

International Programs
Assessment Plan Summary

International Programs

Increase International Student Enrollment

Goal Description:

We will develop a comprehensive plan to recruit more international students that may include the use of agents, on-line marketing, community college recruiting, international recruiting trips, assisting faculty with international partnerships, and social media.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Create innovative marketing strategies to attract international students

Performance Objective Description:

We will look at multiple ways of marketing our programs, especially those that we can implement through our department.

RELATED ITEM LEVEL 2

Publish profiles of international students on OIP website

KPI Description:

We will interview at least four international students and publish their pictures, profiles and interviews on our OIP website. Research indicates that making marketing sites more personal, using actual case studies and pictures increases likelihood that students will look at our site. Indicators will be publishing four student profiles on our OIP website.

Results Description:

- We interviewed students, then created profiles and pictures of four international students which we published on our OIP and ELI websites.
- The profiles generated alot of positive feedback from other schools and received many compliments.

RELATED ITEM LEVEL 3

Profiles of international students on website

Action Description:

We will interview at least 4 new students each year and add their profiles to the OIP website. We will make it a point to choose students from different countries each year.

RELATED ITEM LEVEL 2

Use social media to market our institution to international students

KPI Description:

We will develop an OIP Facebook page. We will also implement one other type of social media, such as Twitter or Instagram, accessible to international students. Our indicator will be the successful creation of an OIP Facebook page, creation of one other type of social media, and keeping both updated on a weekly basis.

Results Description:

- We found that we already had a Facebook for the OIP but it had not been kept current. Facebook pages were created for the Global Ambassador Program (GAP) and the International Student Organization (ISO).
- Students and staff members were assigned to keep our all of our Facebook pages current and to post weekly pictures from GAP-ISO events, as well as post upcoming events for international and domestic students.
- Twitter accounts were created for both the OIP and ELI and our staff tweets on a daily basis. We faced a challenge with other venues, such as WeChat and those used in China, because the site was in Chinese. China also blocks several types of social media. They can use Twitter.

RELATED ITEM LEVEL 3

Develop OIP Facebook Page

Action Description:

We found that it takes more time and personnel to keep our social media sites up to date. We do not have the staff to keep up with multiple media venues at this time. We will prioritize our OIP Facebook account and keep it current by posting at least once a week. We will still be investigating other forms of media and brainstorming ways to manage selected sites.

RELATED ITEM LEVEL 3

Use social media to market our institution

RELATED ITEM LEVEL 1

Plan recruitment trips in targeted countries

Performance Objective Description:

We will plan recruitment trips to at least three targeted countries to develop relationships with foreign institutions/entities in order to recruit academic and ELI students.

RELATED ITEM LEVEL 2

Plan Recruiting Trip to Brazil

KPI Description:

Plan a trip to Recife and Forteleza, Brazil with StudyTexas. Visit several high schools, university fairs and two Education USA offices with the goal of talking to students interested in coming to Texas and obtaining their contact information for marketing purposes.

Indicators: We will visit at least four high schools and take part in two EducationUSA fairs. We will talk to at least 200 students over the course of the trip.

Results Description:

- We talked to several hundred students in the course of this trip. We found many were interested in coming to SHSU but many of the seniors told us they were planning to attend a university in Brazil for financial reasons.
- We visited four high schools.
- The two EducationUSA offices provided us with over 1000 names and emails of students who attended events.

RELATED ITEM LEVEL 3

Plan recruitment trips in targeted countries

RELATED ITEM LEVEL 3

Recruiting Trip to Brazil

Action Description:

The OIP will not visit Brazil this year due to the ongoing Brazilian economic crisis and limited funding. The OIP may, however, conduct a targeted marketing campaign via mail to key EducationUSA centers.

RELATED ITEM LEVEL 2

Plan Recruiting Trip to Japan

KPI Description:

Plan an independent recruiting trip to Kobe, Osaka, Nagoya, and Tokyo, Japan. Meet new ELI agents, visit with potential partner universities, and attend the EducationUSA Tokyo university fair with the goal of talking to students interested in coming to Texas and obtaining their contact information.

Indicators: We will meet with at least two new ELI agents and at least three potential partner universities. We will attend the EducationUSA Tokyo fair and talk to at least 100 students.

Results Description:

- We talked to three new agents about sending students to the English Language Institute. The agents said that many students are interested in short-term programs.
- We met with five potential partner universities about developing short-term or certificate programs. Yokohama National University and Hosei University remain interested in working with us.
- We attended the EducationUSA Tokyo university fair, where we talked to approximately 150 students and received their contact information.

RELATED ITEM LEVEL 3

Plan recruitment trips in targeted countries

RELATED ITEM LEVEL 3

Recruiting Trip to Japan

Action Description:

The OIP may visit Japan again this year. EducationUSA Japan is expanding their university fair series and all fairs are free. The OIP is currently registered for two fairs- Tokyo and Nagoya. The OIP can increase its student contact at these fairs by offering marketing materials in Japanese. Continued presence at fairs will help SHSU develop increased name recognition over the course of a three-year recruitment cycle. The OIP may also visit potential partner universities and do presentations at EducationUSA/Fulbright Centers.

RELATED ITEM LEVEL 2

Plan Recruiting Trip to Korea

KPI Description:

Plan an independent recruiting trip to multiple cities in Korea. Activities: Meet new ELI agents, visit potential partner universities, and conduct presentations at EducationUSA/Fulbright centers.

Indicators: We will meet with at least three new ELI agents and at least four potential partner universities. We will conduct presentations at the EducationUSA and Fulbright centers in Seoul.

Results Description:

- We talked to four new agents about sending students to the English Language Institute. The agents said that many students are interested in short-term programs. Agents like to develop a relationship before sending students.
- We met with six potential partner universities about developing short-term or certificate programs. Chinju National University of Education will be sending 15 students for a short program in January 2017. Several other universities remain interested in working with us.
- We conducted presentations at the EducationUSA/Fulbright centers in Seoul and reached a wide variety of interested students.

RELATED ITEM LEVEL 3

Plan recruitment trips in targeted countries

RELATED ITEM LEVEL 3

Recruiting Trip to Korea

Action Description:

The OIP may visit Korea again this year, and doing so will develop increased name recognition of SHSU in keeping with the three-year recruitment cycle. The OIP has the opportunity to attend several free or low-cost events in Korea this fall, including the EducationUSA Regional Forum and EducationUSA fairs in Seoul and Daegu. Having more materials available in Korean will help initiate student contact at fairs. The OIP will also continue to work with interested universities in developing partnerships and will conduct presentations at EducationUSA/Fulbright centers.

RELATED ITEM LEVEL 2

Plan Recruiting Trip to Vietnam

KPI Description:

Plan an independent recruiting trip to Ho Chi Minh City and Hanoi, Vietnam. Activities: Meet new ELI agents, visit potential partner universities, and conduct presentations at EducationUSA centers.

Indicators: We will meet with at least four new ELI agents and at least two potential partner universities. We will conduct a presentation at EducationUSA Hanoi and an advising session at EducationUSA Ho Chi Minh City.

Results Description:

- We talked to six new agents about sending students to the English Language Institute. At each of these visits, we also conducted one-on-one advising sessions with interested students. The agents said that they are currently sending many students to HCC and that SHSU seems to be a good alternative.
- We met with three potential partner universities about developing short-term or certificate programs. Ton Duc Thang University and Thang Long University remain interested in working with us.
- We conducted a presentation at the EducationUSA Hanoi, as well as an advising session at EducationUSA Ho Chi Minh City, and reached a wide variety of interested students.

RELATED ITEM LEVEL 3

Plan recruitment trips in targeted countries

RELATED ITEM LEVEL 3

Recruiting Trip to Vietnam

Action Description:

The OIP may visit Vietnam again this year, and doing so will develop increased name recognition of SHSU in keeping with the three-year recruitment cycle. Such a trip may include more visits to ELI agents and potential partner universities, as well as additional EducationUSA presentations. OIP may want to consider visiting additional cities.

RELATED ITEM LEVEL 1

Recruit international students at Texas Community Colleges.

Performance Objective Description:

The OIP recruiter will develop a plan to increase the number of international students transferring to SHSU from Texas community colleges.

RELATED ITEM LEVEL 2

Schedule recruiting visits with community college DSOs and international students

KPI Description:

- Recruiter will schedule 15 college visits with DSOs at targeted community colleges and identify two college transfer fairs that we will attend. We will also attend TACRAO fairs in our area.
- The number of college recruitment visits completed and number of fairs attended will serve as our indicators.

Results Description:

- Data was pulled to identify top four feeder schools---LSC, HCC, Blinn and San Jacinto
- Recruiter scheduled and completed over 20 visits to DSOs across the state and participated in a TACRAO event. She was able to meet with international students depending on their availability on each campus.

It is difficult to determine whether these visits did or will result in increased enrollment as many of the students are freshmen. They would not be transferring for 2 years. Also, the enrollment of sophomores would not occur until FA16, therefore could not be reported at this time.

Attached Files

- [Recruitment at Community Colleges 2016](#)
- [2011-2016 CC ENROLLMENT MAJORS](#)
- [Community College Data Charts 7-16be](#)

RELATED ITEM LEVEL 3

Community College Recruitment

Action Description:

We plan to focus on international student recruitment in the community colleges for next year. We are developing a comprehensive recruitment plan at the request of Dr. Hoyt. We will be providing advising sessions and collecting student data. We are also looking into the possibility of focused social media for marketing, such as Facebook.

Increase Students' Cross-Cultural Competencies And Global Awareness

Goal Description:

Provide opportunities for SHSU students to learn about other cultures and become globally minded citizens.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Create opportunities for SHSU students to learn about other cultures and global issues.

Performance Objective Description:

The OIP, with the assistance of the campus community, will take the lead in implementing a variety of initiatives that promote global awareness, cross cultural competencies, and that give domestic students the opportunity to socialize with international students.

RELATED ITEM LEVEL 2

Coordinate a Global Ambassador Program (GAP)

KPI Description:

- The OIP staff will coordinate the GAP program which will match domestic students with an incoming international students.
- There will be monthly meetings and/or activities that promote the socialization of international and domestic students.

Indicators will be goals of recruiting 50 students and having one meeting per month.

Results Description:

- The new GAP Program matched 40 pairs of domestic and international students (80 students)
- The GAP members had 9 monthly meetings and five social activities.
- GAP members organized a very successful Annual Ice Cream Social
- GAP members helped with New Student Orientation and International Week

RELATED ITEM LEVEL 3

Coordinate Global Ambassador Program

Action Description:

We will continue to organize the GAP program and match domestic students with international students. We would like to add an additional component which would be to try and match incoming Indian students with Indian students already attending SHSU. Challenge would be for our staff to have time to coordinate matching.

RELATED ITEM LEVEL 2

Coordinate campus-wide International Week activities

KPI Description:

OIP will help the International Student Organization and GAP students coordinate an International Week with activities that promote global awareness, diversity, and cross-cultural competencies.

Indicators of success will be offering 5 different international activities during a one week period that will be advertised as International Week. Expected participation will be 75 international students and 100 domestic students.

Results Description:

- International Week was a success with more students participating than planned. There were more than 16 events spread over 6 days surpassing our original goal of 6 activities.
- Approximately 100 international students participated along with several hundred domestic students which also surpassed our goal..
- Popular events included the International Food Fest and International Dance Night.

RELATED ITEM LEVEL 3

Coordinate International Week Activities

Action Description:

We will continue to help the ISO members coordinate International Week celebrations. We know that they have to apply for club funding and will help them with the application process. We feel International Week should be an annual celebration and supports our goal to expose our students to different cultures.

RELATED ITEM LEVEL 2

The OIP will help students organize an International Student Organization (ISO)

KPI Description:

The OIP will assist students with the application process and facilitation of an International Student Organization (ISO) and activities. The OIP will provide guidance and support for the international and domestic student members to help them reserve rooms, buy supplies for events, facilitate meetings, and plan International Week. Indicators will be the formation of the new ISO for FY16 by October 2016. We hope to help students sign up at least 35 members. Also, the OIP staff will assist the ISO members coordinate two activities that involve both international and domestic students.

Results Description:

- Renewed ISO as an official campus organization. Recruiter facilitated the ISO and GAP.
- 75 students signed up as members through org.link. We had an impressive number of international and domestic students participate in ISO activities.
- Received campus funding for a Halloween party and for International Week activities. International Week far exceeded our goals with over 200 domestic and international students participating in activities.
- The ISO had one meeting and two events per month

RELATED ITEM LEVEL 3

OIP will help students organize ISO

Action Description:

The OIP will continue to help facilitate the ISO and help recruit new members. The ISO has been a very successful organization and has helped international students connect with each other and with domestic students.

RELATED ITEM LEVEL 1

Increase the number of students who participate in study abroad or student exchange programs.

Performance Objective Description:

In order to increase SHSU student participation on study abroad programs which in turn serves to internationalize the campus, OIP will undertake new initiatives such 1). The amendment of the student study abroad application documents, 2). Provide support for faculty-leaders who lead study abroad programs, 3). Increase student access to financial resources to fund study abroad programs., 4). Revamp the Study Abroad website.

RELATED ITEM LEVEL 2

Improve the Student Application Process for Study Abroad Programs

KPI Description:

- OIP operates a paper-based student application for all study abroad programs. These documents and their submission procedure can be modified to improve the process for students, OIP, and Faculty Leaders

Results Description:

OIP extensively modified previous application materials that suffered from redundancy or a collection of student information irrelevant to the study abroad program. In some instances, these documents did not capture necessary information or describe the terms of study abroad programming adequately to students. Documents now request information in a more effective manner so that the student spends less time completing them while OIP and Faculty Leaders are better able to quickly interpret the information. This will make the process more positive overall, indirectly facilitating increased student participation.

Study Abroad application documents extensively modified for improvement:

Course Equivalency Form, Emergency Contacts, Pre-Travel Health Survey, Proof of Health Insurance

Total: 4

Study Abroad application documents created to capture previously missed information and explain processes more effectively:

Affiliate Transfer Credit Program Application, Affiliate Participation Agreement, Reciprocal Exchange Application, Exchange Participation Agreement

Total: 4

Documents Eliminated:

Required physical examination requiring full medical history (too much irrelevant past medical information collected), Parental Approval form (irrelevant as all students are adults and responsible for themselves)

Total: 2

RELATED ITEM LEVEL 3

Improve the Study Abroad Application Process for Students

Action Description:

Periodically examine ways in which to increase the effectiveness and efficiency of the overall student study abroad application process. Several improvements have been made in the last academic year as outlined in KPI's but these processes will remain under ongoing review to identify areas of improvement as needed.

RELATED ITEM LEVEL 2

Increase student access to financial resources to fund study abroad experiences.

KPI Description:

This KPI is primarily achieved through:

- Changing the current SHSU practice of not allowing students to use Financial Aid for Transfer Credit (Independent) study abroad programs. Financial concerns are regularly cited by students as the largest barrier to studying abroad. Achieving this access will greatly reduce the financial barrier for our students.
- Educating students of available scholarships for study abroad opportunities during OIP's initial contacts with interested students.

Results Description:

- OIP has received approval to explore how we may implement a change that would allow Financial Aid to be used on Transfer Credit (Independent) study abroad programs.
 - OIP has been directed to work with relevant SHSU offices to facilitate the policy change. We have begun this discussion with said offices.
 - Financial barriers (real and perceived) are the #1 reason students do not study abroad. This is reflected by the current situation at SHSU in which Affiliate Transfer Credit programs make up only 7-10% of the annual study abroad participation vs. 30-40% at other institutions where Financial Aid is permitted on these programs. It is OIP's belief that with this policy change, our participation will naturally reflect the trend (combined with already in-place marketing and advising services), thus further internationalizing campus.
 - OIP will track the reasons that dissuade students from studying abroad and tailor our efforts to fit student concerns. However, it is not expected that financial barriers will cease to be the leading cause of dissuasion in the near future.
- OIP achieved the goal of advising all interested study abroad students regarding available study abroad scholarship opportunities.
 - This was assisted by development of our website resources that cover over 15 specific study abroad scholarships in detail, as well as 4 scholarships search engines.
 - OIP's determination to mitigate student financial concerns is demonstrated by the fact nearly 55% of all SHSU study abroad students received a scholarship to study abroad. This is a relatively large proportion.

RELATED ITEM LEVEL 2

Provide Resources and Advising To Increase The Number Of Students Studying Abroad

KPI Description:

OIP will facilitate two study abroad fairs each semester that will showcase faculty led program opportunities, exchanges, and third party offerings.

Results Description:

- Both study abroad fairs were conducted successfully. Expressed student interest in study abroad as a result of these fairs was met with further information and advising provided by OIP.
- OIP regularly provides student study abroad advising services through email, phone, and in-person sessions (walk-ins are welcomed). All students who contact OIP to express interest in study abroad are provided with relevant and personalized information.

RELATED ITEM LEVEL 3

Facilitate two study abroad fairs each semester

Action Description:

The Study Abroad Coordinator will continue to facilitate at least two study abroad fairs each year. We will also be looking at other creative ways to encourage student participation in study abroad opportunities.

RELATED ITEM LEVEL 2

Revamp structure and content of OIP study abroad website to improve SHSU ability to generate and retain new student interest in study abroad.

KPI Description:

OIP conducted review of study abroad website and found that several improvements could be made to restructure and develop new content. The effort of revamping the study abroad website was undertaken to improve the student experience when seeking information regarding study abroad opportunities. Decreasing ambiguity and apprehension is best done by providing clear and informative content. This will increase retention of initial student interest in study abroad.

Results Description:

Within the study abroad website, the following changes were made:

5 webpages drastically edited for content - structure significantly simplified

Over 20 hyperlinks were checked and linked properly

5 webpages were updated with current information

Current website development effort still underway is the development of student orientation/information presentations viewable on the website, specific to each type of study abroad program.

RELATED ITEM LEVEL 3

Revamp structure and content of Study Abroad website

Action Description:

The Study Abroad Coordinator will provide continuous review of the study abroad website and will update the site with new information in a timely manner.

RELATED ITEM LEVEL 3

Study Abroad Marketing Efforts

Action Description:

Continue to develop innovative areas of cooperation with stakeholders, including internal SHSU Departments and external partner universities and organizations, to increase SHSU student awareness of study abroad opportunities. These include the ongoing use of information sessions, classroom presentations, and facilitating contact between SHSU Departments and partner organizations.

RELATED ITEM LEVEL 2

Support Faculty who lead study abroad programs

KPI Description:

- OIP will provide informational workshops on faculty led processes and procedures once each semester. This will be presented in department venues.
- The Study Abroad Coordinator will provide an updated Study Abroad Guide for all faculty leading programs.
- OIP will generate methods to better streamline the administrative tasks related to the study abroad student application process which will in turn more effectively support Faculty Leaders.

Results Description:

- Study abroad information workshops for Faculty Leaders of study abroad programs were not provided due to a lack of interest from faculty. Unclear if attendance at such an information workshop can be made mandatory. OIP still recommends this activity.
 - Although these information sessions were not provided, OIP assisted faculty leaders effectively during the program development process. SHSU's study abroad programs were still conducted under the auspices of all relevant policies, procedures, and best practices.
- The Study Abroad Faculty Handbook is updated annually and provided as a resource to Colleges, Departments, and Faculty Leaders. It contains information regarding the ongoing development of SHSU best practices related to study abroad.
 - Handbooks updated and provided: 1
- OIP is now the primary responsible party for collecting student study abroad application documents, whereas in the past faculty have been responsible. This centralizes student information, emergency response, and eases the burden on faculty. It also ensures that all faculty travel with the same information thus improving the overall process and indirectly encouraging future participation increase.

Documents collected and provided to faculty for each student:

Student Behavior Contract, Emergency Contacts, Health Survey, Insurance Form, Liability Waiver

Total: 5 (x 185 students) = 925 critical documents provided to Faculty Leaders by OIP

- OIP has developed and will soon provide an information guide for Departments and Colleges to better track their progress of required administrative tasks during the study abroad process.

Processes explained in 1 new information guide: 10 (will assist around 15 Faculty-Led programs with speeding program development and reconciliation)

RELATED ITEM LEVEL 3

Improve Processes for Study Abroad Faculty-Led Program Development

Action Description:

Will work with other university Departments as well as internally within OIP to continually improve the program development process for Faculty-Led Study Abroad Programs. These programs are responsible for sending the largest number of students abroad and must constantly be nurtured to fruition and improved upon. These improvements will be made, as needed, to marketing, collection and analysis of student application information, efficiency of budgetary processes, effectiveness of emergency response procedures, and other areas as identified.

RELATED ITEM LEVEL 3

Support faculty who lead study abroad programs

Action Description:

The OIP will continue to develop processes and procedures that will streamline the process for organizing study abroad trips. We welcome feedback and suggestions from faculty about improving the process for them.

Support Campus Internationalization

Goal Description:

The OIP will provide creative programs and services that promote and support the internationalization of our campus

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Assist faculty and staff who want to create partnerships with foreign universities.

Performance Objective Description:

Provide guidance to colleges who wish to initiate and write new MOU's and Agreements so that they adhere to SHSU and SACSCOC policies.

RELATED ITEM LEVEL 2

Create guide for writing MOU's and Agreements

KPI Description:

- Write a "Guide for Writing MOUs and Agreements" that faculty can refer to when starting negotiations with foreign universities.
- Provide a template for a general MOU and an Exchange Agreement that faculty/staff can edit for their purposes.
- Distribute to all of the departments through the college deans.

Indicators will be the completion of a guide for writing MOUs by January 2016 that contains templates for Agreements and MOUs and the distribution of the guide to all colleges.

Results Description:

A comprehensive "Guide for Writing MOUs and Agreements" was created and distributed to all college deans. It is also posted on the T Drive and on the OIP website.

Attached Files

 [Guidelines for Writing MOUs and Agreements](#)

RELATED ITEM LEVEL 3

Create Guide for writing MOUs and Agreements

Action Description:

The OIP staff will schedule annual visits to CAD to inform deans about the process and procedures for writing agreements and how to access the Guide. We will also keep the Guide updated with current advisory committee members and their contact information.

RELATED ITEM LEVEL 2

Provide oversight for colleges writing agreements and MOUs

KPI Description:

Implement a process for mandatory review of new MOUs and Agreements by the OIP. This review should take place before the document is sent to legal for approval.

- Email all deans the new process for reviewing new MOUs and Agreements.
- Attend a CAD meeting to present about the new process.

Indicators will be completion of campus-wide distribution of new MOU/Agreement review process with all personnel involved in writing MOUs and Agreements incorporating new process.

Results Description:

- All Deans were made aware of the new process for reviewing MOUs and Agreements through email.

- The CAD presentation was postponed until a new Director of Admission was hired so this person could be in attendance. We plan to present this process at a CAD meeting in early fall. I do not feel that we have adequately disbursed this information to all parties involved on campus.

RELATED ITEM LEVEL 3

Provide Oversight for colleges writing Agreements and MOUs

Action Description:

We will be proactive in insuring that all departments and faculty understand the role that the OIP plays in assisting with and overseeing the MOU and Agreement writing process. Continuous communication needs to take place to insure compliance of SACSOC and campus rules as there are always new employees and others new to writing Agreements and MOUs.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

1. We will continue exploring all avenues for recruiting students. We are now planning visits to targeted countries, looking at those countries whose families and/or government scholarships can afford to send students abroad and those who have students who need English remediation.
2. Marketing-we have hired two tech savvy staff members who are engaging students through social media. We have Facebook up and running but need to look into other social media that is accessible from each targeted country. We are in the process of having a video made for our agents and institutions interested in ELI and Short Programs. We will keep developing quality marketing materials for distribution to agents and foreign institutions.
3. Increase efforts to develop one or more partnerships for Short Programs. We have got to increase ELI and therefore academic enrollment, through other venues. Short Programs help bring in revenue and also generate interest for our ELI and academic programs.
4. Hire and train student workers and work study students to take on some lower level marketing strategies and help with student activities.
5. Develop a marketing plan for community colleges which will promote strong articulation agreements aimed at international students. Have an advisor to meet with students at the Woodlands Center. Schedule visits with new recruiter to area community colleges.
6. Improve services for international students-it takes personnel and funding to be able offer quality services for our international students. We will continue to develop strategies for coordinating the ISO, GAP, trips to grocery stores, etc. especially as it relates to obtaining sufficient funding and personnel to coordinate these services.
7. We would like to develop more partnerships with foreign institutions. More research needs to be conducted on develop 2+2, 3+1 and how these can be done and satisfy SACS requirements

Update of Progress to the Previous Cycle's PCI:

1. We did visit three targeted countries-Brazil, Japan, Korea and Vietnam. It takes 3-5 years to develop relationships with foreign entities. Talks are in the works for Chinju University in Korea to bring a group of students for a short program in the next year. We need to narrow our focus to no more two countries for recruiting abroad given our limited recruiting budget.
2. We made tremendous improvements in our OIP and Study Abroad websites. We post regularly on our Facebook sites as a form of economical marketing. We have found, from conducting informal surveys that the majority of students come to SHSU because of a recommendation of a former student. Video- we did make a very nice video marketing the ELI. The Distance Learning department produced the video for us. We have developed nice brochures for our OIP office.
3. We were awarded a the prestigious Proyecta 100,000 contract which allowed for 25 Mexican students to attend a short program in SU16. However, the award letter indicated that the sponsors would not be paying the student's program fee until 2 weeks after the program ended. We could not assume the risk and the expense of hosting and teaching 25 students with no deposit or upfront compensation. This was a tremendous disappointment to our program.
4. We trained 3 student workers to respond to StudyUSA inquiries. Turnover is high in work study students and they have many other duties. We don't feel that using the student workers for marketing was as successful as we had thought.
5. *We have started meeting with the DSO at Lone Star Montgomery and attended 6 recruitment fairs and events. We need to update the old 2+2 articulation brochure and are in the process of collaboration with LSC on the brochure. We are not getting large numbers of students transferring for LSC. We are in the process of conferring with DSOs and advisors to find out why students are not choosing SHSU. So far, we have learned that many of the students are seeking degrees we do not offer, such as engineering. We are developing a plan to aggressively recruit at the CCs.

6. *We learned that we will be losing our van next year and will have to pay to take students on trips. We do not have the funds for this. We are offering as many grocery store visits as we can afford as well as airport pick ups and some transportation for seasonal events. Our GAP and ISO is doing very well. We have had up to 50 members active in the ISO and assisting with International Week and GAP Program, though small, around 28 students, is still being coordinated by OIP staff. We had a great International Week this year and will keep this event alive as funding allows.

7. *We did research 3+1 Agreements and developed a 3+1 template. A challenge that we face is that these 3+1 Agreements have got to be generated by the departments and not by the OIP as they are content specific. We talked to all of the deans about the possibility of creating 3+1's but have not initiated any firm agreements as of yet. We hope to have one new agreement next year and hope that it will open the door to developing agreements with other foreign universities

New Plan for Continuous Improvement

Closing Summary:

I. Increase International Student Enrollment

- Recruitment- strengthen partnership with HCC- get 2+2 strongly underway. Schedule advisor visits on LSC-Montgomery campus twice a month. Attend 6 recruitment fairs at HCC and LSC every semester.
- Target promising countries- Universities in Korea and Japan have expressed interest in short programs. Develop one new short program in FY17.
- Social Media- improve and update our OIP website. Research different types of social media. Develop at least one platform for social media that we monitor every week.

II. Increase Students Cross Cultural Competencies and Global Awareness.

- ISO and GAP- it is very important that we continue the support for our ISO and GAP Programs. Our goals will be to add additional components to each program to be determined by the coordinator. For example, we would like to partner new students from India with students from India who are currently enrolled.
- Provide opportunities for domestic and international students to interact including at International Week activities and at least two venues a year where students can meet in a social setting.
- Increase the number of students who take part in Study Abroad Programs by 5%. Advocate for the students use of financial aid for third party providers.

III. Support Campus Internationalization

- Support faculty and staff who want to generate Agreements or MOUs with foreign universities. Visit with the dean of each college once a year in the fall to learn about their goals for internationalization and how the OIP can assist them.
