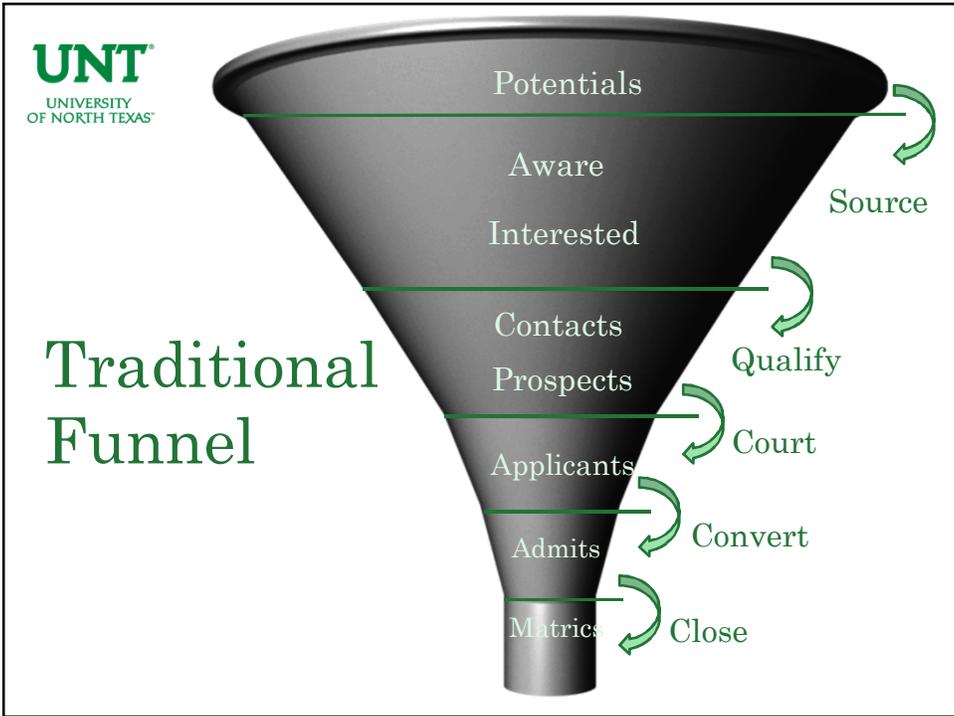
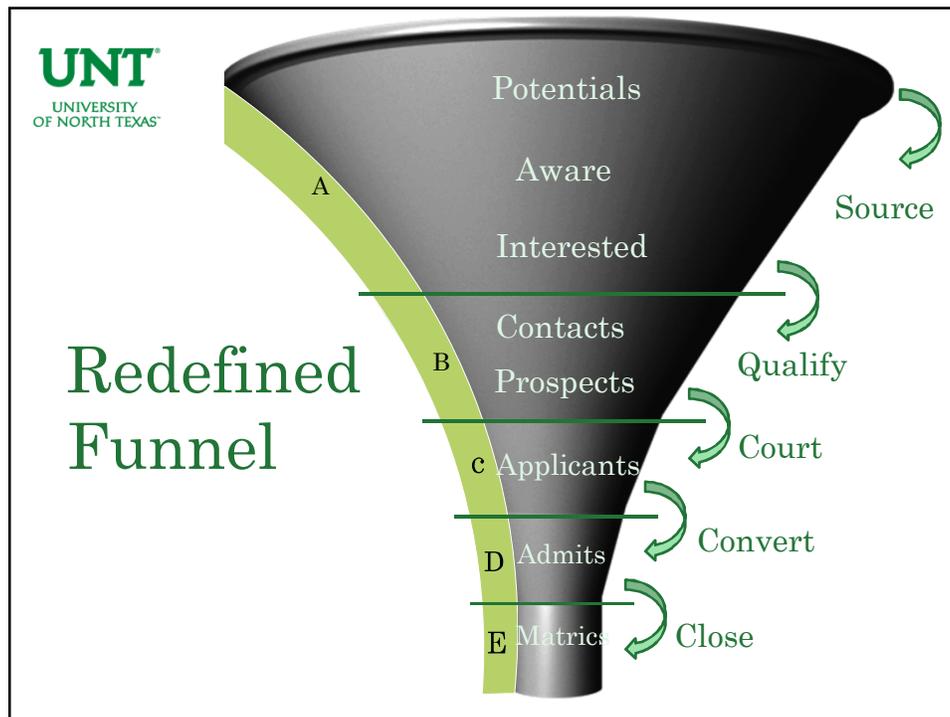


**RE-DEFINING THE  
ENROLLMENT FUNNEL**  
**NAFSA Bi-Regional Conference**  
**16 October 2012 in San Juan, Puerto Rico**

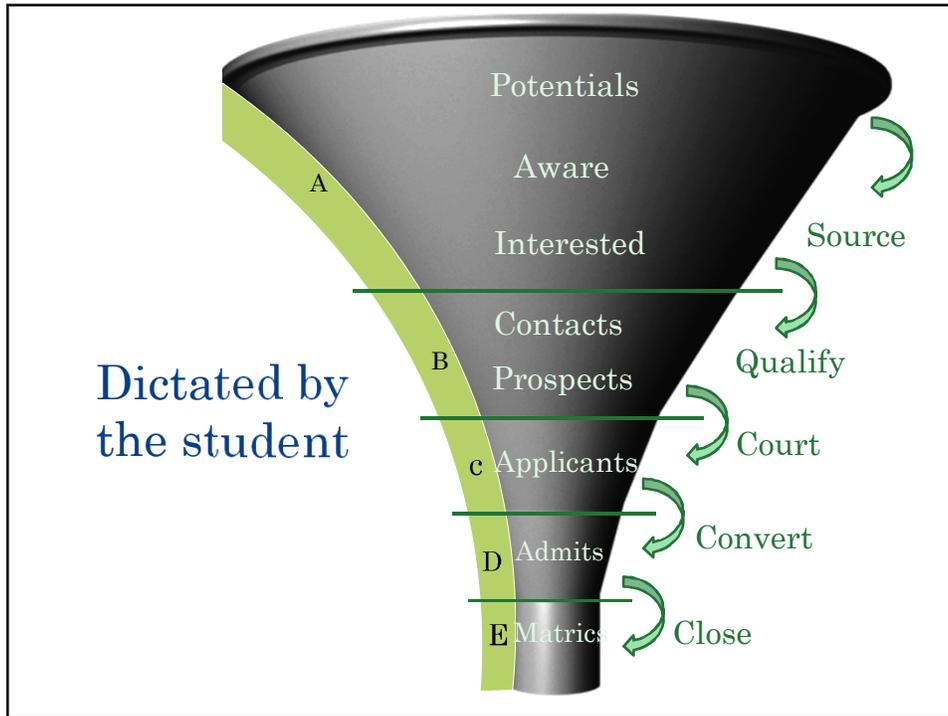
- \* Cheryl DarrupBoychuck, USJournal and FundsV
- \* Pamela Barrett, i-graduate and Barton Carlyle
- \* Dickie Hargrave, University of North Texas
- \* Parvin Bagherpour, Houston Community College
- \* Sharon Butler, peerTransfer





**Keep it simple!**

- A. Student-to-student testimonials via YouTube, webinars and country-based web pages
- B. Rapid conversion to applicant: skipping past contact cards to go straight to pre-application
- C. Increasing yield by simplifying application process and avoiding misunderstanding by assisted application (application clinics etc.)
- D. Pre-arrival communication driven by Welcome Center and Student Ambassadors (in their language and just-in-time information when they need it eg. housing, insurance, meningitis)
- E. Enrollment assistance for sponsored students to make their course selection a simple and sure process. ESL / conditional admission information session and counseling for a smooth transition to a UNT degree program.



## Insight from the ISB on International Enrollment Management



**What is the International Student Barometer?**

- **The International Student Barometer (ISB)** is the largest annual study of international students in the world, with feedback from over 170,000 respondents each year, now more than 1.4 million responses since 2005
- The ISB has run at more than 700 institutions in 24 countries
- Tracks decision-making, expectations, perceptions and experiences of currently enrolled international students at participating institutions
- Institution-specific results compared against comparator groups, national and international benchmarks
- Reporting confidential and customised to each institution, public data is aggregated

7

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**Participants Global ISB 2011**

<b>Australia</b>	<b>Malaysia</b>
<b>Canada</b>	<b>Netherlands</b>
<b>Estonia</b>	<b>New Zealand</b>
<b>Finland</b>	<b>Singapore</b>
<b>Germany</b>	<b>South Africa</b>
<b>Hong Kong</b>	<b>Sweden</b>
<b>Ireland</b>	<b>UK</b>
<b>Italy</b>	<b>USA</b>

**209,422 international students responded to the 2011 survey from 238 institutions in 16 countries**

8

### USA Participants ISB 2011

- Indiana University Bloomington
- Indiana University-Purdue University Indianapolis
- University of Cincinnati
- Kent State University
- SUNY: Stony Brook, FIT, Albany, New Paltz, Oswego, Plattsburgh
- Arizona State University
- Colorado State University
- Michigan State University
- Western Michigan University
- De Paul University
- Iowa State University
- University of Pittsburgh
- George Washington University
- Drexel University
- Northeastern University
- Long Island University

(Response 19,035 )

9

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### Dimensions of the ISB questionnaire

- Pre-arrival**
  - Destination Choice
  - Application process
  - Social Media
- Experience**
  - Arrival
  - Learning
  - Living
  - Support
- Other:**
  - Agents
  - Funding sources

**BREAKDOWNS BY:**

- ✓ Age
- ✓ Nationality
- ✓ Subject/major
- ✓ Gender
- ✓ Level of study
- ✓ Location

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*Value of insight in enrollment management*

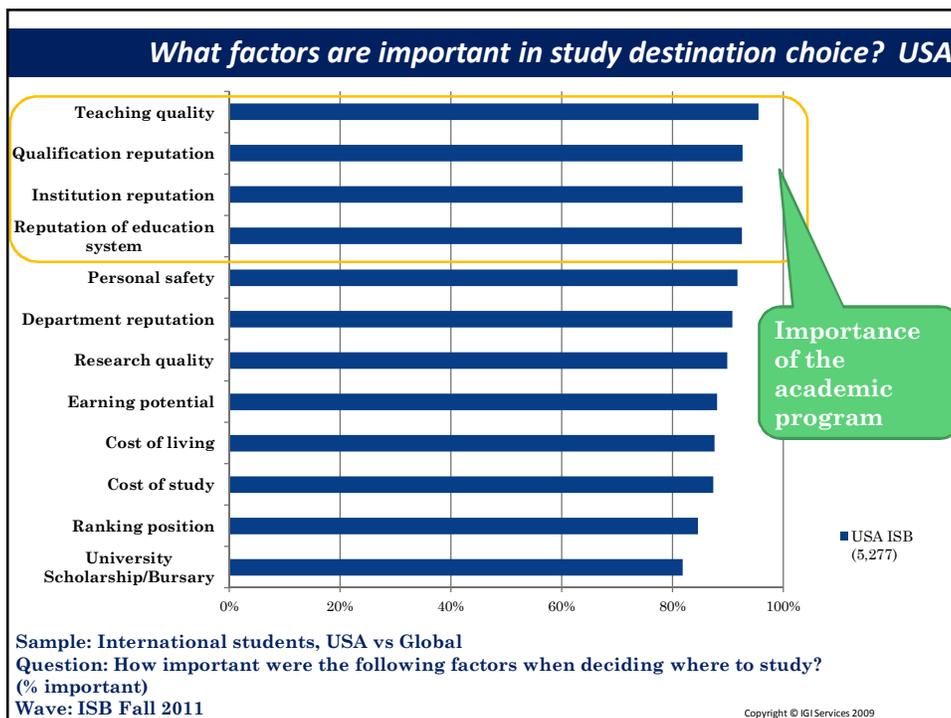
**Recruitment drivers:**

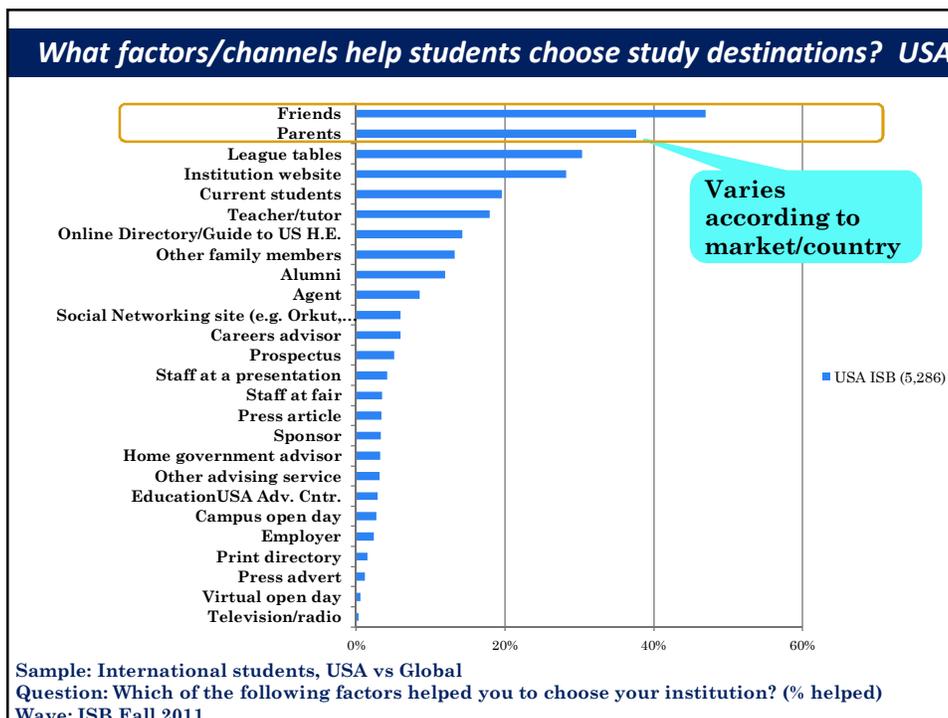
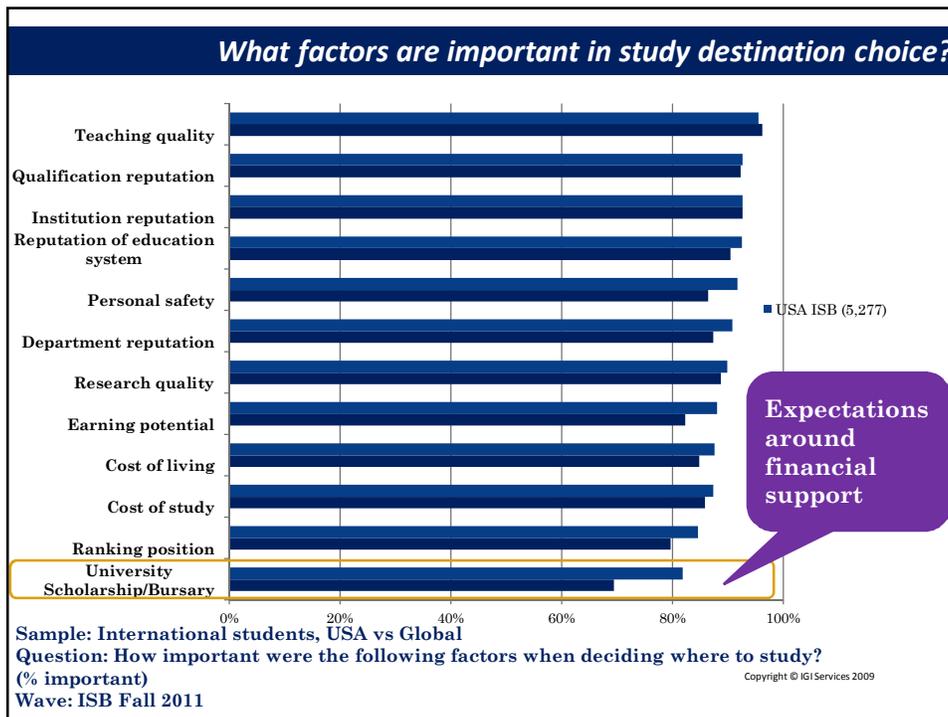
- ✓ Students' perceptions of destination
- ✓ Decision making factors
- ✓ Drivers of recommendation

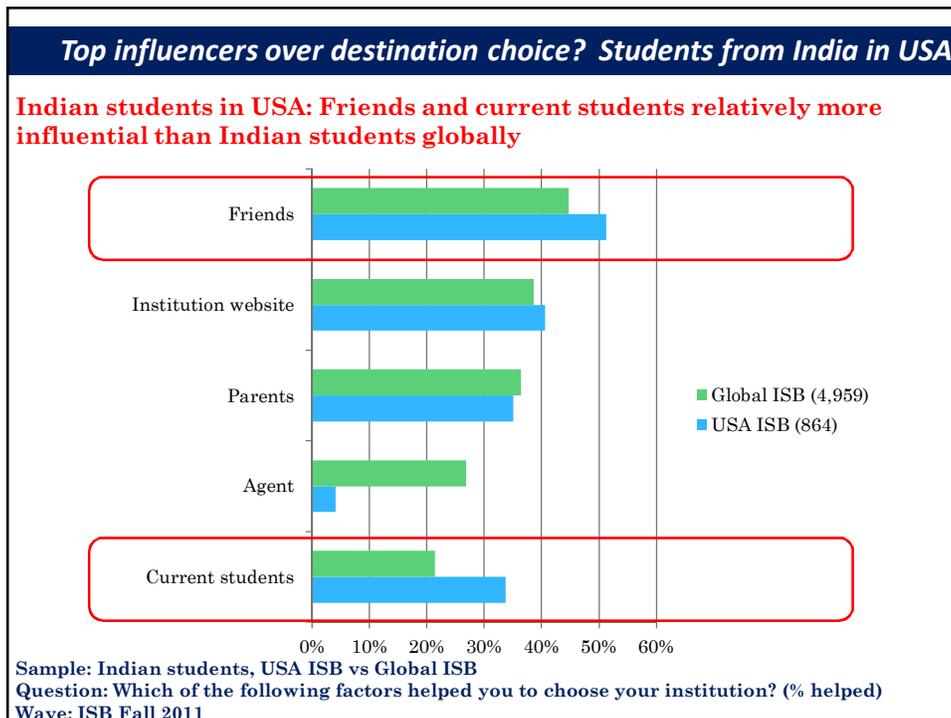
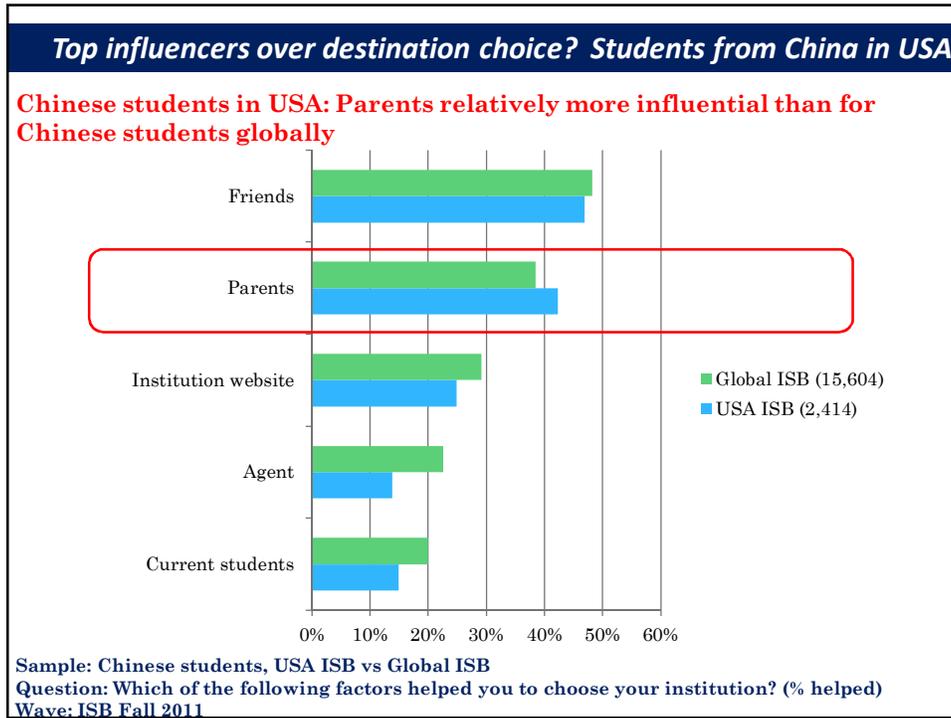
**Retention drivers:**

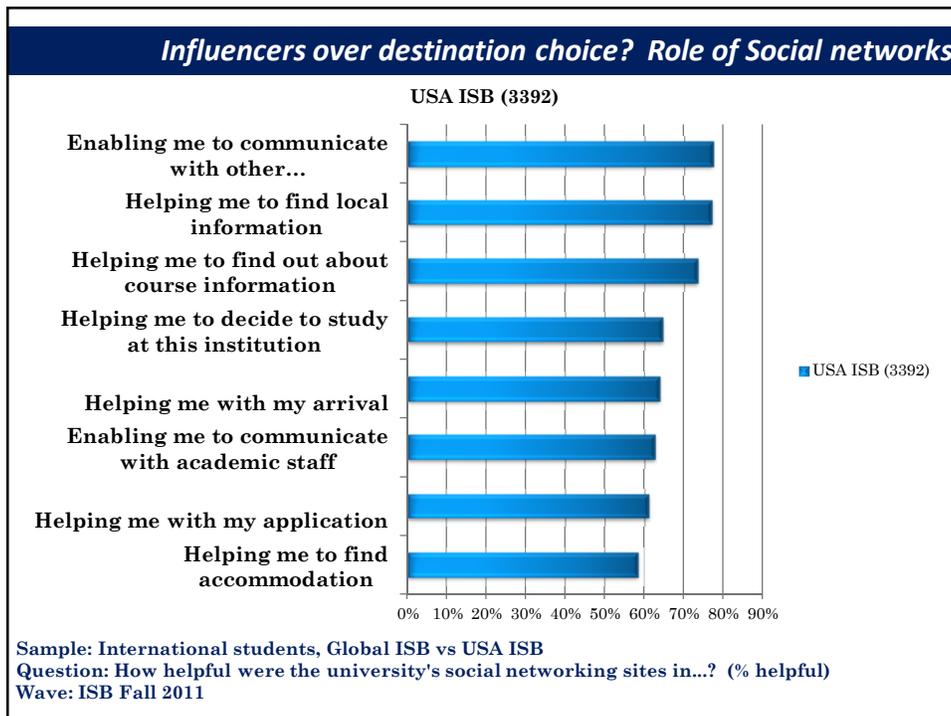
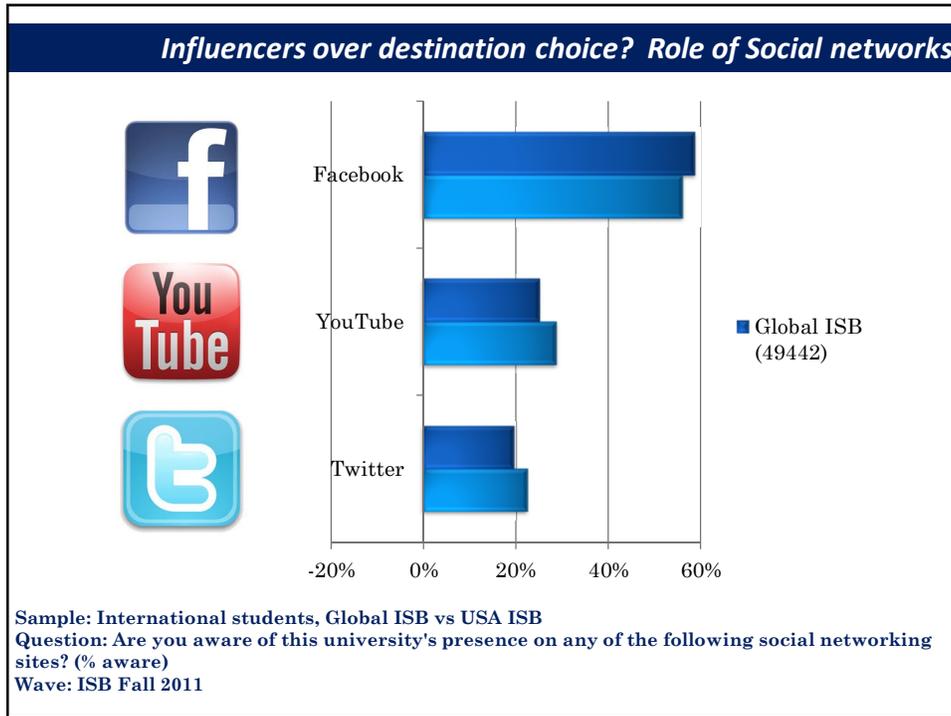
- ✓ Student Satisfaction

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**Satisfaction = retention**

**How does the USA Compare?**

- 🌐 **ISB indicates that international students in the USA are:**
  - 🌐 More satisfied with the learning experience
    - 🌐 Particularly in those areas where students are engaged with the process and structures of their programs
  - 🌐 Less satisfied with the arrival dimension overall
- 🌐 **US institutions could do more in:**
  - 🌐 Safety perceptions
  - 🌐 Integration, particularly at arrival



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**Student satisfaction: A global perspective**

	Country 1	Country 2	Country 3	USA	Country 4	Country 5
Arrival Overall	87%	88%	86%	85%	81%	87%
Learning Overall	83%	86%	84%	88%	85%	87%
Living Overall	86%	87%	86%	86%	83%	88%
Support Overall	87%	90%	86%	90%	83%	90%
Overall Satisfaction	86%	89%	86%	88%	86%	90%

Question: Overall measures (% satisfied / % would recommend)  
Wave: ISB Fall 2011

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**Perceptions of value: Drivers of recommendation (USA)**

Undergraduate	Masters	Doctoral
Employability (0.27)	Employability (0.38)	Good teachers (0.34)
Course content (0.26)	Careers advice (0.38)	Work experience (0.34)
Quality lectures (0.26)	Course content (0.38)	Careers advice (0.33)
Careers advice (0.25)	Work experience (0.37)	Employability (0.33)
Good teachers (0.25)	Quality lectures (0.37)	Course content (0.33)
Work experience (0.24)	Research (0.35)	Research (0.32)

Sample: International students, USA ISB Learning elements by level of study  
 Question: ISB learning elements sorted by strength of relationship to student recommendation (r-value)  
 Wave: ISB Fall 2011 Copyright © IGI Services 2012

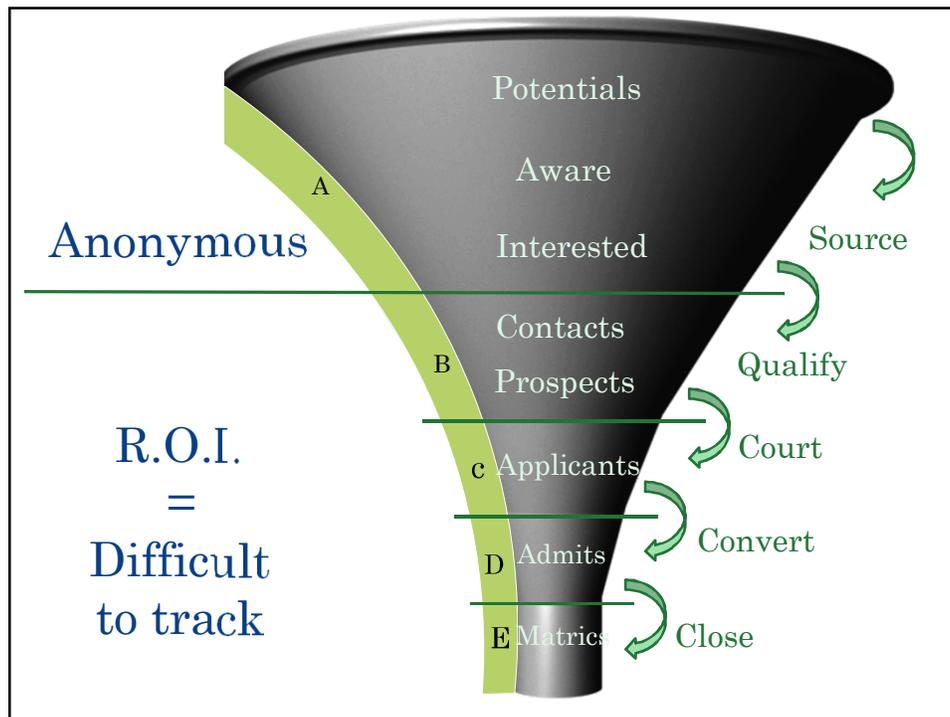
**Recommendations from ISB findings**

**Improving student satisfaction (and retention) will depend on improving understanding of:**

- ✓ The factors in student decision-making
- ✓ Important channels in decision making (influencers)
- ✓ Elements of the student experience that students most value
- ✓ Managing expectations by communicating effectively, particularly :
  - Outcomes of the education program
  - Cost and funding issues

**For more info:** [pamela.barrett@i-graduate.org](mailto:pamela.barrett@i-graduate.org)  
**Website:** [www.i-graduate.org/northamerica](http://www.i-graduate.org/northamerica)

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## Why the rise in anonymity?

- Personal Identity Management
- Trends in Transparency
- Decision Simplicity
- *Advertising-as-Interruption* is dead


SEARCH



FOR CUSTOMER INTELLIGENCE PROFESSIONALS  
**PERSONAL IDENTITY MANAGEMENT**  
 Preparing For A World Of Consumer-Managed Data  
*by Fatemeh Khatibloo*  
 with Dave Frankland, Eve Maler, Allison Smith

September 30, 2011 | Downloads: 26 | Rating: ★★★★★  
 Tags: [Identity & Access Management](#), [Security, Risk and Compliance](#), [Ethics](#), [Customer Intelligence Strategy and Process](#)

**WHY READ THIS REPORT**

Consumers are leaving an exponentially growing digital footprint across channels and media, and they are awakening to the fact that marketers use this data for financial gain. This, combined with growing concerns about data security, means that individuals increasingly want to know when data about them is being collected, what is being stored and by whom, and how that data is being used. As a result, a nascent industry is forming, with the promise of giving consumers control over their own data. We call this phenomenon personal identity management (PIDM). In this report, we outline what we expect PIDM will look like, and we provide Consumer Intelligence (CI) professionals with the

<http://www.forrester.com/Personal+Identity+Management/fulltext/-/E-RES60322>



U.S. Department of Education

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**HIGHER EDUCATION**

**Higher Education Opportunity Act - 2008**

**The Higher Education Opportunity Act (Public Law 110-315) (HEOA) was enacted on August 14, 2008, and reauthorizes the Higher Education Act of 1965, as amended (HEA).** This page provides information on the Department's implementation of the HEOA.

- [Dear Colleague Letter](#)
- [Negotiated Rulemaking](#)
- [IPEDS](#)
- [Reports and Studies](#)

Some parts of the law will be implemented through new or revised regulations. The negotiated rulemaking process will be used for some regulations, as explained below. Other areas will be regulated either through the usual notice and comment process or, where regulations will merely reflect the changes to the HEA and not expand upon those changes, as technical changes.

As we move through the implementation process, we will be updating this page, so check back often.

**Higher Education Opportunity Act (P.L. 110-315)**

[Text](#) | [PDF](#)

**How Do I Find...?**

- Student loans, forgiveness
- Pell grants
- College accreditation
- Grants
- No Child Left Behind
- More

**Popular Searches**

- Contact
- 1098-E, tax forms
- FAFSA
- Direct Loans
- FERPA

Education and the Economy

▶ LEARN MORE

Teachers

▶ LEARN MORE

P-12 Reform

▶ LEARN MORE

College Completion

In accordance with the Higher Education Opportunity Act of 2008 (HEOA), by October 29, 2011, each postsecondary institution in the United States that participates in Title IV student aid programs must post a net price calculator on its Web site that uses institutional data to provide estimated net price information to current and prospective students and their families based on a student's individual circumstances. To assist institutions in meeting this obligation, The National Center for Education Statistics, in cooperation with the Office of Postsecondary Education and IT Innovative Solutions Corp., has designed and developed a fully functional net price calculator available to all Title IV postsecondary institutions for use on their institutional Web sites.

To use or review the template, go to:  
<http://npc.inovas.net/institution/>.

SUNY PLATTSBURGH > ADMISSIONS > INTERNATIONAL STUDENTS

### International Student Scholarship and Cost Calculator

SUNY Plattsburgh offers scholarships to each accepted international student. We award scholarships based on your academic merit (high school average or transfer GPA), student type (Freshman or Transfer), and country of permanent residence.

Additional Information

- Determine what your grades equal in U.S. terms by visiting the [Grade Equivalencies page](#)

---

#### International Freshman Scholarships and Costs

Home Nation:

High School Average:  (100 point scale)

SAT Critical Reading:  (800 maximum score)

SAT Mathematics:  (800 maximum score)

[Estimate Freshman Scholarships and Costs](#)

---

#### International Transfer Scholarships and Costs

Home Nation:

Transfer GPA:  (4 point scale)

[Estimate Transfer Scholarships and Costs](#)

U.S. Department of Education  
**College Affordability and Transparency Center** ?

#### Which colleges have the highest and lowest tuition and net prices?

Use the options below to generate a report on the highest (top 5%) and lowest (bottom 10%) academic year charges for each sector. Tuition reports include tuition and required fees. Net price is cost of attendance minus grant and scholarship aid. Data are reported by institutions and are for full-time beginning students.

**1 Choose Sector**

- 
- 
- 
- 
- 
- 
- 
- 
-

**2 Choose Report Type**

- 
- 
- 
-

**3**

#### How much do career and vocational programs cost?

Begin typing the name of a program (for example, "Cosmetology") to generate a list of institutions that offer the program and the tuition and net prices they charge for the entire program. Data are reported by institutions on their largest program and are for full-time beginning undergraduate students. Not all institutions offering these vocational programs are included on this list. For a full list of institutions offering a program, go to [College Navigator](#) and search by program/major.

Select a Program



Apply for  
Financial Aid



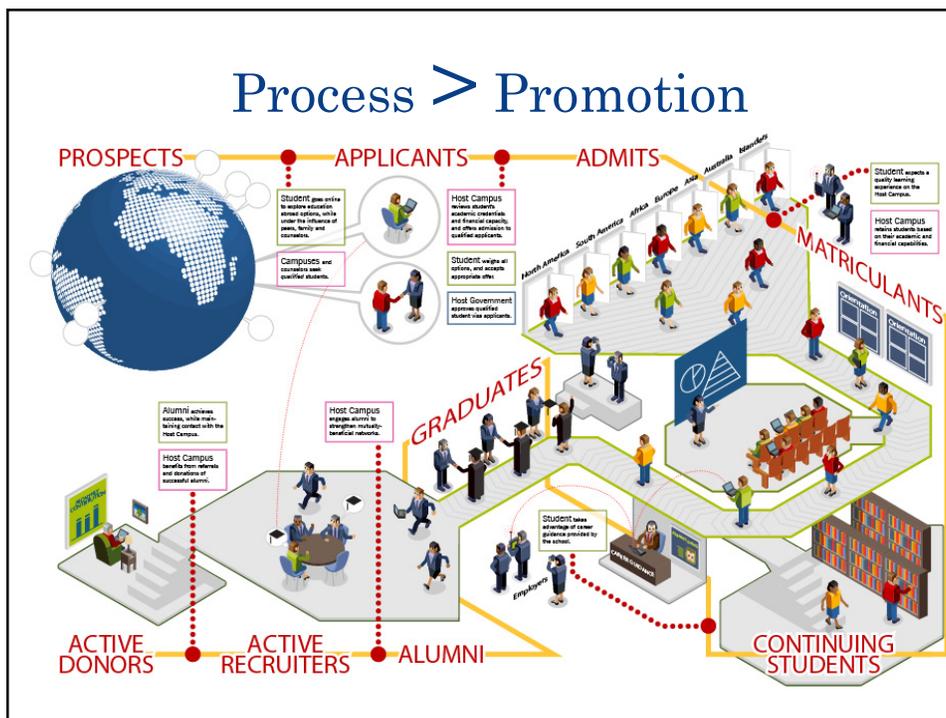
Search for  
Colleges

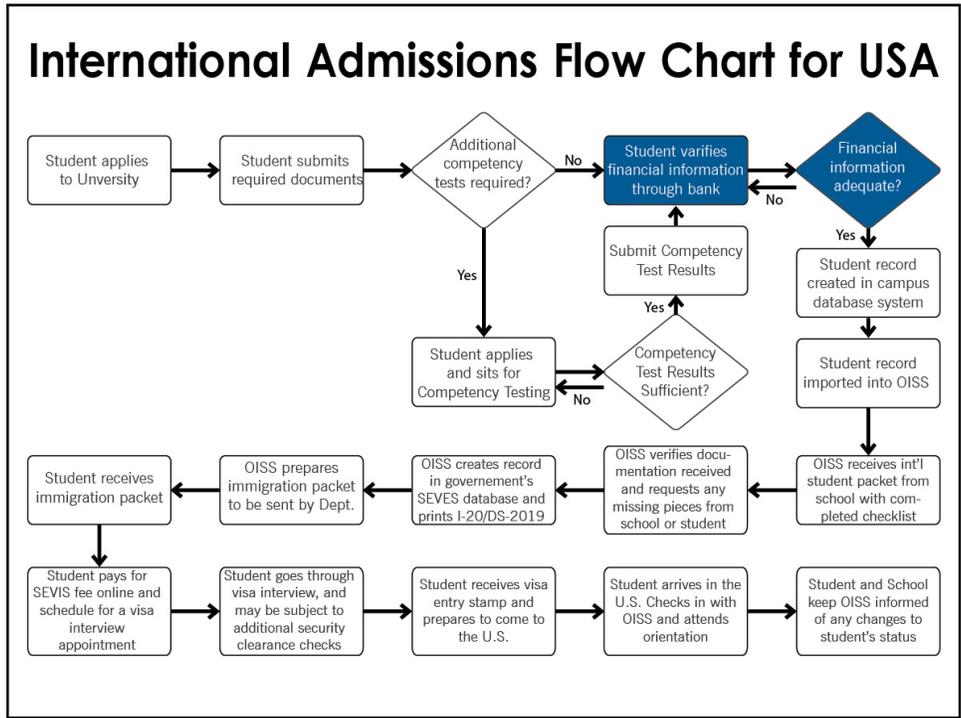
# MyUniversity.gov.au

## Comparison Results

	B Information Tech(BAITS (4yr) The University of Queensland STLUCIA, QLD 4072	Bachelor of Information Technology/ Bachelor of Multimedia Griffith University Gold Coast, QLD 4215	BEd(Sec) Queensland University of Technology KELVIN GROVE, QLD 4059
Provider logo			
Year of offer	2012	2012	2012
Higher education provider	The University of Queensland	Griffith University	Queensland University of Technology
Campus	STLUCIA, QLD 4072	Gold Coast, QLD 4215	KELVIN GROVE, QLD 4059
Award	Bachelor's Pass	Bachelor's Pass	Bachelor's Pass
Course level	Undergraduate	Undergraduate	Undergraduate
Field of education	Information Technology, Society & Culture	Other Information Technology, Communication & Media Studies n.e.c.	Teacher Education: Secondary
Duration (equivalent full-time study)	4 years	4 years	4 years
Additional entry criteria	No	No	No
Apply through (link opens new window)	QTAC <a href="#">↗</a>	QTAC <a href="#">↗</a> , UAC <a href="#">↗</a>	QTAC <a href="#">↗</a>
ATAR Cut-Off Scores (2011 - non-Queensland) <a href="#">↗</a>			
Commonwealth supported students (formerly known as 'HECS' places)	78/85	N/A	N/A
Domestic fee-paying students	N/A	N/A	N/A
OP/Rank Cut-Off Scores (2011 - Queensland) <a href="#">↗</a>			
Commonwealth supported students (formerly known as 'HECS' places)	10/81	N/A	13/74
Domestic fee-paying students	N/A	N/A	N/A
Approximate Course Fees (first year of study) <a href="#">↗</a>			
Commonwealth supported students (formerly known as 'HECS' places)	\$6,485	\$6,757	\$7,836
Domestic fee-paying students	N/A	N/A	N/A

## Process > Promotion





Forbes
Real Time +61 posts this hour
Most Popular 5 Types Of Innovators
Lists Best Places For Business
Vid Higher

## Marketers Have It Wrong: Forget Engagement, Consumers Want Simplicity

888 Share  
 1428 Tweet  
 127 +1  
 3459 Share  
 193 reddit  
 66 Comment now

In a world where brands are constantly fighting for attention, many marketers are asking themselves a key question: What is the best way to impact purchase decision and brand loyalty? The answer they are likely arriving at is that they should engage potential and current customers via social media. After all, consumers are all about social media, right? Wrong.

**The Real Job Creators: Consumers**  
 John T. Harvey  
 Contributor

The [IBM Institute for Business Value](#) found that 60-65% of business leaders who believe that consumers follow their brands on social media sites because they want to be a part of a community. Only 25-30% of consumers agree. The top reason consumers follow a brand? To get discounts – not exactly ideal for a company's bottom line.

## Campus Case Study

Dr. Parvin Bagherpour  
Houston Community College  
International Student Services  
PDSO and Associate Vice Chancellor  
for Intentional Student Services & Study Abroad



- *Houston Community College is one of the largest institutions of higher education in the country with more than 70,000 students each semester, including 6,250 international students from 147 countries. HCC has more international students than any other community college in the country.*

## Why they come...

- **Open Door Institution**
- **Variety of Education**
- **Transfer Plan**
- **Accessibility**
- **Retention**



## Effective Marketing Strategies

- **Student Services – student satisfaction**
- **Networking with local colleges and universities**
- **Website**
- **Personalized Communication**
- **International Outreach**



## Morphing Marketing, Operations

**INSIDE**  
HIGHER ED

(<http://www.insidehighered.com>)



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### Evaluation of foreign students' credentials may be getting short shrift

Submitted by Elizabeth Redden on July 26, 2012 - 3:00am

For a case study of what can go wrong in international student admissions and enrollment, look no further than North Dakota's Dickinson State University.

An audit released earlier this year [1] found that the university admitted students to programs it offered jointly with Chinese and Russian universities even though they lacked standardized English proficiency test scores and official transcripts; at least 15 students fell short of the 2.0 grade point average cut-off. Dickinson State received very little documentation directly from its partner institutions in China and Russia. Instead, the university relied almost wholly on information from overseas agents

<http://www.insidehighered.com/news/2012/07/26/evaluation-foreign-students-credentials-may-be-getting-short-shrift>



## FundsV empowers consumers

- Secure bank account balance verifications
- Consumers point their data to authorized host
- Robust alternative to paper bank statements
- Minimizes opportunity to manipulate documents
- Host retains full authority in how to use the data
  
- What's Next?
  - Encourage host governments to recognize data feed
  - Advance global standards, via new SWIFT message
  - Tap into group-gifting and crowd-funding sources
  - Integrate data transfer with actual transfer of funds

### International students need a streamlined payment experience from the start

**Problem Statement:** International Students are given very little guidance and support when it comes to the payment process. They are faced with many challenges including high exchange rates, costly banking fees, missing and delayed payment confirmations.

Challenges for Students & Parents	What students are looking for*	How peerTransfer Solves
<ul style="list-style-type: none"> <li>x Unfamiliar with the payment process</li> <li>x Time difference and language barriers</li> <li>x Missing Funds - Short balances</li> <li>x Inflated currency exchange rates and transaction fees that drive up the cost of attendance</li> <li>x Delayed confirmation of payment (stress)</li> <li>x Traveling with Large amounts of cash</li> </ul>	<ul style="list-style-type: none"> <li>✓ Convenience</li> <li>✓ Cost Effectiveness</li> <li>✓ Friendly Service</li> <li>✓ Secure Payment Process</li> <li>✓ Around the clock support</li> </ul>	 <p><b>Delivering a secure, streamlined payment solution saving time &amp; money for schools and students</b></p>

\*Survey results from 104 international students and parents, administered by peerTransfer between April 2012 – May 2012



### Verification

**Do you have students or faculty from a sanctioned country?  
Are you sure they are not in OFAC or Interpol watch-list??  
When was the last time you checked???**

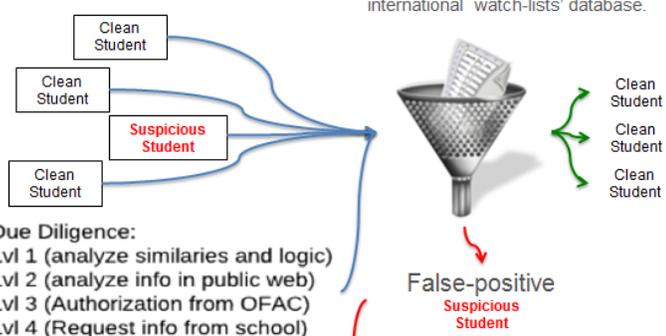
**Batch of Payments**

- Clean Student
- Clean Student
- Suspicious Student
- Clean Student

**Due Diligence:**

- Lvl 1 (analyze similarities and logic)
- Lvl 2 (analyze info in public web)
- Lvl 3 (Authorization from OFAC)
- Lvl 4 (Request info from school)
- Lvl 5 (Reporting with OFAC)

The names are filtered through an **updated** OFAC and 34 other international watch-lists' database.



**False-positive**  
Suspicious Student



## Lifetime Engagement Management

### LIFELONG RELATIONSHIPS

Do I know you?	Prospect
You have my attention.	Open
I want to know more.	Inquiry
We should see more of each other.	Visitor
I swear I'm only seeing you.	Applicant
No really, I'm yours.	Enrollee
I can't imagine being without you.	Matriculant



**Lifetime engagement management**

by Francis Zablocki on Apr 15, 2012

338  
views

## RE-DEFINING THE ENROLLMENT FUNNEL

**NAFSA Bi-Regional Conference**

**16 October 2012 in San Juan, Puerto Rico**

- \* Cheryl DarrupBoychuck, [cheryl@USjournal.com](mailto:cheryl@USjournal.com)
- \* Pamela Barrett, [pamela@bartoncarlyle.com](mailto:pamela@bartoncarlyle.com)
- \* Dickie Hargrave, [Dickie.Hargrave@unt.edu](mailto:Dickie.Hargrave@unt.edu)
- \* Parvin Bagherpour, [pr.bagherpour@hccs.edu](mailto:pr.bagherpour@hccs.edu)
- \* Sharon Butler, [sharon@peertransfer.com](mailto:sharon@peertransfer.com)