AGENDA ITEM SUMMARY

1. NAME OF ITEM: International Study Centers Update and Discussion of Next Steps related to International Recruitment

2. INITIATED BY: James H. Page, Chancellor

3. BOARD INFORMATION: BOARD ACTION: X

4. BACKGROUND:

   Approximately two years ago, the concept of establishing two International Study Centers within our System (located at UM and USM) to help recruit and retain international students was introduced. Basically, our System would partner with an international recruiting firm that would bring students to an intensive study center to be exposed to English, American culture, and some first year college courses. Benefits of study centers include increases in enrollment and dorm occupancy, a more streamlined approach to international recruitment, and an increase in the diversity of our student population and an expansion in our international recruitment efforts. Based on the work of a review team, ultimately Study Group was selected as the organization with whom we would work and that work began earlier this year.

   Janet Waldron, Senior Vice President for Administration and Finance and Jeff St. John, Associate Provost for Academic Affairs at the University of Maine, and Sally Meredith, Chief of Staff to the Provost, and Dahlia Lynn, Associate Provost for Undergraduate Education, at the University of Southern Maine, updated the Academic and Student Affairs Committee on progress to date, the recruitment and outreach approaches being utilized as a part of this project and projections moving forward related to this work.

   The Academic and Student Affairs Committee approved the following resolution and is forwarding this item to the consent agenda at the Board of Trustee meeting for approval.

   This strategy confirms the general recommendations outlined in the Five-Year Plan to Recruit International Students to the University of Maine System Campuses regarding the use of recruiters and individual campus initiatives.

5. TEXT OF PROPOSED RESOLUTION

   That the Board of Trustees endorses the International Student Recruitment Initiative embodied by the Study Group project as well as the continuing individual campus international student recruitment efforts. Further, the Board directs that interim updates regarding the Study Group project be made by the Vice Chancellor for Academic Affairs to the Academic and Student Affairs Committee in late summer of 2014 and in January of 2015 and that a comprehensive report be submitted to the Board of Trustees in June 2015.
In regard to individual campus efforts focused on international student recruitment, the Board directs that the Vice Chancellor for Academic Affairs undertake an in depth analysis including ROI and prospects for continued sustainability. Further, that each campus submit a brief annual report on these efforts by 15 April every year. The report should address results of international recruitment efforts on the campus including number of students recruited, their persistence, i.e. retention and the costs associated with the initiative.

11/7/13