



MEMO

To: Ms. Stephanie Reynolds, Vice President for Student Affairs
Dr. Maryrose Eannace, Vice President for Learning and Academic Affairs
Dr. Jennifer Boulanger, Dean Center for Learning and Language Design
Ms. Marianne Buttenschon, Dean, BISS Center and Chair, Strategic Planning Committee

From: Enrollment Management Council

Date: October 30, 2015

Re: International Student Recruitment Recommendation

International students are key to the College's enrollment plan. International students bring critical revenue to the institution and help to sustain occupancy rates in the residence halls. In addition, the research indicates that this enrollment market is prime for a current increase in our recruitment efforts.

EMC would first like to affirm the positive steps that have already been taken toward this effort including the hiring of an International Admissions Counselor. EMC believes that efforts should be made to ensure the resource allocation necessary to effectively utilize this position to enhance recruitment efforts abroad.

EMC recommends that in order to attract international students in the rapidly changing and competitive higher education market, we need to build on our strengths in English as a Second Language. Specifically, we have experience offering ESL for credit, which many colleges do not, but MVCC should continue to develop an accelerated ESL model that is both attractive to international students and structured specifically for international students, in addition to the program we currently provide which focuses on the needs of our local refugee and immigrant populations.

Upon the recommendation of the International Recruitment Workgroup, EMC encourages the allocation of resources necessary to build an Intensive English as a Second Language Program that will meet the needs and expectations of the international students that we are recruiting.

Attachments: International Student Recruitment Workgroup Charter
International Recruitment Presentation