International Program Report
Nov. 23, 2010

Where We Are: Baseline Measures
Where We Want to Be in 3 years: Targets
How to Reach the Targets: Strategies
Meet Your International Team

International Programs

International Services Office
- Jay Skranka, Director
- Alicia Reed, Assistant Director
- Vivien Skranka, Office Manager

Study Abroad
- Holly Shi
- Dana Engel (Adm. Assist)

Travel Study
- Holly Shi
- Dana Engel (Adm. Assist)

ELC
- Holly Shi
  Conan Kmiecik, coordinator
  Amanda Woodard, coordinator

Meet Your International Team
Mission: **Promote international education as a necessary component for the life of the 21st century**

Goal 1  Enhance international experiences for faculty, staff, students and the community

Goal 2  Provide quality services and create a welcoming and supportive environment for students and scholars involved in international education

Goal 3  Increase enrollment and retention of international students

Goal 4  Increase enrollment of study abroad and travel study students

Visit International Programs HLC Portal for objectives and measures
International Programs’ Culture

• Service—We provide Service to faculty and students
• Collaboration—We are a coherent unit working together
• Transparency—We know what everyone else is doing
• Accountability—We hold ourselves/each other accountable
Where We Are: Baseline Measures

- International Partners
- International Student Enrollment
- ELC Enrollment
- Study Abroad and Travel Study Enrollment
International Partners

- SCH & CAU, Korea
- AIU & Toyo, Japan
- TKU, Taiwan
- HKU, Hong Kong
- HUT, China
- INTI, Malaysia
- Tokyo International
- AIU & Toyo, Japan
- TKU, Taiwan
- HKU, Hong Kong
- INTI, Malaysia

Active Partners 12
Inactive Partners 11
### International Student Enrollment Numbers: WSU VS. National and MnSCU

<table>
<thead>
<tr>
<th>Fall</th>
<th>National</th>
<th>WSU</th>
<th>MnSCU</th>
<th>SCSU</th>
<th>Other MnSCU Universities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>% of Growth</td>
<td>Total U&amp;G Enrolled</td>
<td>International Student #</td>
<td>%</td>
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<tr>
<td>2004</td>
<td>3.4</td>
<td>0.0%</td>
<td>7949</td>
<td>284</td>
<td>3.6%</td>
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<tr>
<td>2005</td>
<td>3.4</td>
<td>-5.9%</td>
<td>8186</td>
<td>297</td>
<td>3.6%</td>
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<tr>
<td>2006</td>
<td>3.3</td>
<td>3.1%</td>
<td>8274</td>
<td>287</td>
<td>3.5%</td>
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<tr>
<td>2007</td>
<td>3.5</td>
<td>6.1%</td>
<td>8450</td>
<td>254</td>
<td>3.0%</td>
</tr>
<tr>
<td>2008</td>
<td>3.7</td>
<td>5.7%</td>
<td>8606</td>
<td>280</td>
<td>3.3%</td>
</tr>
<tr>
<td>2009</td>
<td>3.7</td>
<td>5.7%</td>
<td>8543</td>
<td>267*</td>
<td></td>
</tr>
</tbody>
</table>

*Does not include ELC number. Fall 10 ELC student number: 28

References:
- National figures according to Opendoors (2009). Institute of International Education.
- WSU figures according WSU Institutional Planning, Assessment and Research (IPAR)
- MnSCU and other university figures according to Liu, X.C. (2010). Internationalization of the MnSCU Universities: the Perspectives of Student Mobility.
# English Language Center

## Newly Enrolled Student Numbers by Semester*

<table>
<thead>
<tr>
<th>Semester</th>
<th>Total</th>
<th>ELC + Conditional</th>
<th>ELC + Cohort</th>
<th>ELC Only</th>
<th>Customized short term</th>
<th>Total Number</th>
</tr>
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<tbody>
<tr>
<td>Summer 08</td>
<td>41</td>
<td>12</td>
<td>13</td>
<td>0</td>
<td>16</td>
<td>41</td>
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<tr>
<td>Fall 08</td>
<td>9</td>
<td>7</td>
<td>0</td>
<td>2</td>
<td>0</td>
<td>28</td>
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<tr>
<td>Spring 09</td>
<td>8</td>
<td>5</td>
<td>1</td>
<td>2</td>
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<td>14</td>
</tr>
<tr>
<td>Summer 09</td>
<td>22</td>
<td>5</td>
<td>17</td>
<td>0</td>
<td>0</td>
<td>27</td>
</tr>
<tr>
<td>Fall 09</td>
<td>21</td>
<td>8</td>
<td>12</td>
<td>1</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>Spring 10</td>
<td>12</td>
<td>7</td>
<td>4</td>
<td>1</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>Summer 10</td>
<td>35</td>
<td>2</td>
<td>14</td>
<td>1</td>
<td>18</td>
<td>43</td>
</tr>
<tr>
<td>Fall 10</td>
<td>26</td>
<td>12</td>
<td>11</td>
<td>3</td>
<td>0</td>
<td>28</td>
</tr>
<tr>
<td>Spring 11**</td>
<td>22</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>0</td>
<td><em><strong>37</strong></em></td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>196</strong></td>
<td><strong>68</strong></td>
<td><strong>80</strong></td>
<td><strong>14</strong></td>
<td><strong>34</strong></td>
<td><strong>196</strong></td>
</tr>
</tbody>
</table>

*Students who return to the ELC for additional semesters are only counted in their entering semester.

** applied numbers, will update once students are enrolled

***applied number
Travel Study Programs
AY 2010-2011: 21 programs approved

- Boundary Waters/Quetico
- Outdoor Leadership Semester
- Arizona
- Mexico
- Guatemala
- Costa Rica
- St. Croix
- Jamaica
- Mexico
- St. Croix
- Tanzania
- Brazil
- Tanzania
- Spain
- Egypt
- Germany
- England/Ireland
- Europe (World Democracy Tour)
- London
- Germany
- Spain
- South Korea
- Tokyo, Japan
- Arizona
- Alabama
- St. Croix
- Jamaica
- Mexico
- Guatemala
- Costa Rica
- Brazil
- Tanzania
- Spain
- Egypt
- Germany
- England/Ireland
- Europe (World Democracy Tour)
- London
- Germany
- Spain
- South Korea
- Tokyo, Japan
## Study Abroad and Travel Study Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Degree Conferred</th>
<th>Study Abroad</th>
<th>Travel Study</th>
<th>Study Abroad and Travel Study Combined</th>
<th>Other MnSCU Universities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>#</td>
<td>%</td>
<td>#</td>
<td>%</td>
</tr>
<tr>
<td>AY2005</td>
<td></td>
<td>1337</td>
<td>66</td>
<td>NA</td>
<td>0</td>
</tr>
<tr>
<td>AY2006</td>
<td></td>
<td>1359</td>
<td>70</td>
<td>NA</td>
<td>0</td>
</tr>
<tr>
<td>AY2007</td>
<td></td>
<td>1412</td>
<td>73</td>
<td>92</td>
<td>6.5%</td>
</tr>
<tr>
<td>AY2008</td>
<td></td>
<td>1364</td>
<td>55</td>
<td>256</td>
<td>18.8%</td>
</tr>
<tr>
<td>AY2009</td>
<td></td>
<td>1472</td>
<td>56</td>
<td>203</td>
<td>13.8%</td>
</tr>
<tr>
<td>*AY2010</td>
<td></td>
<td>N/A</td>
<td>46</td>
<td>104</td>
<td></td>
</tr>
</tbody>
</table>

*Tentative figure

- National Annual Growth of 2006-07 is 8.2% and 2007-2008 8.5% according to Opendoors, 2009.
- National % of study Abroad students is **1.5%**, according to The Chronicle of Higher Education, Tuesday, August 3, 2010.
- U of M-- "30 % of undergraduates travel overseas," according to the Chronicle of Higher Education, March 28, 2010

**References:**

- National Figures according to Opendoors (2009). Institute of International Education.
- WSU figures according to Travel Study and Study Abroad Programs and WSU Institutional Planning, Assessment and Research (IPAR)
- MnSCU and other university figures according to Liu, X.C. (2010). Internationalization of the MnSCU Universities: the Perspectives of Student Mobility.
Where We Want to Be in 3 Years: Our Targets

- International Partners
- International student Enrollment
- ESL support through ELC
- Study Abroad and Travel Study enrollment
International Partnerships

WSU currently has 12 active partners. In 3 years, we want to increase the number of active partners to 20-25.
# International Student Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>AY 2011-2012</th>
<th>AY 2012-2013</th>
<th>AY 2013-2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment Goal</td>
<td>267</td>
<td>360</td>
<td>425</td>
<td>510</td>
</tr>
<tr>
<td>Percent</td>
<td>3.1%</td>
<td>4.5%</td>
<td>5.0%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Degree Seeking</td>
<td>199</td>
<td>280</td>
<td>325</td>
<td>400</td>
</tr>
<tr>
<td>Cohort</td>
<td>69</td>
<td>80</td>
<td>100</td>
<td>110</td>
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</tbody>
</table>

Note: Does not include ELC students numbers
## ESL Support: ELC Target

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
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<tr>
<td>15</td>
<td>22</td>
<td>37</td>
<td>40</td>
<td>63</td>
<td>75</td>
<td></td>
</tr>
</tbody>
</table>

AY = Academic Year
## Study Abroad and Travel Study Enrollment Target

<table>
<thead>
<tr>
<th>Year</th>
<th>Study Abroad Minimum of 5%</th>
<th>Travel Study Minimum of 5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>AY 2010</td>
<td>47</td>
<td>104</td>
</tr>
<tr>
<td>AY2011</td>
<td>49</td>
<td>109</td>
</tr>
<tr>
<td>AY2012</td>
<td>52</td>
<td>115</td>
</tr>
<tr>
<td>AY2013</td>
<td>55</td>
<td>121</td>
</tr>
</tbody>
</table>

Where We Want to be in 3 Years
Annual Increase by 5% - 10%
How to Reach the Targets: Strategies

- International Partners
- International student Enrollment
- ELC Enrollment
- Study Abroad and Travel Study Numbers
International Partners

Develop a Strategic Evaluation Plan to:

- Review and evaluate current partnerships
- Stabilize and reinforce active partnerships
- Revitalize desirable non-active partnerships
- Terminate undesirable non-active partnership
- Develop new partnerships targeting international transfers and new study abroad sites
International Students Enrollment
A Conceptual Framework

- Internal Structural Alignment
- Recruitment
- Integration of Digital Presence

Visibility
International Students Enrollment-continued

Recruiting Strategies-Pull Model

Push/Pull model of student mobility

Four Strategies

1. Highlight WSU distinctiveness in program offerings, service excellence, and competitive cost
2. Strengthen current and seek new international partnerships targeting international transfer students
3. Use international recruiting agencies for regions and countries that are less represented at WSU
4. Selective and targeted attendance at education fairs, international partners, and international/domestic high schools for regions that have the most potential for international student admission
ELC Enrollment

Pathways Program: One Possible innovative Idea

YEAR 1
ELC + Freshman

YEAR 2
Sophomore

YEAR 3
Junior

YEAR 4
Senior
Study Abroad and Travel Study

1. **Study Abroad and travel study outreach initiative**
   - Work to commence spring 2010 in collaboration with WAMA—WSU American Marketing Association
   - Past-meets-the-present, work in progress-- past study abroad students visiting classes
   - Study abroad fairs and orientation presentations to student and faculty
   - Digital and social media promotion

2. **Engage Faculty across campus**
   - Outreach to Deans, Chairs, and faculty
   - Funding and service support

3. **On-site student support through**
   - international partners
   - Digital and social means
   - On-site program coordinators for study abroad destinations with more than 8 students
### Study Abroad and Travel Study by Colleges

<table>
<thead>
<tr>
<th>Colleges</th>
<th>Study Abroad</th>
<th>Travel Study</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AY 2009-2010 Total students:</td>
<td>AY 2010-2011 Total students:</td>
</tr>
<tr>
<td>College of Liberal Arts</td>
<td>44</td>
<td>54</td>
</tr>
<tr>
<td>College of Business</td>
<td>21 students</td>
<td>25.5 students</td>
</tr>
<tr>
<td>College of Education</td>
<td>9 students</td>
<td>7.5 students</td>
</tr>
<tr>
<td>College of Nursing &amp; Health Sciences</td>
<td>7 students</td>
<td>4 students</td>
</tr>
<tr>
<td>College of Science &amp; Engineering</td>
<td>4.5 students</td>
<td>8.5 students</td>
</tr>
<tr>
<td></td>
<td>AY 2009-2010 Total programs:</td>
<td>AY 2010-2011 Total programs:</td>
</tr>
<tr>
<td></td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td></td>
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<td>1</td>
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<td></td>
<td>2</td>
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</tbody>
</table>
How you can help

- **International Partners**
  - Consult faculty for potential leads
  - Innovative Programs
  - Innovative Relationships

- **International Student Enrollment**
  - Academic Advising
  - Orientation
  - Access to Food
  - Student Oriented Service
  - Mentor Program

- **ELC Enrollment**
  - Innovative Programs
  - Engagement Ideas

- **Study Abroad and Travel Study Enrollment**
  - Consult Faculty for Potential Leads
  - Innovative Study Abroad Programs