

SUCCESSFULLY CREATING A STRATEGIC INTERNATIONAL RECRUITMENT AND RETENTION PLAN

Case 4: Disconnected Student Services University

AIEA 2015

Washington, D.C.

CHALLENGES:

1. **SIEM plan does not address the issues of student retention and academic support services.**
2. **Offices that serve to retain students are not a part of the decision set to increase international student enrollment.**

Overview

DSU has increased international enrollments with no plan for retention or academic support services. International students fill an important revenue need for the institution. A variety of offices on campus work with students on different issues, but there is no coordination of effort. The existing SIEM plan looked only at the revenue needs of the institution and not retention needs of the students.

Step 1 – What issue are you trying to address or solve today?

Some 'territorial' issues have arisen related to what offices should perform what services.

Has the campus resolved similar 'territorial' issues in the past?

Step 2 – Identify the barrier(s) to SIEM made evident by the identified issue(s)

(hints: no focus on retention as part of recruitment, communication challenges, territorial issues)

Barrier 1:

Barrier 2:

Step 3 – Identify the stakeholders related to today's issue

Who do you need to involve in overcoming these barriers? Who is directly affected? Who is indirectly affected? Who believes they have something to lose by changing and what will they lose? Who believes they have something to gain and what will they gain?

What are two steps you can take to improve (or build) the relationship between your office and any resistant stakeholders?

1.

2.

Step 4 – Identify the mission-critical aspects of resolving (or not resolving) this issue

To what aspect(s) of your institutional and internationalization missions does this barrier relate?

Step 5 – Identify policies and processes that are standing in the way of moving forward

What processes and policies need to be created or revised in order to overcome the barrier(s)?

What steps can you take and with whom to implement new or revised policies or processes?