



# International enrollment: Why you should be building that pipeline and how you can do it better than before the pandemic.

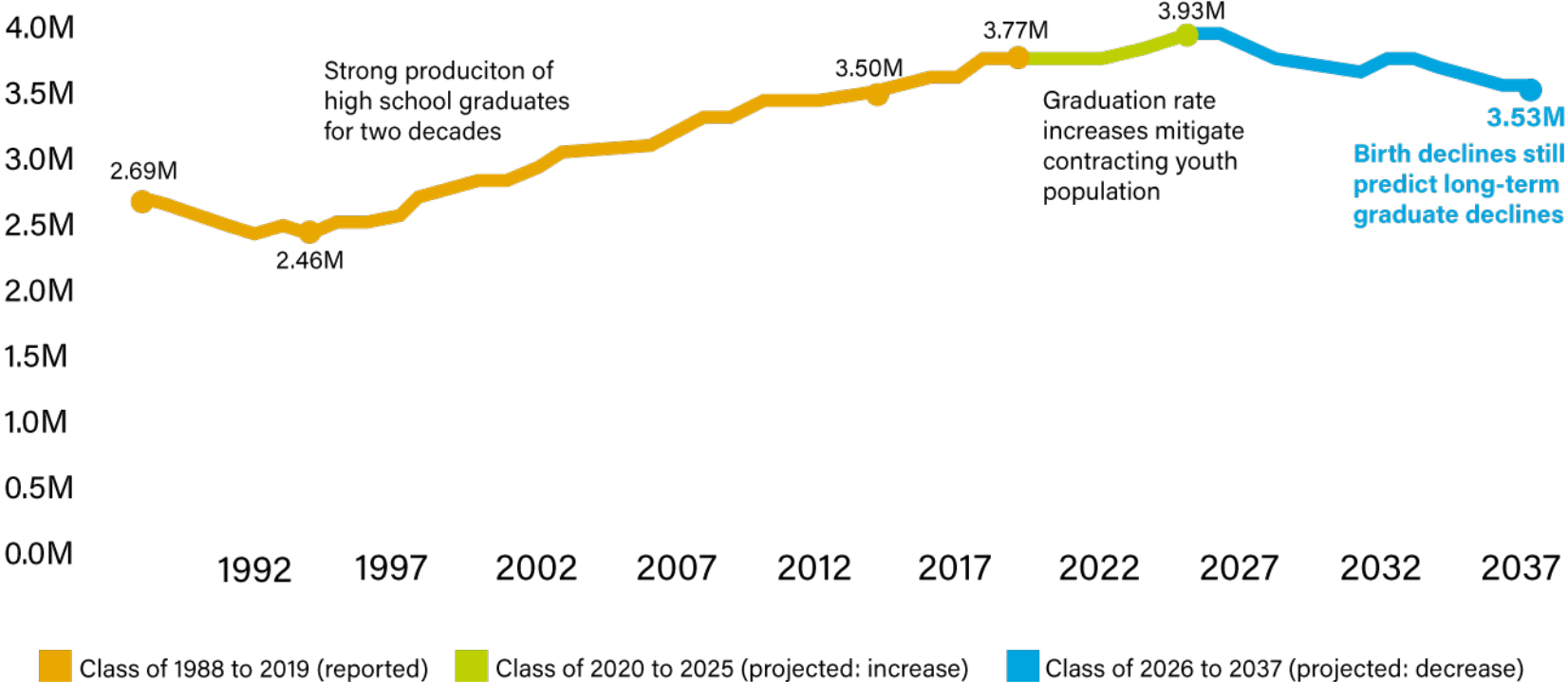
Eric Groves Ph.D.

*Senior Vice President*  
*RNL*

# Session Agenda

1. Overview of Today's International Enrollment Landscape
2. Introduction of our International Enrollment Panel
3. Questions with the Panel
4. Audience Q&A

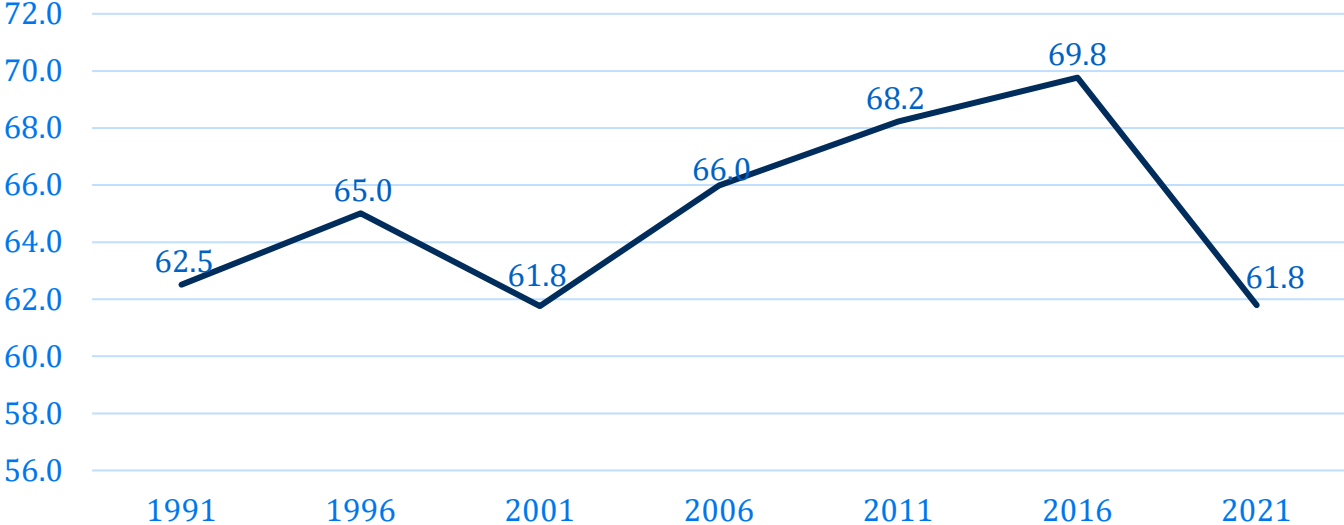
# Slowing Growth in Number of U.S. High School Graduates, then Decline (U.S. Total High School Grads)



Source: Western Interstate Commission for Higher Education, *Knocking at the College Door*, 10<sup>th</sup> edition, 2020. See Technical Appendix for detailed sources of data through the Class of 2019; WICHE projections, Class of 2020 through 2037.

# College Participation Rates Had Been A Key Growth Driver

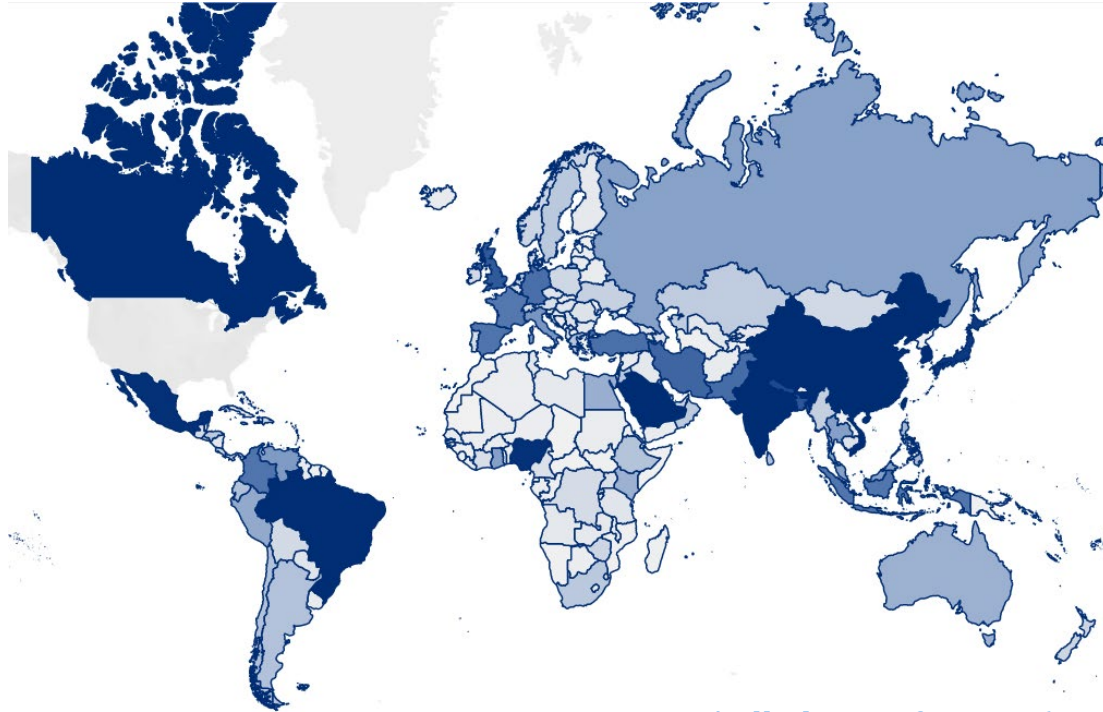
Percentage of recent high school completers enrolled in college



Source: NCES, Digest 2022 Table 302.20

# International Enrollment in the US

*948,519 International Students in the US in 2022*



# International Enrollment in the US

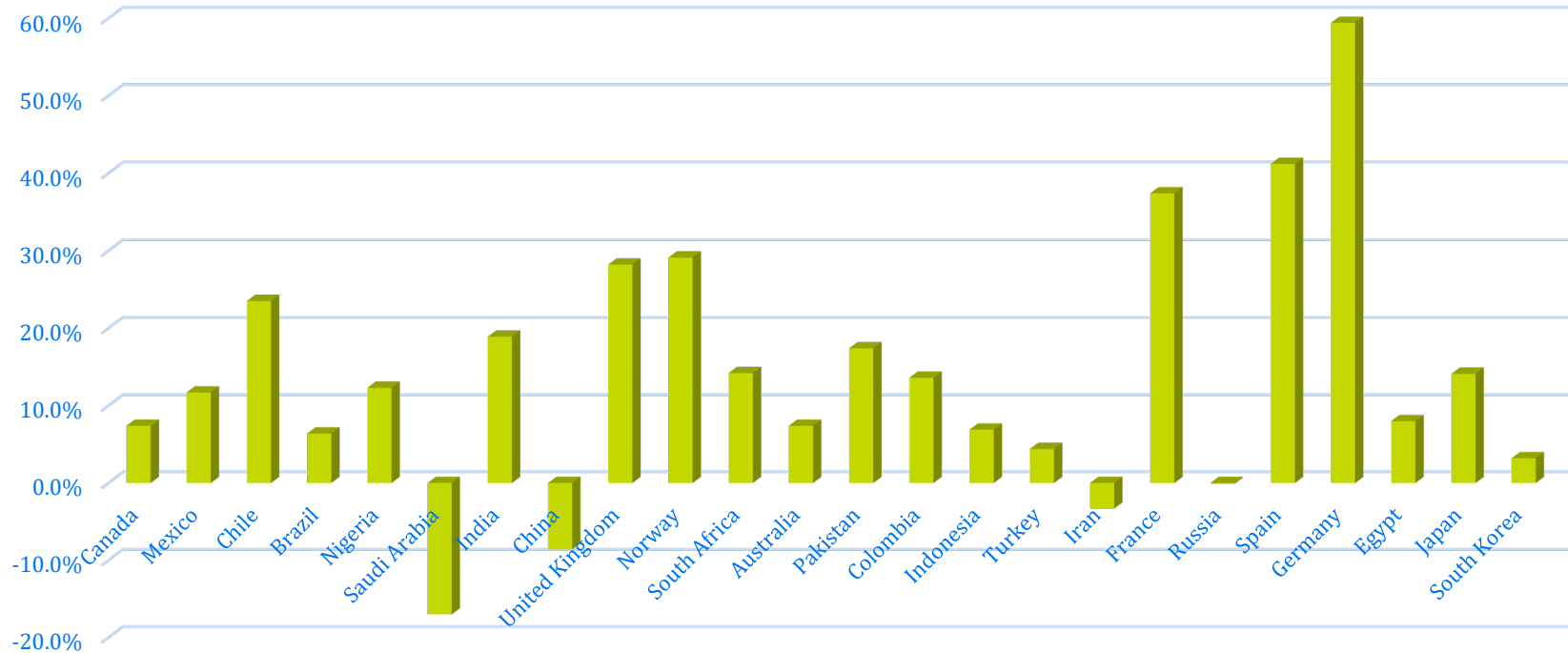
## *Largest Contributors in 2021/22*

	2021/22	% Change
Canada	27,013	7.4%
Mexico	14,500	11.7%
Chile	2,750	23.5%
Brazil	14,897	6.4%
Nigeria	14,438	12.3%
Saudi Arabia	18,206	-17.0%
India	199,182	18.9%
China	290,086	-8.6%
United Kingdom	10,292	28.2%
Norway	1,633	29.1%
South Africa	2,375	14.2%

Australia	3,892	7.4%
Pakistan	8,772	17.4%
Colombia	8,077	13.6%
Indonesia	8,003	6.9%
Turkey	8,467	4.4%
Iran	9,295	-3.3%
France	7,751	37.4%
Russia	4,802	-0.1%
Spain	8,165	41.2%
Germany	8,550	59.4%
Egypt	3,967	8.0%
Japan	13,449	14.1%
South Korea	40,755	3.2%

# International Enrollment in the US

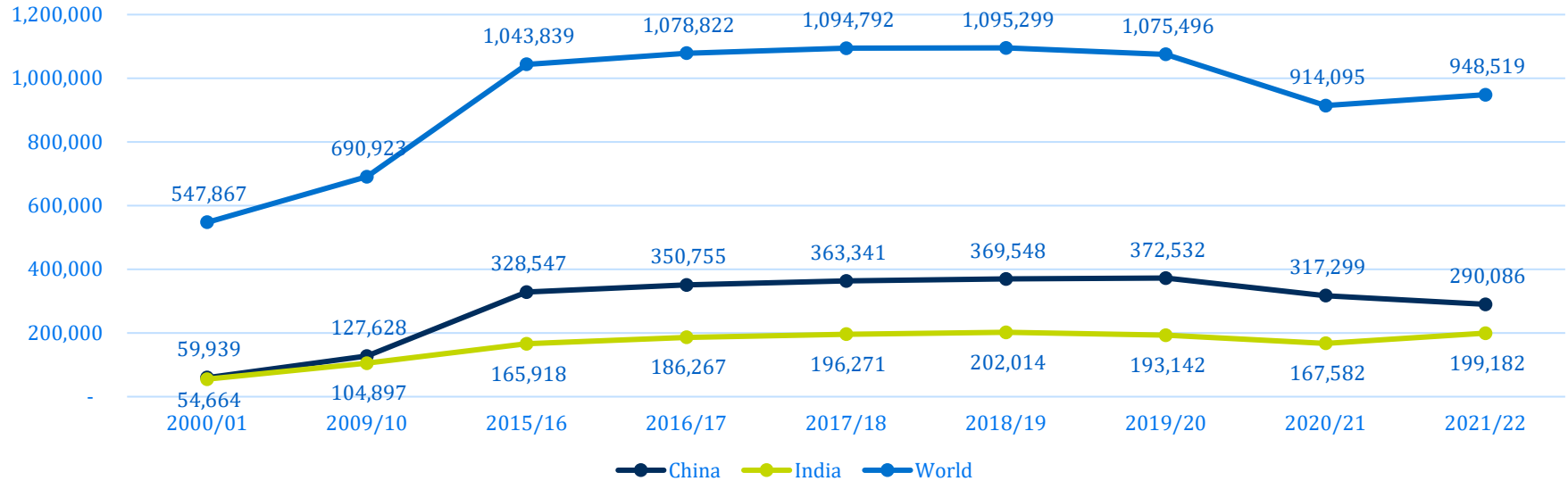
% Change from 2020/21 to 2021/22



# International Enrollment in US Institutions

*Growth in India has offset declines in China*

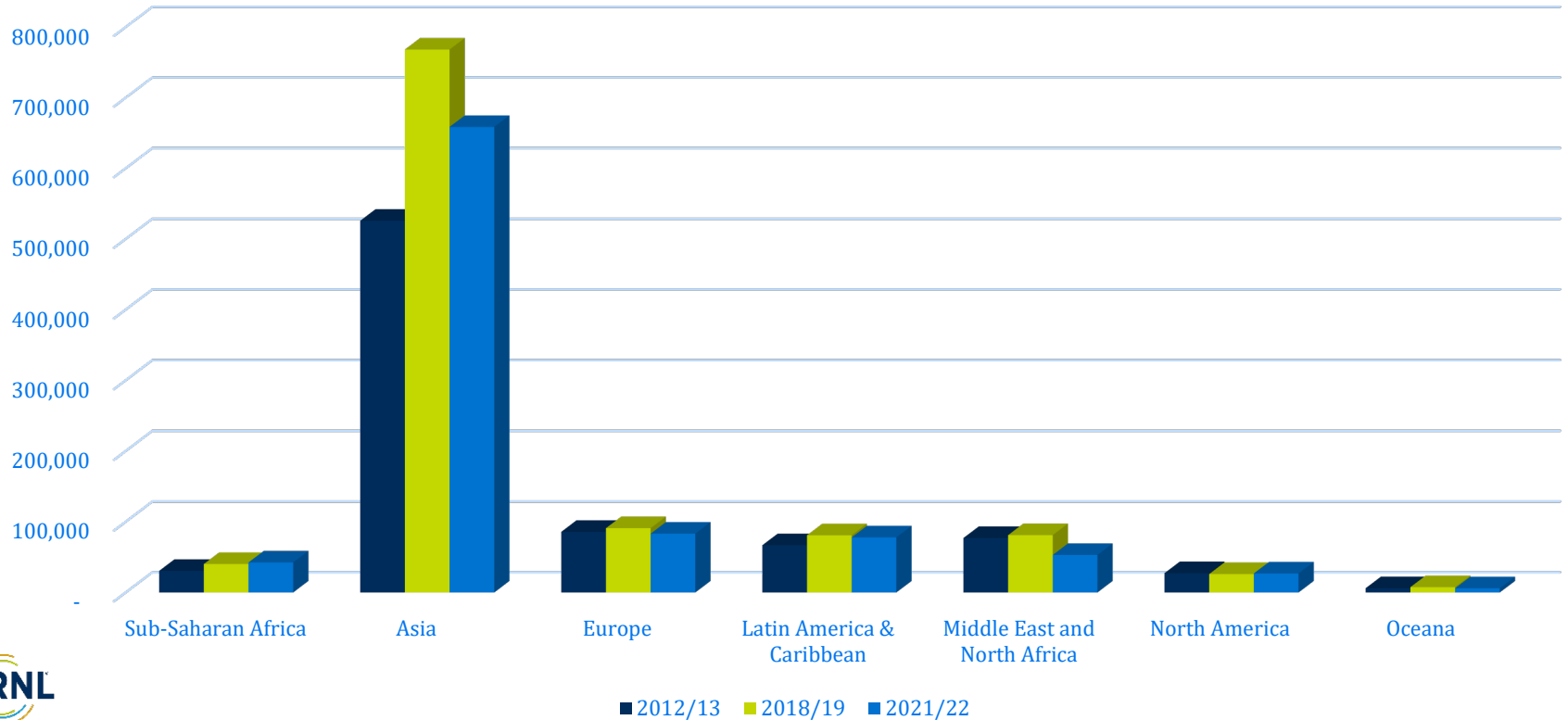
International Enrollment in the US





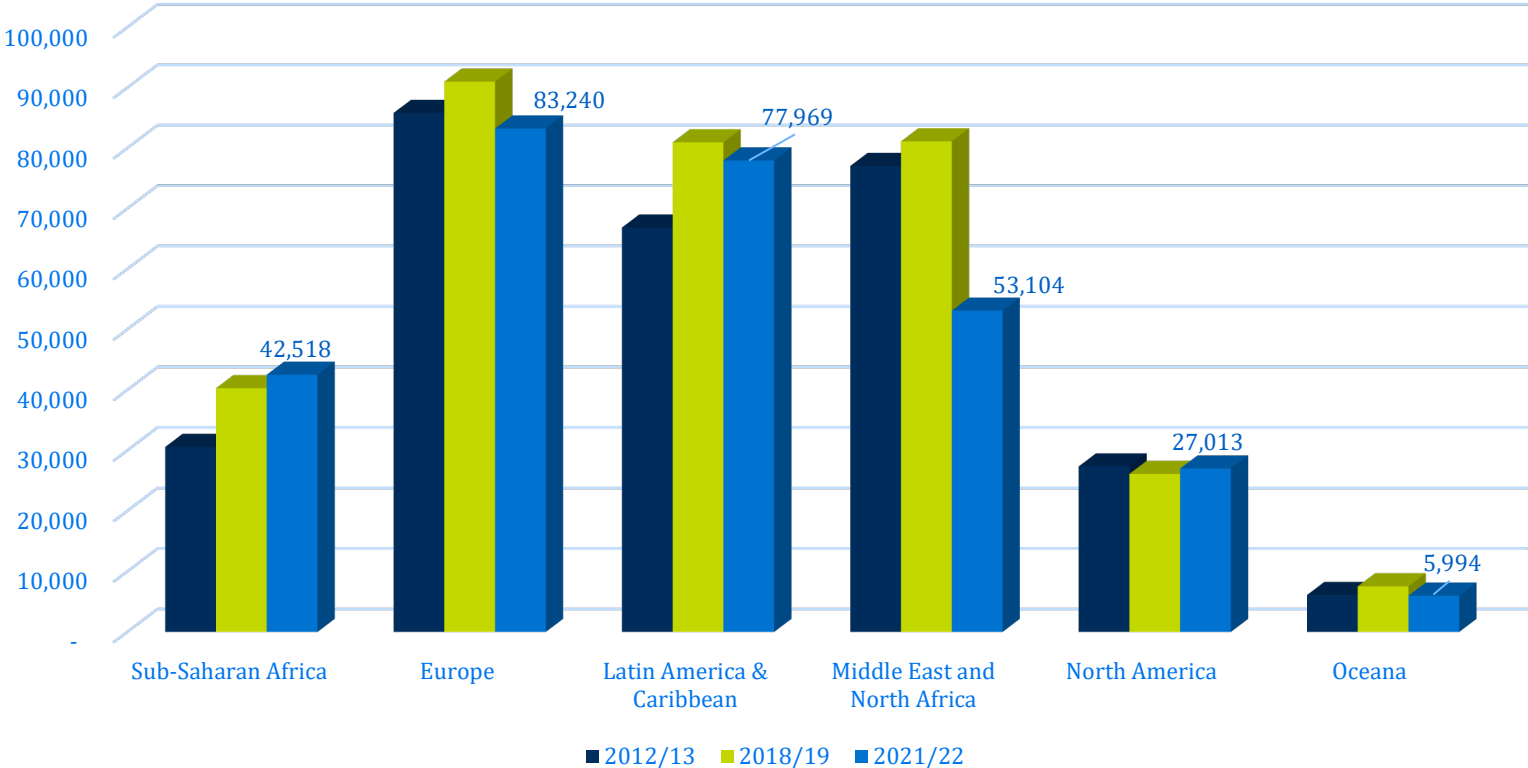
# International Enrollment in US Institutions

## Changes in International Enrollment by Region



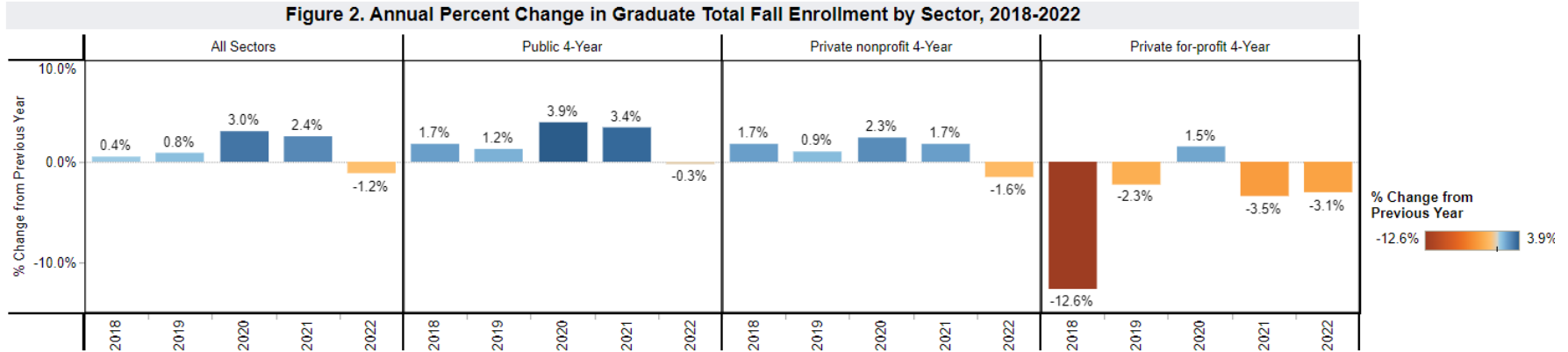
# Regional contributions to international enrollment (omit Asia)

Changes in International Enrollment by Region



# Total Graduate Enrollment in the US (domestic & international)

*Dropped -1.2% for Fall 2022*



# International Graduate Applications

*Graduate applications have increased 26.6% in one year*

Figure 3. Total International Graduate Applications and First-Time Enrollment by Degree Type, 2018-2022

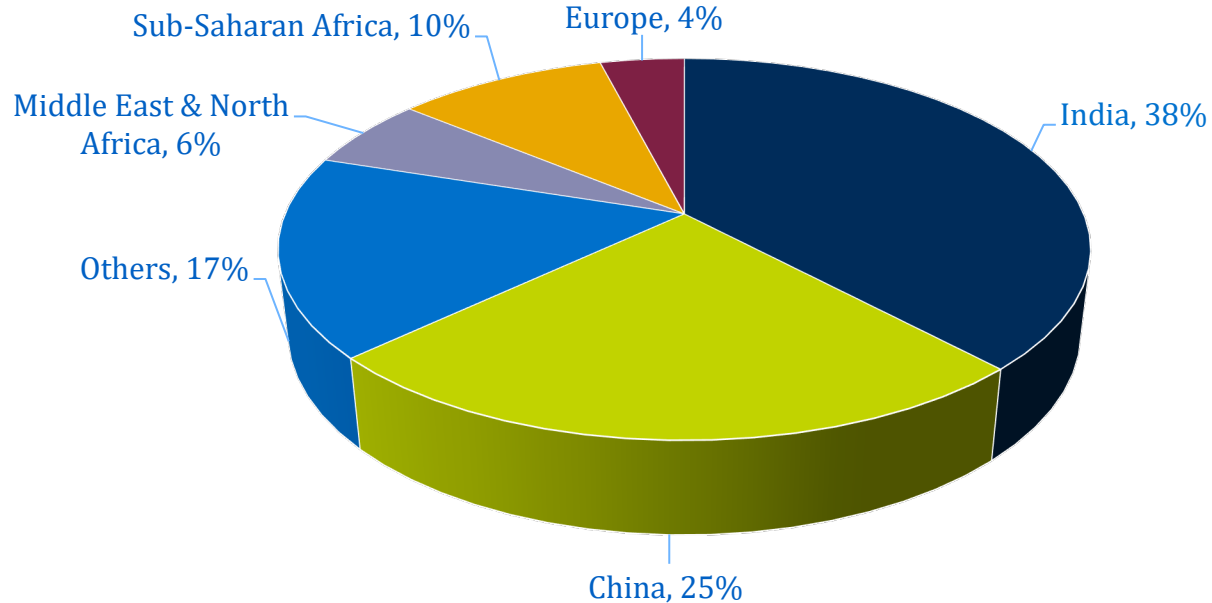


The number of institutions included in the analysis for master's and certificate applications was 182 and, for doctoral applications, 146. The number of institutions included in the analysis for master's first-time enrollment was 169 and, for doctoral first-time enrollment, was 124.

# International Graduate Applications

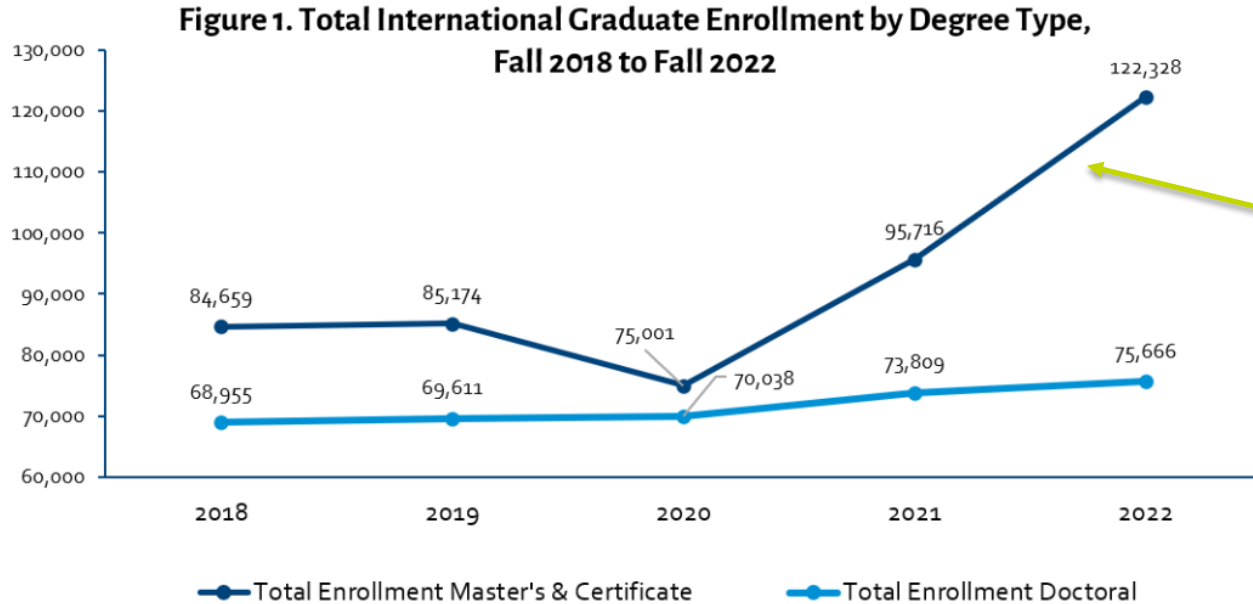
## *India is the top provider of Graduate Applications*

International Graduate Application Percentages by Select Region - Fall 2022



# International Graduate Enrollment

*Graduate enrollment has increased to a modern high*

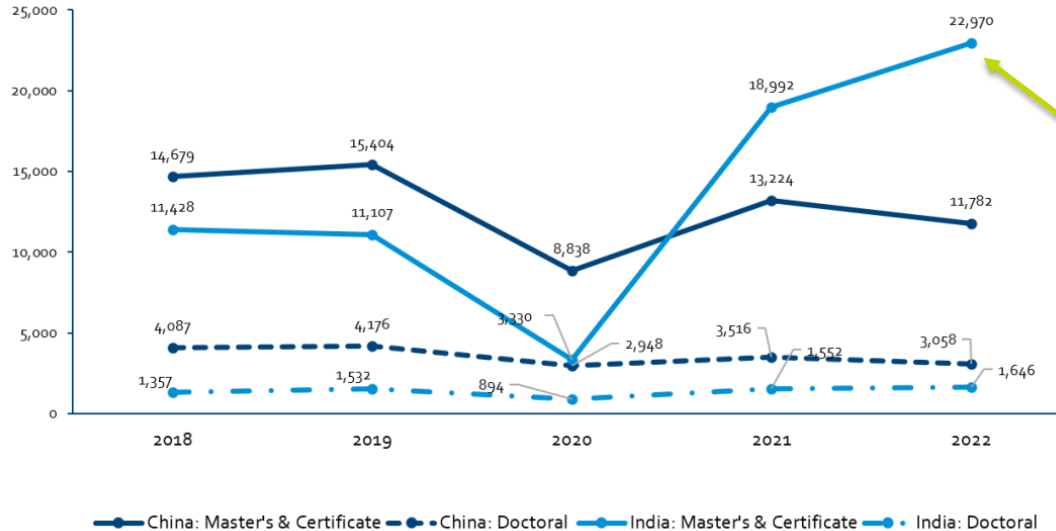


Masters and Certificates grew by 27.8% in one year.

# International Graduate Enrollment

*In 2021 India exceeded China in International Enrollment in the US*

Figure 4. Graduate First-Time Enrollment from China and India by Degree Type, 2018-2022



Indian Students' enrolled in Masters and Certificates in the US, have double in 5 years.

*The number of institutions included in the China data set: master's first-time enrollment (n=99) and doctoral first-time enrollment (n=87). The number of institutions included in the India data set: master's first-time enrollment (n=111) and doctoral first-time enrollment (n=85).*

A blue-tinted photograph of three people in a meeting. A woman on the left is pointing at a document on a table. A man in the center is looking at the document. A woman on the right is also looking at the document. There are papers, a laptop, and a cup on the table. The text "Panel of Experts" is overlaid in white.

# Panel of Experts



# Heather Marr

- Assistant Vice President Segment Marketing, Campus and International Recruitment
- Southern New Hampshire University
- The SNHU campus serves about 400 students from outside the US
- Favorite International Trip:

“My favorite trip is almost always the last one I took- or the one I’m about to take. I really enjoyed my last work trip to the Philippines and my favorite personal international trip was to the Azores.”



# Dr. Ana Rodriguez

- Director of First-Year Recruitment
- The University of Texas - San Antonio
- Serves about 1,000 students from outside the US
- Favorite International Trip:

“My favorite international trip was my first overseas trip in 2009. It was my first time traveling out of the continental US, other than summers in Mexico and Puerto Rico with family. Growing up in a small town, very low-income single-family home, I did not know much about life outside my town, and what was my 4 years in San Antonio. As a small springboard, I traveled to London for 10 days as a way to celebrate earning my bachelors degree. As overwhelmed and lost I seemed, I encountered so many wonderful people that were willing to help. My positive experience during my visit really changed my life, and excited me to keep traveling whether in or out of the US. ”







**Question 1:** The use of Agents seems to be a necessary strategy on most campuses these days. Do you agree? And how do you ensure they represent you well?



**Question 2:** Do you send people from your campus to recruit internationally? What travel strategies are working?



**Question 3:** The processing of I-20's and other necessary forms for international students takes time. Have you found ways to make that process more efficient and speed things up?



**Question 4:** What are some strategies that are working for you in driving international enrollment on your campus?



**Question 5:** If the college or university has no aid strategy for international students (scholarships, grants, etc.) can they still be successful?





**Question 6:** Are there any partnerships that have helped you to enroll international students?

A person is shown from the chest down, wearing a blue checkered shirt. They are holding a smartphone in their right hand and have their left hand on a laptop keyboard. The entire image is overlaid with a semi-transparent blue filter. The text "Audience Q&A" is centered in white, sans-serif font.

# Audience Q&A

# Thank You

Eric Groves Ph.D.

[Eric.groves@ruffalonl.com](mailto:Eric.groves@ruffalonl.com)

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