



International Student Scholarships as a Recruiting Tool

Scholarship Roadmap

- *International Education Trends*
- *The In's and Out's of Scholarships*
- *Understanding the Decision Making Process for International Students*
- *How to Recruit Using a Scholarship*
- *Challenges of Scholarships*
- *Brainstorming Session*



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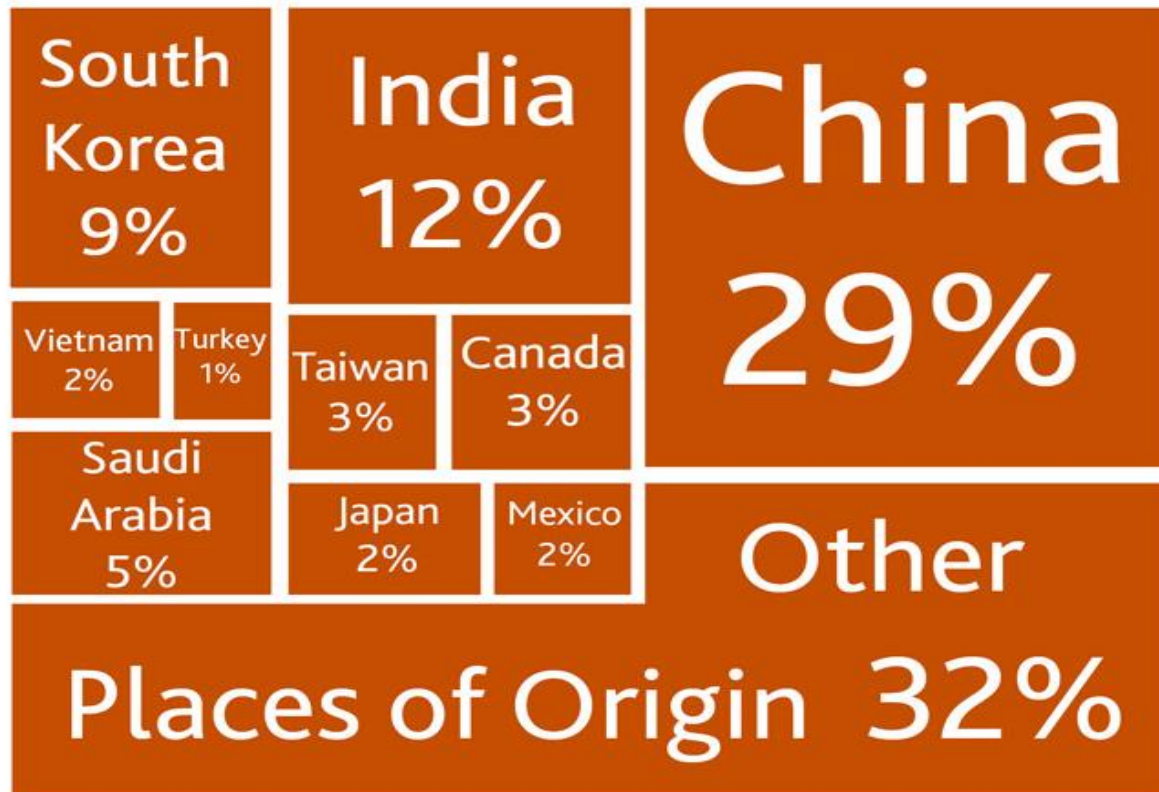
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Mobility Trends – Open Doors Report 2013

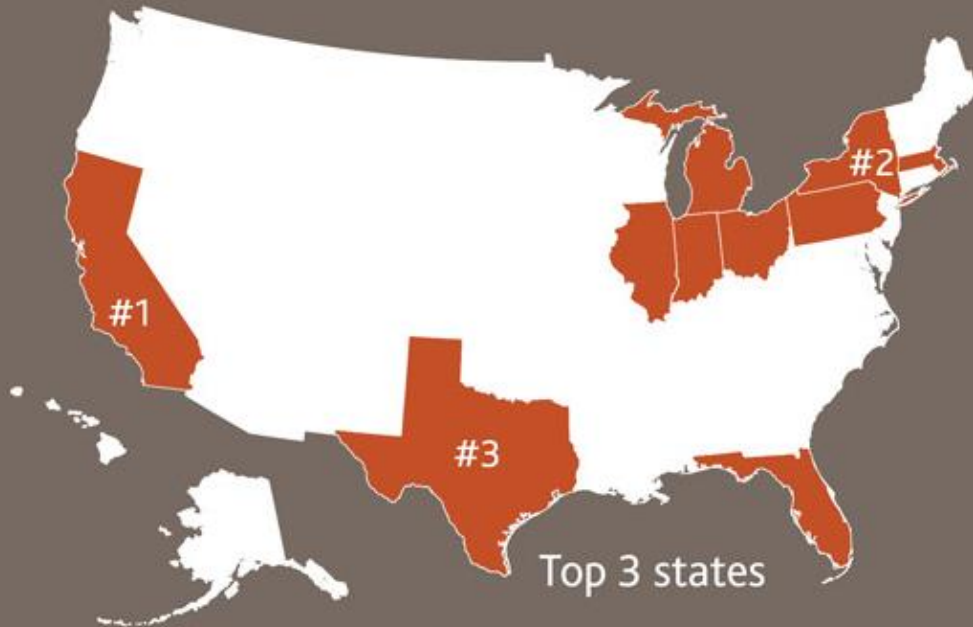
Places of origin of international students



49% of international students come from China, India and South Korea.

Mobility Trends – Open Doors Report 2013

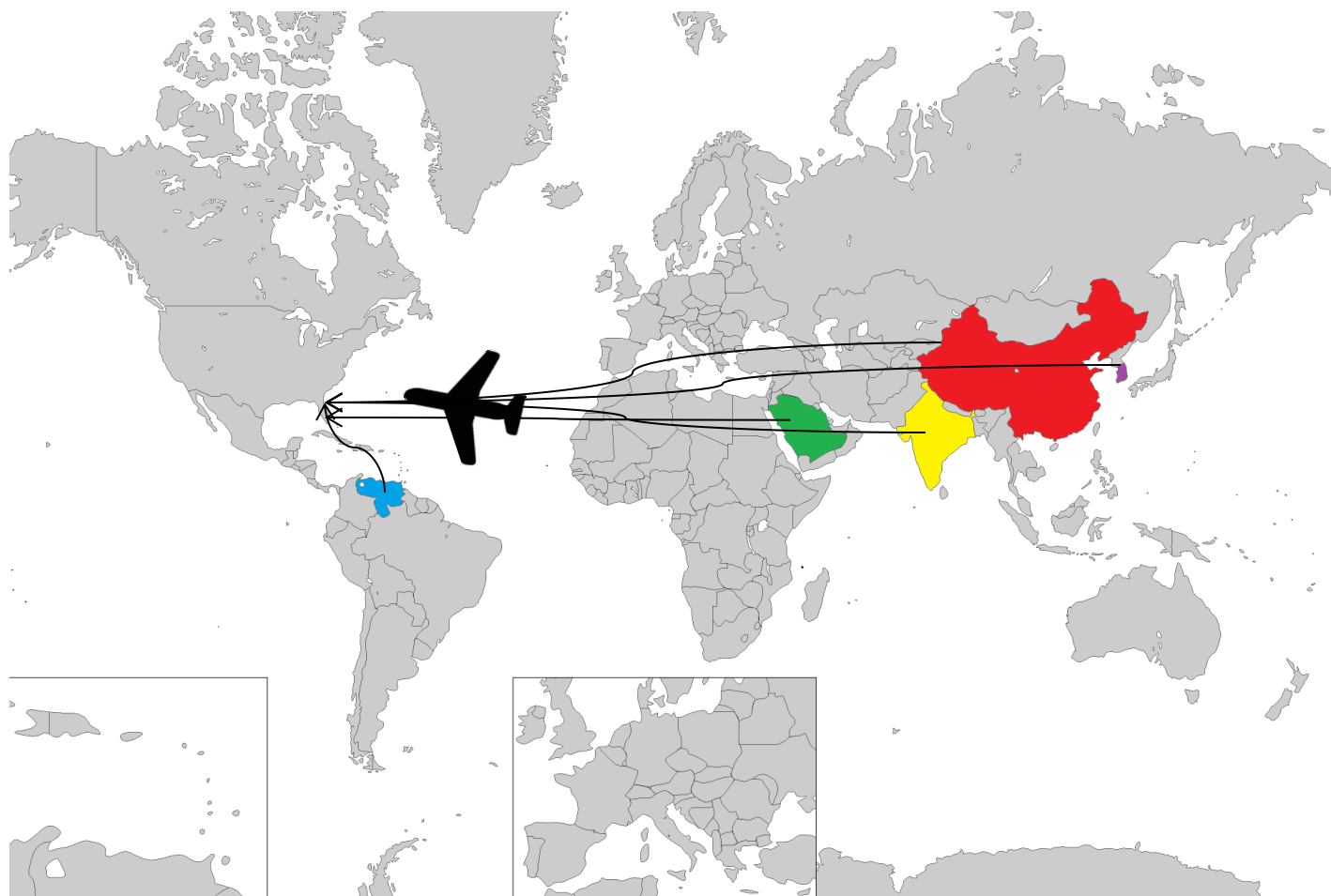
The top 10 states together host **61%** of all international students.



California, New York and Texas

host **32%**.

Mobility Trends in Florida – Open Doors Report 2013



Mobility Trends in Florida – Open Doors Report 2013

- *Your Subtopics Go Here*



Over
\$945,000,000 in
total
expenditures to
the State of
Florida in 2013

Mobility Trends – Open Doors Report 2013

Primary source of funding of international students



In 2012/13 international students contributed over **24 billion*** dollars to the U.S. economy.

*Source: U.S. Department of Commerce

The In's and Out's of Scholarships



Needs

- *Support at the very highest levels of the institution*
- *Shared understanding of why having international students on campus is desirable*
- *A clear vision or mission statement*
- *A realistic budget commitment*



How to create an award

- *Utilize the international recruitment focus on your campus to enhance funding opportunities*
- *Fundraising*
- *Creation of an international student fee*



What already exists?

- [Florida Statute 1009.21](#)
 - *Florida College System institutions and state universities that award scholarships from federal or state government allow students from Latin America and the Caribbean to qualify as a temporary resident for tuition purposes*
- [UWF's Policy](#) on Statute 1009.21



What already exists?

- *Florida Tuition Linkages*
 - The Florida Legislature has authorized each International Linkage Institute to award exemptions of out-of-state tuition for international students attending Florida's public universities and community colleges. Each International Linkage Institute has developed its own criteria for selection of students.
 - Florida-Brazil
 - Florida-Canada
 - Florida-Caribbean
 - Florida-China
 - Florida-Costa Rica
 - Florida-Eastern Europe
 - Florida-France
 - Florida-Israel
 - Florida-Japan

Other awards

- *Leo S. Rowe Pan American Fund for Latin American or Caribbean students*
- *American Association for University Women*
- *Asian Cultural Council*
- *Hispanic College Fund Scholarship*
- *Margaret McNamara Memorial Fund for women from developing countries*



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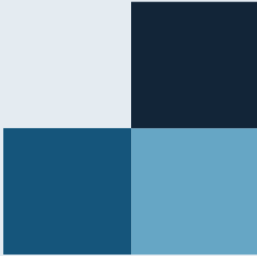
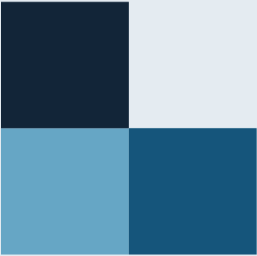
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Understanding the Decision-Making Process for Students



The Most Important Question!

*Which school meets my needs,
but is also affordable?*



Issues Impacting our Ability to Attract Students

- *STEM*
- *Social Media*
- *English proficiency*
- *Cost of Tuition*
- *Hiring complexities in the US*



STEM



Science • Technology • Engineering • Math



Choosing The School

- *Cost of Attendance*
- *Location (Rural vs. Urban)*
- *Private vs. Public*
- *Community College vs. Four-Year Institution*
- *Financial Assistance*



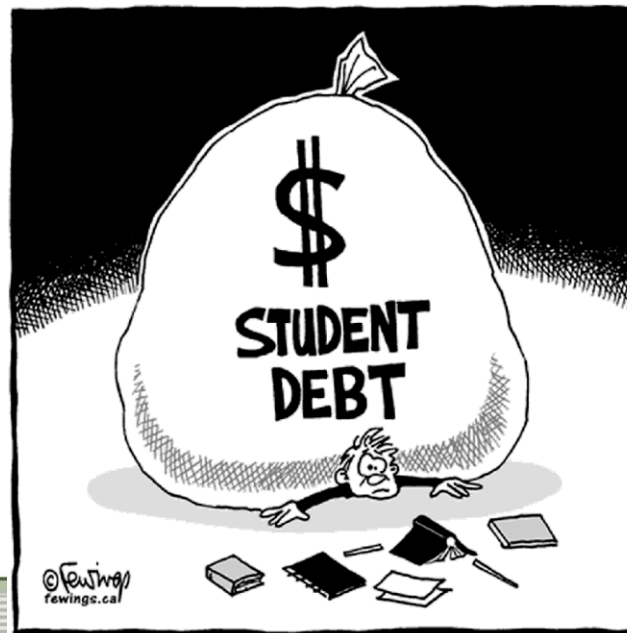
Value vs. Cost

- *What Is Your School's Value Proposition?*

How much is their degree worth?

VS.

How much will they pay to earn their degree?



Transparency

- *Creating A Realistic Budget – NPC for int'l students?*

Appendix E: Sample Budget Worksheet for International Students				
[University being considered]				[Date]
<u>Expense</u>	<u>Cost Estimate</u>			
Application fees				
Test/entrance exam fees (e.g., TOEFL)				
Visa/SEVIS fees				
Tuition and fees				
Room and board				
Books and supplies (including laptop, CDs, paper, etc.)				
Travel to the United States				
Travel within the United States				
Health and medical insurance				
Personal expenses during term time (including clothing, telephone charges, entertainment and leisure)				
Personal expenses during term breaks (including clothing, telephone charges, entertainment and leisure)				
Utilities if not included in housing fees				
Estimate Total:		\$	-	





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How to Recruit Using a Scholarship



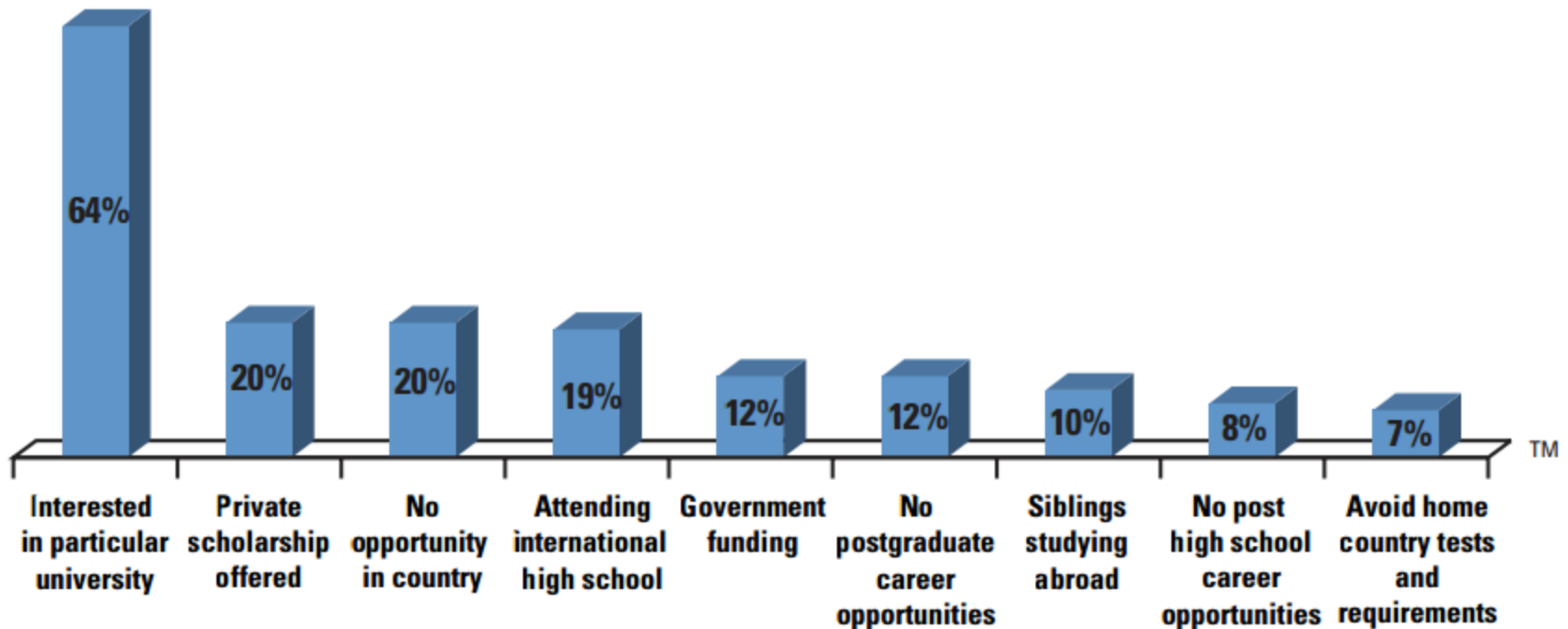
Marketing Your Scholarship

What percentage of international students reported that they attended a college outside of their home country due to a private scholarship?



Marketing Your Scholarship

What factors influence the decision to attend college outside of the home country?



Marketing Your Scholarship

- *Step 1. Identify Your Market and Your Goal*
 - *Is the scholarship for financial need-based students?*
 - *Is the scholarship designed to diversify your campus?*
 - *Does your scholarship speak to underrepresented students?*
 - *Does your scholarship reward academic performance?*



Marketing Your Scholarship

- *Step 2: Get The Word Out*
 - *Website:*
 - *Publicize your scholarship on your school's website*
 - *School Flyers:*
 - *Include in your admissions marketing material (i.e., fliers, pamphlets, postcards, etc.)*
 - *Email/Listserve:*
 - *Are you sending out regular announcements, don't forget to notify about deadlines*
 - *Social Media:*
 - *Twitter, Facebook, Instagram, Google+, etc.*



Marketing Your Scholarship

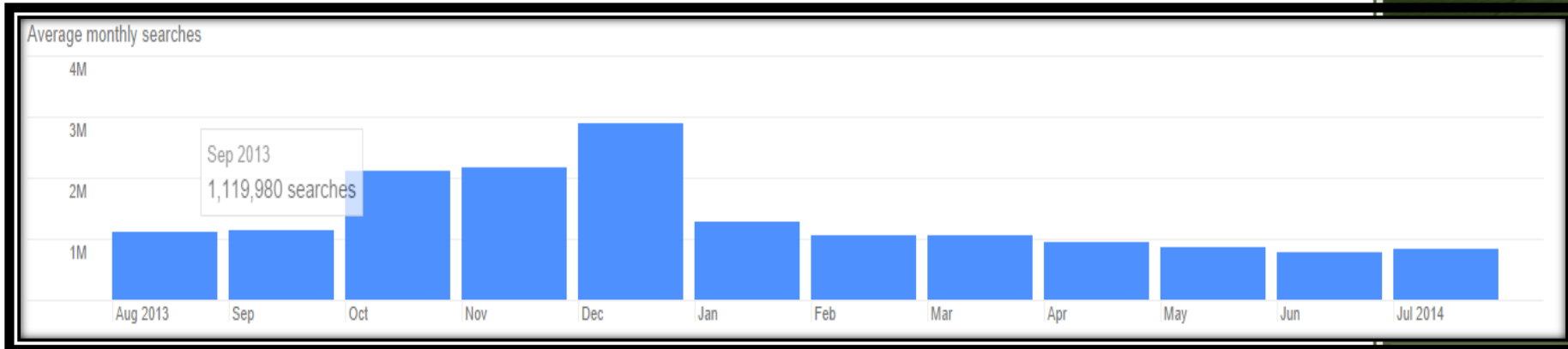
- *Step 3: Build Your Global Network*

- *International student club*
- *Alumni and alumni associations*
- *Student organizations*
- *International organizations*
- *Education Fairs*
- *High School Visits*
- *Agents*
- *Linkage Institutions*



Marketing Your Scholarship

- *Step 4: Don't Forget the World Wide Web*



Marketing Your Scholarship

- *Step 4: Don't Forget the World Wide Web*

- *IEFA.org*
- *FundingUSStudy.org*
- *Miusa.org*
- *Aie.org*
- *InternationalScholarships.com*
- *Scholarships.com*
- *Fastweb.com*
- *Collegeboard.org*
- *Scholars4dev.com*



Marketing Your Scholarship

- *Step 5: Communication – Develop a Relationship!*





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Challenges of Scholarships



Funding a Scholarship

- *Who is your target demographic?*
- *What will the scholarship cover? Credit hours? Books?*
- *Where will you get the funds?*
 - *Enrollment services*
 - *Academic Affairs*
 - *Student fees*
- *When will you announce the award, and when will you receive applications? Annually, biannually?*

Who gets the award?

- *Merit-based*
- *Country specific*
- *Major specific*
- *ESL students*
- *Graduate Students*



Ethical Challenges

- *Do you have a nonpartisan awarding committee?*
- *Do you have documented rules regarding scholarship eligibility?*
- *Are students aware of the terms of the scholarship?*





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Brainstorming Session



Meet Maria

- Maria is a 19-year-old Venezuelan student interested in pursuing a degree in nursing.
- She has \$15,000 available from family contributions to support her for study, but this will not cover all of her tuition and living expenses for the year.
- What might be some funding opportunities for her?
- Are there any other considerations?



Meet Xuan

- Xuan is a 23-year-old prospective student from China looking to join an MBA program.
- He has an excellent GMAT score and GPA from his previous institution in Beijing.
- What might be some funding opportunities for him?
- Are there any other considerations?



Who do you award?

- Your school has a scholarship budget that you can award to incoming international students. Discuss with your group who will receive the financial aid. The money can be used to cover tuition and room and board.
- Scholarship Budget: \$15,500 for the year
- Tuition Cost: \$15,000

**Who should
receive the funds?**

Who do you award?

- Aldolfo is from a poor family in Nicaragua, and cannot afford to study in the USA without this scholarship. He is a great soccer player, and could be a real asset to the soccer team. His grades and test exams are below average.
- Zhang is from China and has excellent test scores and grades. 80% of your international student body is from China. He has sufficient funds to pay for his education, but is applying for a scholarship to help reduce his out of pocket expenses.
- Muhammad from Mozambique is interested in studying in your institution, but cannot do so without this scholarship. You do not have any student representation from this country. His grades are average.

Questions?

Thanks for attending our session today! If you have any questions, please feel free to contact us at:

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