

**Assessment Plan Summary**  
**Department: International Programs**

**Sam Houston State University**

**President, Office of**

**Academic Affairs, Division of**

**International Programs**

**Increase International Student Enrollment**

**Goal Description**

- Increase international student enrollment by implementing a comprehensive recruiting plan at local community colleges.
- Develop a collaborative relationship with Admissions to assist the OIP in recruiting international students.

**Related Items/Elements**

 **Collaborate with SHSU Admissions to help increase international student enrollment.**

**Performance Objective Description**

**Develop initiatives in conjunction with Admissions to assist with recruiting international students**

- Share schedules with Admissions of recruitment and advising events held at community colleges and collaborate on coverage.
- Provide advisor training for Admissions personnel working with prospective international students. Complete an International Student Advising Guide for use with transfer students by October 31, 2017.

 **Collaborate with Admissions for recruitment of international students.**

**KPI Description**

Develop initiatives in conjunction with Admissions to assist with recruiting international students. Work together on annual recruiting schedule to insure that at least one representative will be in attendance from our offices to answer questions and collect contact information from international students. Provide coverage from both offices for large internationally focused events where possible.

Collaborate on the scheduling and participation of at least 5 recruiting events to be completed by August 31, 2017

**Results Description**

We attended 17 events with SHSU Admissions counselors and/or advisors from the SHSU Woodlands Outreach Center.

- o Recruiter presented at Admission's Summer Updates (training for SHSU admissions counselors) in July 2016. Will present again in July 2017.
- o OIP Director and recruiter attended two Admissions meetings to discuss the International Student VIP Program
- o Director visited with Carolyn Martinez, Exec. Director of Outreach at the Woodlands Center, twice to deliver information/documents for her recruiter on our VIP Program
- o Director of OIP and The Woodlands Center attended HCC Ceremony at the Mexican Consulate
- o Attended the following events alongside SHSU Admissions counselors and/or advisors from the SHSU Woodlands Outreach Center:

- ☐ 6 LSC TACRAO events, 9 HCC TACRAO events
- ☐ 3 "SHSU Days" (2 at LSCS-North Harris, 1 at LSCS-University Park)
- ☐ 1 College Recruitment Fair at Tomball with SHSU recruiter from The Woodlands Center
- ☐ 5 visits to the Mexican Consulate in Houston
- ☐ 1 STEM event at HCCS Alief Hayes
- ☐ 1 event at the Raindrop Turkish Houston Women's Association

## **Collaborate with Admissions for Recruitment**

### **Action Description**

We would like more of our recruiters in EM enrolling students in our VIP Program. Even though we presented about the program at meetings and individually, we really did not feel we had enough support and disbursement of information by the recruiters.

We have come up with an idea of offering an incentive to the recruiters. A contest for the most students signed up for the program. We will also keep presenting about the program and encouraging recruiters to collect student data for us.

OIP Office Coverage- it has become very evident that one international recruiter with multiple other duties is not enough to make the impact we need at the community colleges. We will advocate to try and hire a PT recruiter.

## **Recruit international students at Texas Community Colleges.**

### **Performance Objective Description**

Create a marketing plan that will enable OIP advisors to connect with prospective international students at community colleges to provide program information and for transfer advisement. We will call the program the International VIP Program.

## **An international student VIP Program will be created for community college students.**