

International Student Recruitment on a Shoestring: Practical and Economical Strategies

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MATCH: Minnesota Ambassadors Taking College Home

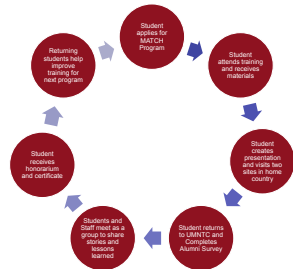
<http://iss.umn.edu/programs/match/>

Description:

Modeled after the REAP project at Rice University, this program gives current undergraduate and graduate international students the opportunity to share their experiences at the U with students in their home country.

Highlights

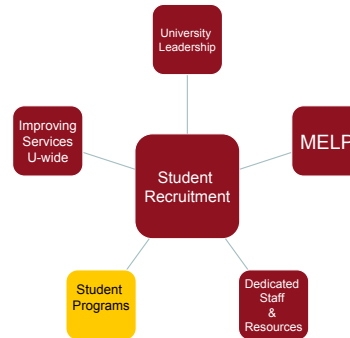
- Provides current students with opportunities to make and improve contacts in their home countries
- Allows participants to improve their leadership skills
- Informs prospective students about studying in the U.S.
- Expands institutional reach with new international students and counselors overseas



Facts and Figures:

- Estimated number of students reached: 850
- Approximate cost for 2 programs: \$3,500
- Number of students who have completed MATCH: 11
- Number of countries represented: 8
- Countries: Afghanistan, China, Cyprus, India, Jordan, Korea, Taiwan

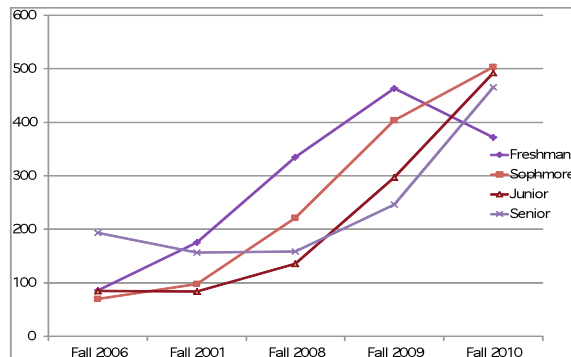
International Recruitment History and Overview



**Initiating and International Recruitment Program at a Large University. Allen, 2008*

"In 2006, the University published its strategic plan stating that one of the key pillars was to, "recruit, educate, challenge, and graduate outstanding students who become highly motivated lifelong learners, leaders, and global citizens." *Transforming the U for the 21st Century*. Bruininks, 2007

By combining international student leadership opportunities with recruitment goals, ISSS has been able to successfully support the strategic plan with minimal cost.



International Student Ambassador (ISA) Program

<http://iss.umn.edu/programs/Ambassadors/>



Description:

International Student Ambassadors share their own stories of transitioning, studying, living and achieving as current UMN international students. Through their experiences, students can start to imagine pursuing their own studies at the UofM.

Facts and Figures (Since Sept. 2010):

Since September, 2010 ISA Students have:

- Written 80 blogs
- Created a group video promoting the UMNTC
- Sent over 500 individual emails to prospective students
- Received 215 Facebook likes
- Attended monthly meetings together and regular meetings with college and program liaisons
- Operating budget: \$1500 per semester

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