single graph point to view single year data. International student enrollment data is provided by Open Doors, published by the Institute of International Education in partnership with the Bureau of Educational and Cultural Affairs, U.S. Department of State.



At public institutions, international students pay non-resident tuition, which can often be two or three times higher than the resident tuition rate. Thus, international students help keep tuition costs down for in-state students, often subsidizing growth in domestic enrollment, while also funding academic programs and initiatives that would not otherwise be possible due to nearly three decades of steady decline in state and federal support, as a share of overall revenue. This has led to increased dependence on tuition and out-of-state students. In fact, one study found "a 10 percent reduction in state appropriations was associated with a 12 percent increase in international undergraduate enrollment at public research universities."

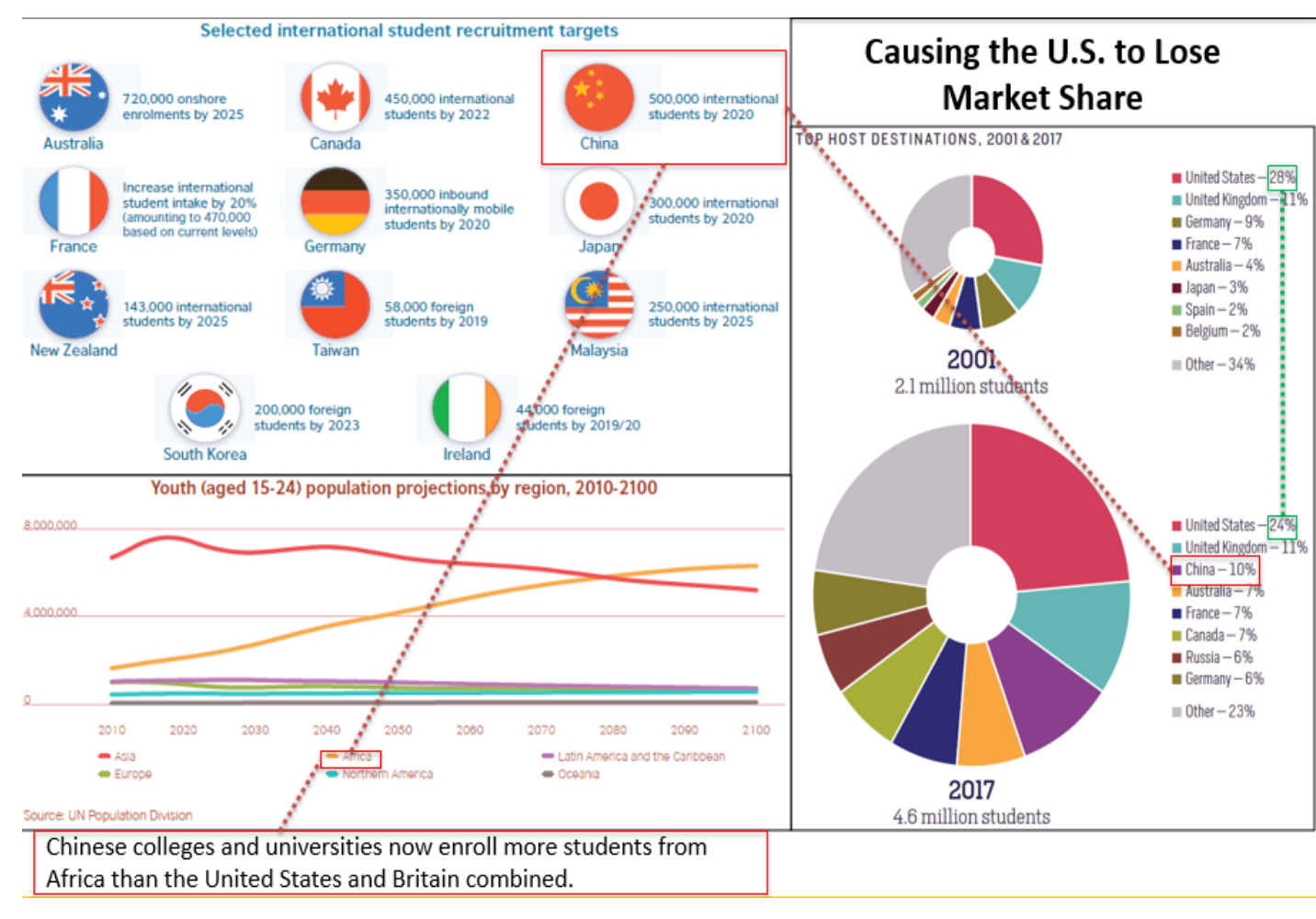
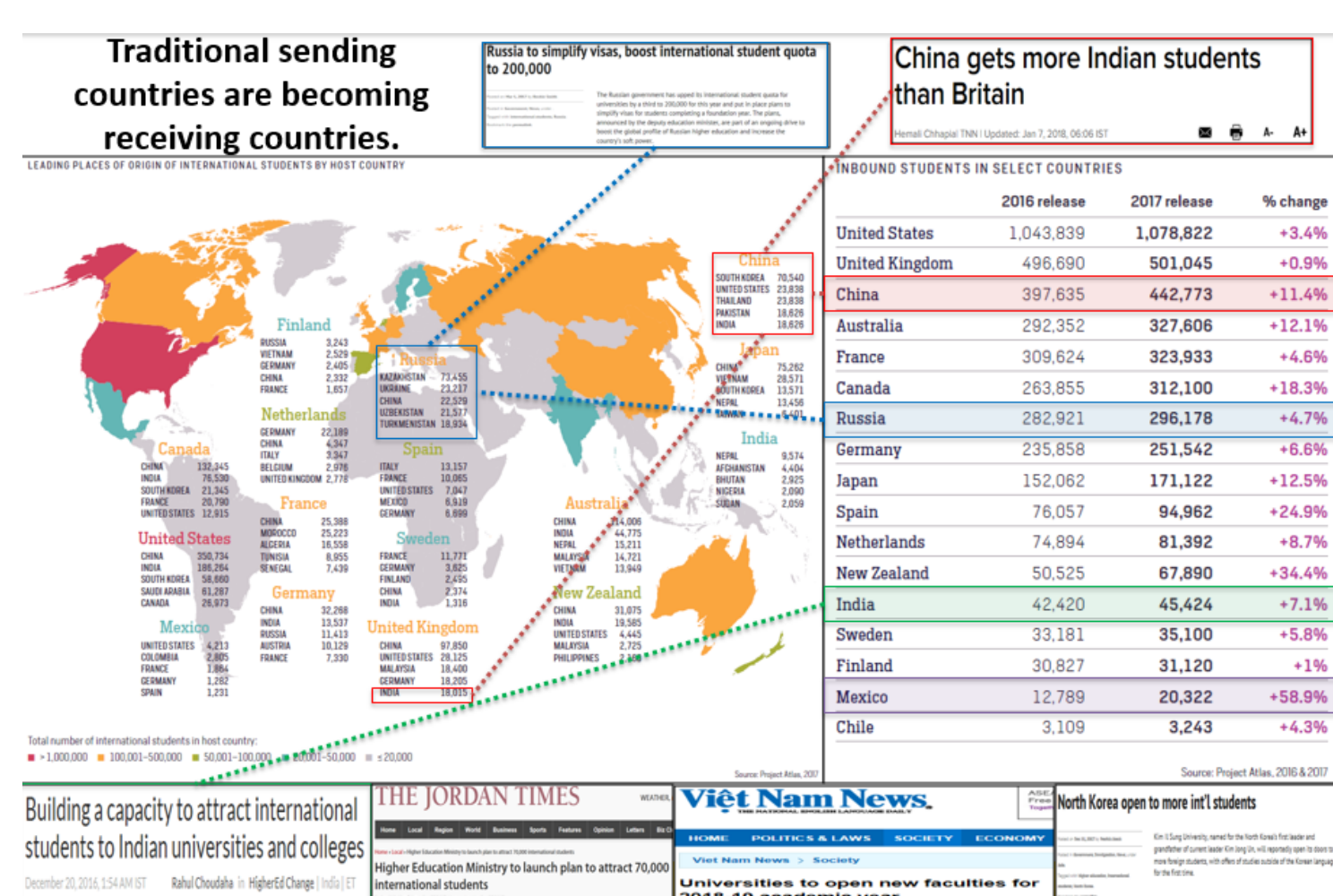
It is also worth noting the findings of a recently published study on the impact international students have on U.S. workers. Specifically, the researchers found:

- There is no evidence that international students reduce job opportunities for U.S. workers;
- U.S. employers are more likely to hire international students when they are unable to find qualified U.S. workers; and
- Areas with more foreign-born STEM workers have higher patenting rates, faster productivity growth and higher earnings among U.S. natives.

While the U.S. has steadily lost market share from 28% in 2001 to 22% in 2018, other nations have made significant gains in attracting international students. Most notably, China, which now hosts one out of every ten international students, including more students from the continent of Africa, than the U.S. and Britain combined. One reason for this is China's realization that it is lagging behind the U.S. in terms of soft power with only a few world leaders having graduated from Chinese institutions. Thus, "education is one of the most important aspects" of China's \$900 billion One Belt, One Road strategy. China's entry into the global race for hearts and minds has significant economic and political implications for the future.!

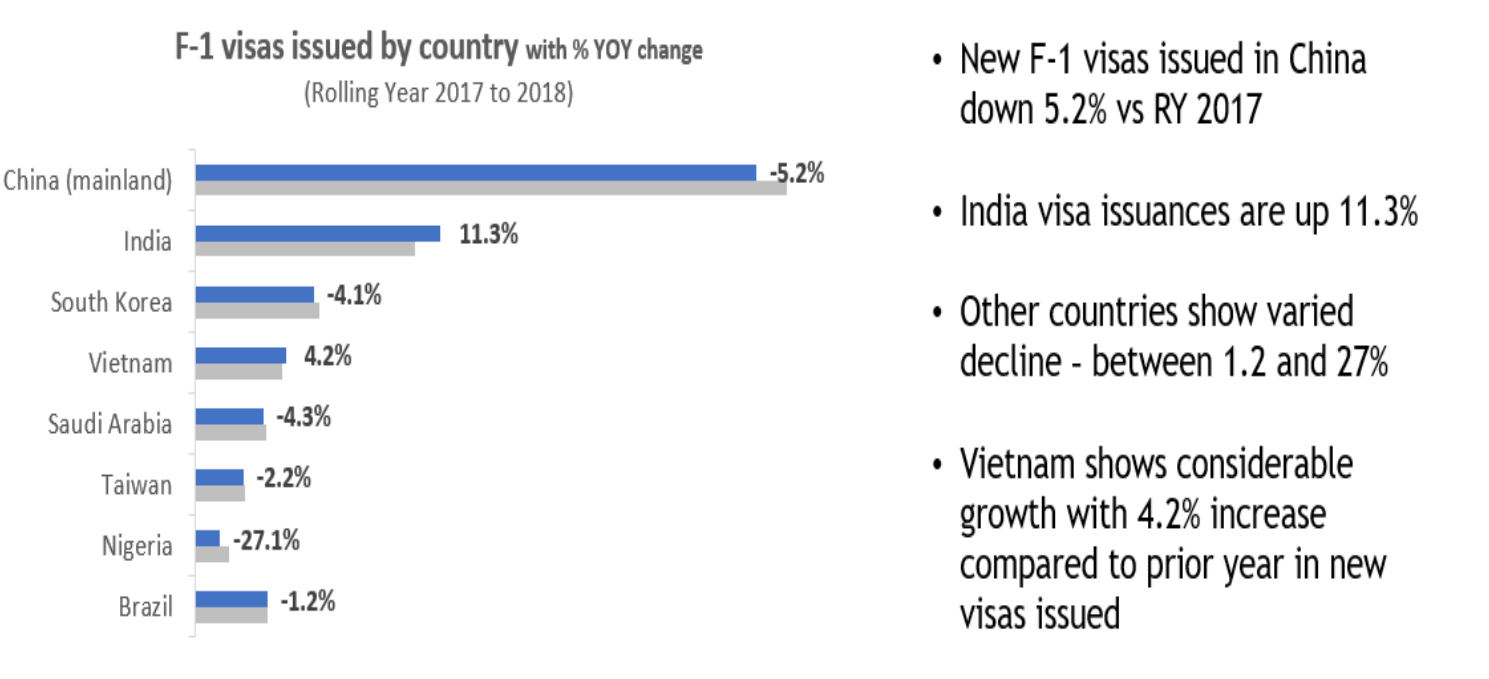
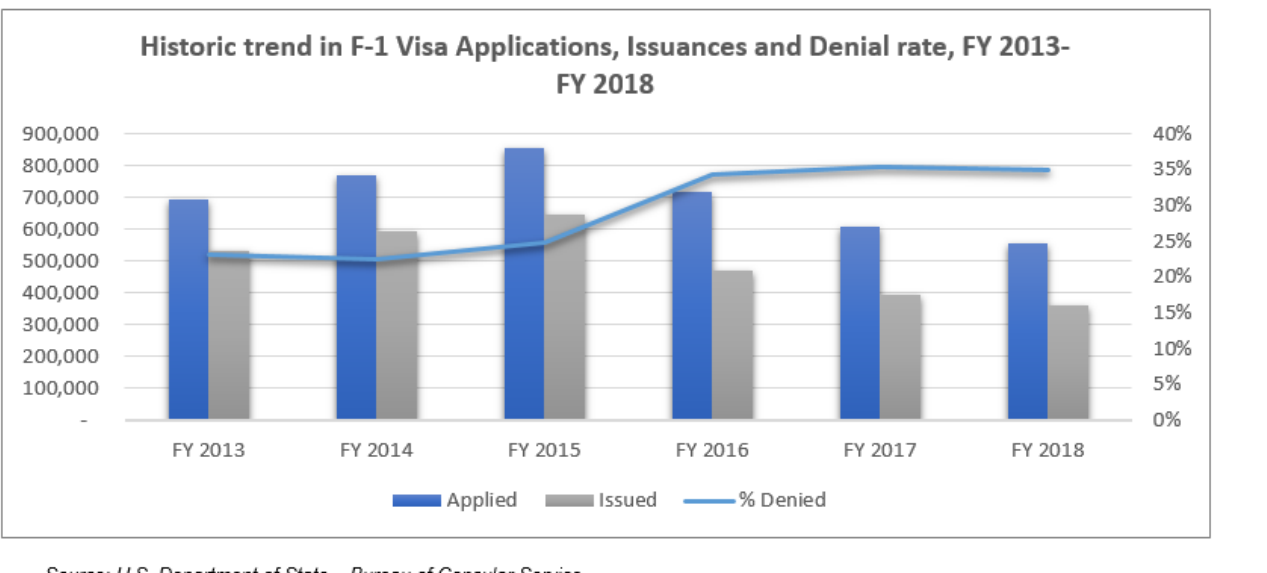
Many nations, including Australia, Canada, New Zealand and the United Kingdom, fund national strategies for international education. In several countries, ambitious targets are set for increasing the numbers of international students they host and many of these countries are on track to exceed their targets at the expense of enrollments in the U.S.!

INCREASED COMPETITION



VISA TRENDS

- Most recent F-1 visa statistics shows continued reduction in new visas in select source markets
- New F-1 visas issued declining and denial rate increasing
- New F-1 visas issued down 8% in FY2018
- China down 12%, although this is in part due to 2014 change from 1- to 5-year visa terms
- Visa issuances in countries outside China are down 6%

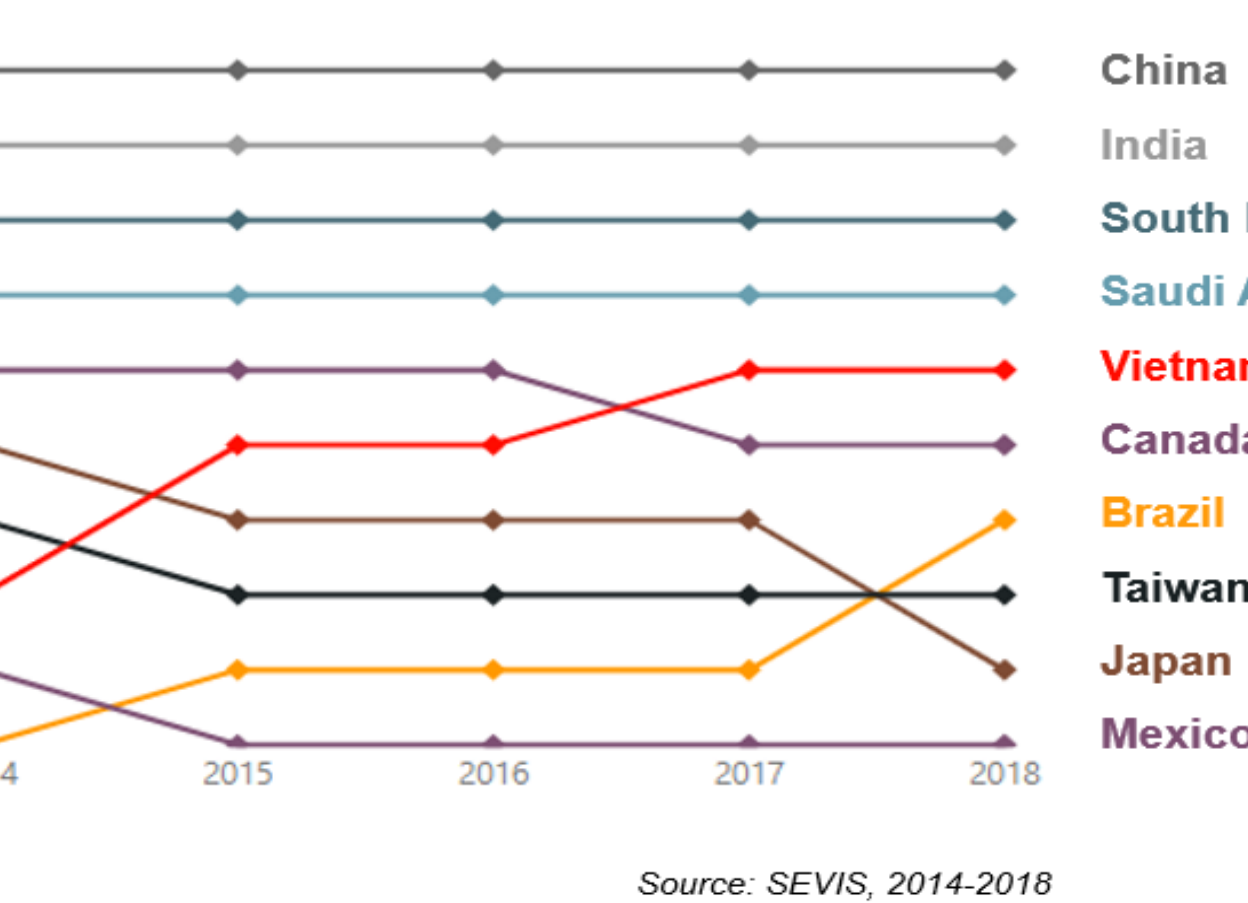


SENDING COUNTRIES

Top source markets show shifting trends:

- While top 4 markets continue to be represented by China, India, Saudi Arabia and South Korea, there are considerable shifts in ranking for other top countries of origin:
- Vietnam moved from top #8 to the top #5 surpassing Canada and Japan
- Brazil moved from top #10 to top #7 and surpassed Taiwan, Japan and Mexico

Changes in ranks in top 10 source countries,



INNOVATIVE INTERNATIONAL STUDENT SUPPORT PROGRAMMING

University	Program	Source
Binghamton University	Pursuit of Academic Success Group	binghamton.edu - Pursuit of Academic Success Group
Brown University	International Mentoring Program	brown.edu - International Mentoring Program
George Washington University	Committee on International Student Success (CISS)	gwu.edu - Committee on International Student Success (CISS)
Indiana University-Bloomington	International Student Ambassadors	iu.edu - International Student Ambassadors
Ohio State University	Global Gateways	osu.edu - Global Gateways
Purdue University	Purdue University's Passport to Intercultural Learning (PUPIL)	purdue.edu - Purdue University's Passport to Intercultural Learning (PUPIL)
St. Cloud State University	Academic & Cultural Sharing Scholarship	stcloudstate.edu - Academic & Cultural Sharing Scholarship
University of California at Irvine	I-STEPS: International Students Transitioning to Educational and Personal Success	uci.edu - I-STEPS: International Students Transitioning to Educational and Personal Success
University of Illinois at Urbana-Champaign	International Hospitality Committee	illinois.edu - International Hospitality Committee
University of Michigan	Intercultural Leadership Seminar	umich.edu - Intercultural Leadership Seminar
University of Pennsylvania	ISAB: International Student Advisory Board	upenn.edu - ISAB: International Student Advisory Board
University of Washington	World to Work Program	fiuts.org - World to Work Program

Table 1: The Center for Global Education, <http://globaled.us/internationalization/international-programs-services.asp>

INITIAL RECOMMENDATIONS

- Develop an International Student Enrollment Plan
- Continue Meetings of the International Student Recruitment and Retention Committee
- Implement Assessment Processes to Determine Return on Investment in Recruitment Activities
- Create a Dedicated International Student Recruitment Team
- Centralize Responsibility for International Articulation Agreements, Exchange Partnerships, etc.
- Secure Multi-year Budget Commitment to Fund International Recruitment Initiatives
- Continue to Engage with State Officials to Raise Awareness of Barriers to Recruiting International Students
- Further Develop Yield Activities for Admitted International Students
- Create a Global Landing Page
- Explore Innovative Opportunities (e.g., full-pay, non-degree international students)
- Centralize Services for International Students
- Develop Programming Activities to Support International Student Integration and Success
- Improve Coordination of Communications to International Students