

**Governors State University**  
Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: International Services**

**Leader(s): Kara Johnson, Director of International Services and Amy Schoenberg, Assistant Director**

**Implementation Year: 2018-2019**

**Goal 1: Develop initiatives to increase international student enrollment and engagement at GSU.**

<b>Objective 1:</b>	<b>Expand number of partnerships with recruiting agents abroad</b>
<b>Action Items</b>	<ul style="list-style-type: none"> <li>-Work with Mark Kopenski to identify potential new recruitment partners in select target markets overseas.</li> <li>-Contact the potential new agents by email and skype, if possible, to discuss GSU and whether or not the agent anticipates being able to successfully recruit students.</li> <li>-Establish agreements with those recruitment agents interested in working with GSU</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ul style="list-style-type: none"> <li>-Signed recruitment agent agreements in our developing target markets, such as Vietnam</li> <li>-Visited India to meet current recruitment partners, potential institutional partners, and for recruitment activities such as class visits</li> <li>-Visited Vietnam to meet potential agents and to participate in recruitment fairs</li> </ul>
<b>Achieved Outcomes and Results</b>	<p>After Kara Johnson visited Vietnam in March 2019, GSU signed agreements with two new Vietnamese recruitment agencies and began talks with three others. One of the new agents has already run several marketing campaigns about GSU.</p> <p>OIS also hired FourDozen, a social media marketing company based in Hanoi, to develop and maintain and Vietnamese-language facebook page for GSU. In only one month, the new page has already gathered over 2,700 followers, helping to increase the GSU brand awareness in the Vietnamese market.</p> <p>We also signed agreements with an agent in China and another in Turkey, Canada, and the Middle East.</p>
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	<p>While it is still early, the outcomes are encouraging. The number of applications from India is increasing each day, with the largest numbers coming from Indo-Global Studies, University Study US, and ELS. In addition, we received our first-ever application from a Vietnamese agent, and expect more will follow for the Fall 2020 admission cycle. More work needs to be done to foster partnerships and build GSU awareness in markets outside of India.</p>
<b>Objective 2:</b>	<b>Deploy India Country Manager for recruitment and outreach</b>
<b>Action Items</b>	<ul style="list-style-type: none"> <li>-Perform outreach to agent network and provide any necessary training</li> <li>-Generate leads through targeted communication campaigns, high school and university visits, and recruitment fairs</li> </ul>
<b>Desired Outcomes and Achievements</b> (Identify results expected)	<ul style="list-style-type: none"> <li>-Contact and visit recruitment agents and their subagents on a regular basis</li> <li>-Develop a recruitment fair and school visit plan for spring 2019</li> <li>-Purchase test list(s) and send out communication to generate leads</li> <li>-Communicate with applicants and admits about the process, next steps, etc.</li> </ul>

<p><b>Achieved Outcomes and Results</b></p>	<p>The India Country Manager started in late September 2019. Paul McGuinness and Kara Johnson visited India at this time to onboard Krishna Prasanth and introduce him to GSU's agent network. Since this time, he has been focusing his efforts on a variety of tasks: recruitment visits and fairs, applicant assistance, admitted student follow-up, visa interview prep including mock interviews, pre-departure orientations, and relationship building with our recruitment agents. With KP's assistance, GSU penned its first international high school articulation agreement with Candor International School in Bangalore.</p>
<p><b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)</p>	<p>Initial outcomes are trending positively. We experienced some success with Spring 2019 visa interviews, likely due to the addition of the mock interviews. We have seen an increase in all applications from India, including undergraduate applications. We hope to see these numbers continue to grow and to see a greater diversity in the degree level and majors of study.</p>