

**HOW TO USE CONCEPTS, DATA,
AND PROCESSES TO DRIVE COMPETITIVE
INTERNATIONAL ADMISSIONS PERFORMANCE**

2015 BCCIE Summer Seminar Workshop

DISCLAIMER

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Introduction and Housekeeping

International recruiting trends and implications for admissions

Concepts, processes, and analytics – critical admissions functions

Views from Langara

Views from UBC

Break out session with case studies

Roundtable discussion

- **Presenters**

- **Nelson Furtado, Illuminate Consulting Group**
- **Daniel J. Guhr, Illuminate Consulting Group**
- **Michael Holaday, Sauder School of Business at the University of British Columbia**
- **Ajay Patel, Langara College**

- **Participants**

- **Individual introductions**

WORKSHOP TIMELINE

- **13:30 – 13:45** **Introductions and baseline setting**
- **13:45 – 14:00** **A survey overview on international recruiting trends and implications for admissions**
- **14:00 – 14:20** **Concepts, processes, and analytics – perspectives on critical admissions performance functions**
- **14:20 – 14:25** **Tea break**
- **14:25 – 14:50** **Views from Langara**
- **14:50 – 15:15** **Views from UBC**
- **15:15 – 15:20** **Tea Break**
- **15:20 – 16:05** **Break out session with case studies and discussion**
- **16:05 – 16:30** **Roundtable discussion (as needed)**

FRAMING THE WORKSHOP: THE INTERNATIONAL ADMISSIONS LANDSCAPE

- **International student admissions has moved into the center of performance discussion for many BC higher education institutions.**
- **Until recently, recruiting pipelines and thus enrollments seemed to know only one direction – up. But times are changing.**
- **Some BC institutions are experiencing a softening of the application pipeline while others continue to experience challenges with converting applicants into students.**

- **This workshop addresses the needs of institutions by discussing international student admissions along three major perspectives:**
 - **First, the strategic and operational concepts driving admissions. Contrary to long-standing practices, admissions is actually a function of both extended recruiting operations as well as retention – not some rigid, disembodied obstacle.**
 - **Second, admissions has to rely on data and its close cousin, analytics. A wide gulf seems to have opened regarding the potential of an admissions model relying on deep, predictive analytics and many current models which remain transactional and stuck with elementary statistical measures.**
 - **Third, fundamental process re-designs are typically in order to ready an institution's admissions function for timely, granular, segment-centric, and effective behavior.**
- **These topics are addressed by practitioners and analysts with a view of providing workshop participants with an interactive learning experience.**

SOME INTRODUCTORY QUESTIONS

- **How would you describe your core function within your organization – bring students in (“recruiter”), or keep them out (“gatekeeper”)?**
- **What do you think are the top three issues in international student admissions in your organization?**
- **What kind of trends do you see re-shaping international admissions in the years to come?**
- **How do you acquire new information? How do you train?**
- **Do you think your experiences are typical for a BC institution?**

Introduction and Housekeeping

International recruiting trends and implications for admissions

Concepts, processes, and analytics – critical admissions functions

Views from Langara

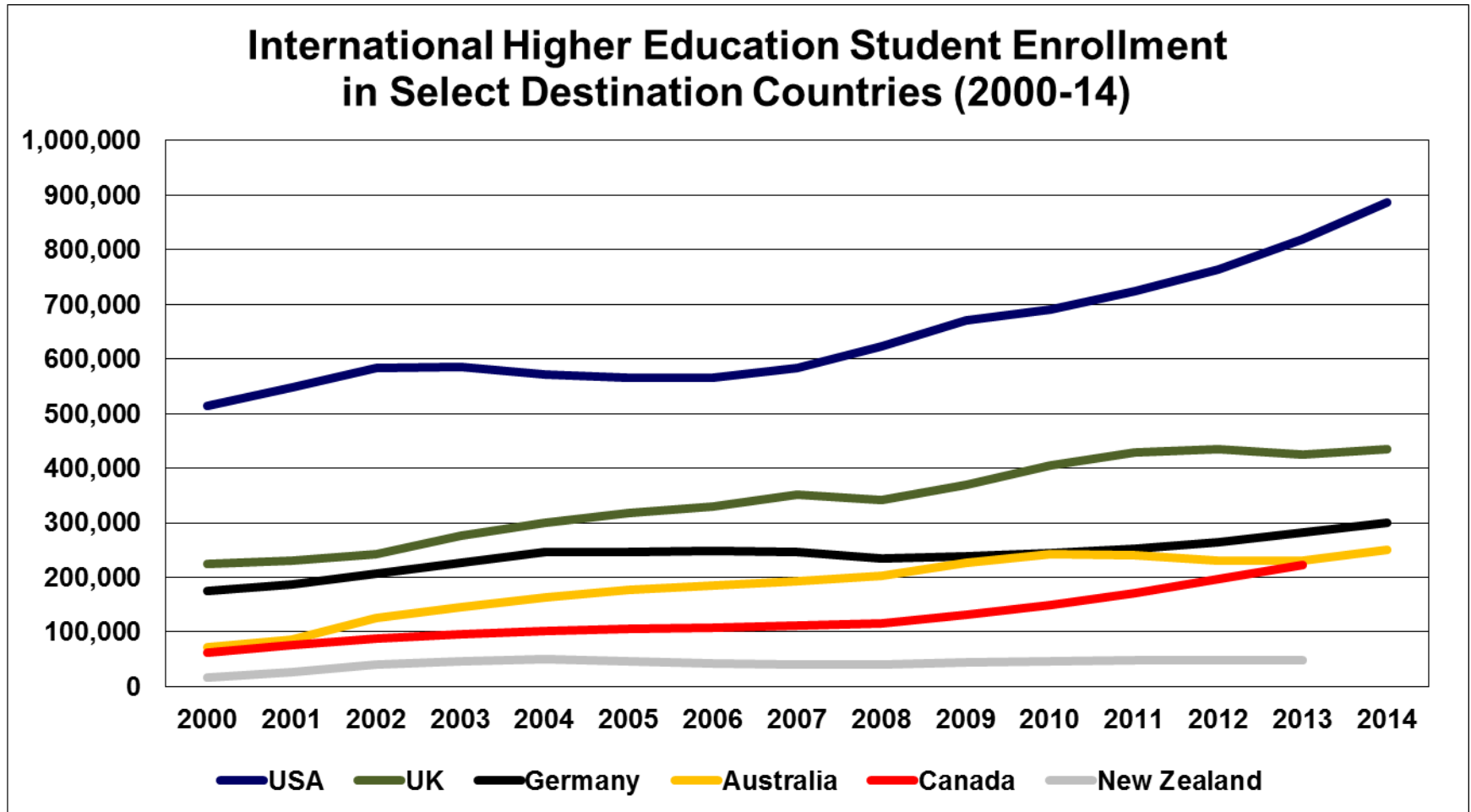
Views from UBC

Break out session with case studies

Roundtable discussion

The Global Recruiting Landscape

INTERNATIONAL HIGHER EDUCATION STUDENTS IN SELECT DESTINATION COUNTRIES



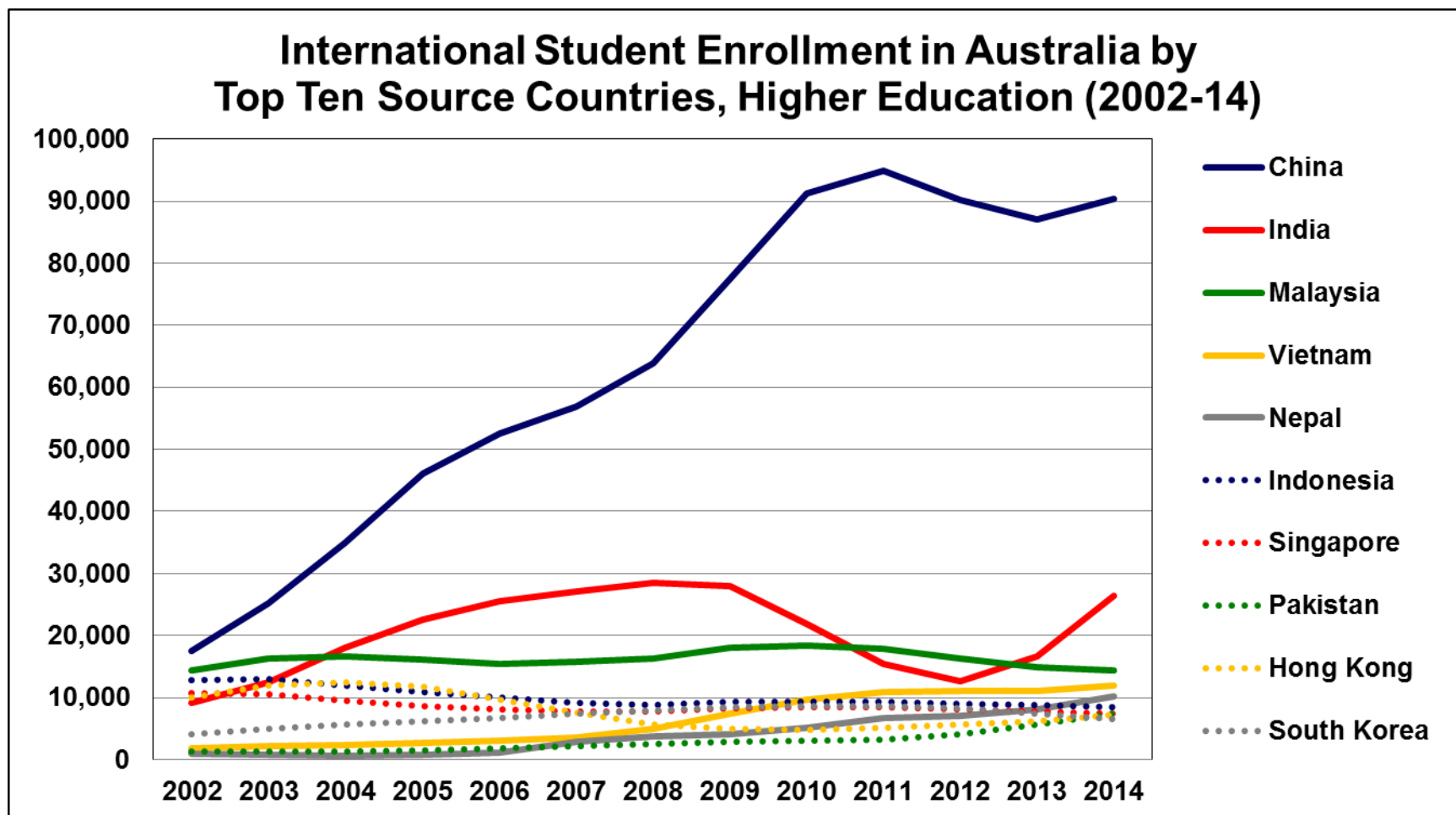
International education has been growing

Notes: Methodology revised for Australia between 2001 and 2002 and for the UK between 2007 and 2008.

Source: CIC, DAAD-DZHW, DET, HESA, IIE.

INTERNATIONAL STUDENTS IN AUSTRALIA

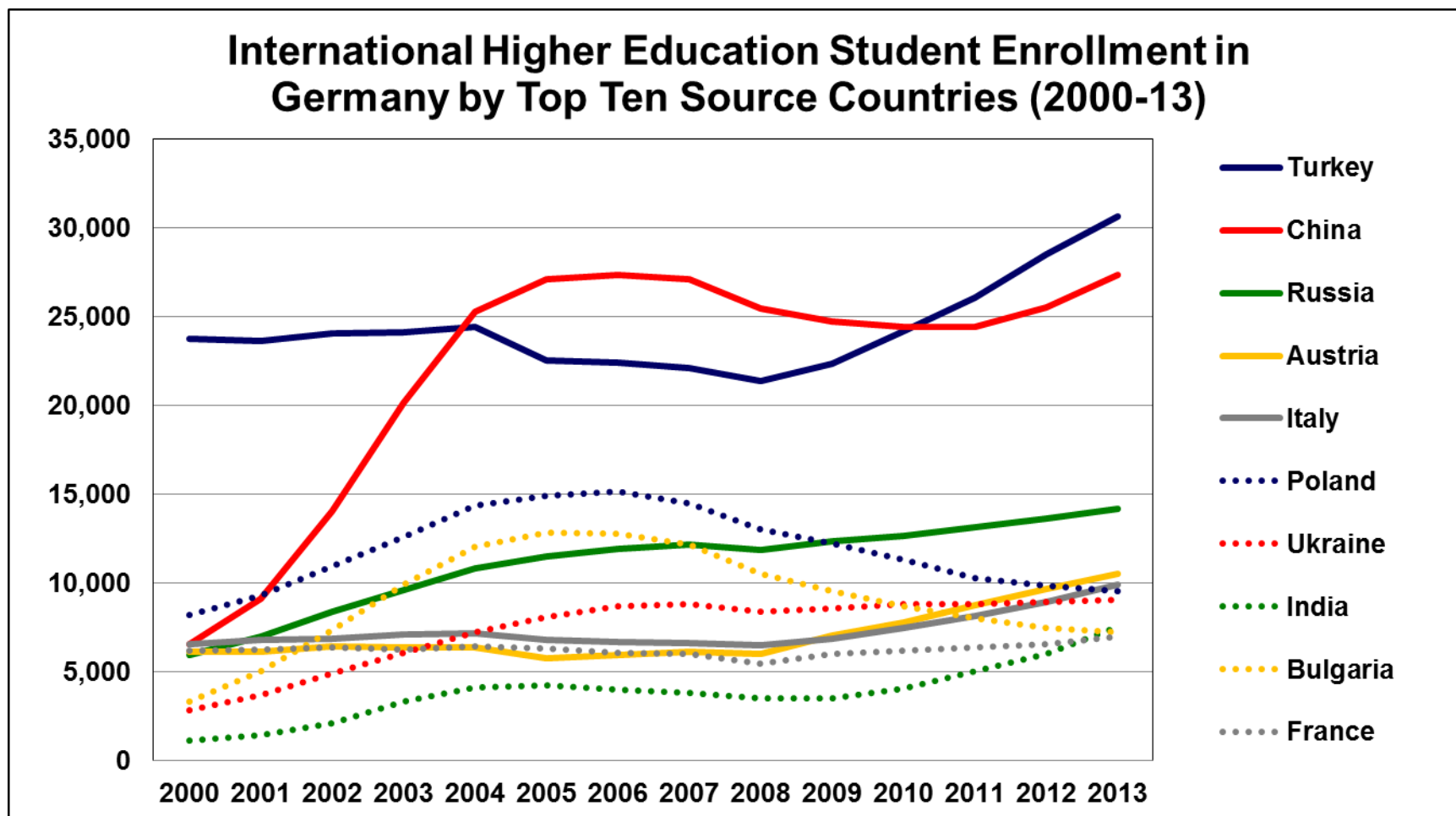
International Higher Education Enrollment by Top Ten Source Countries



India and China have driven growth dynamics – up and down

INTERNATIONAL STUDENTS IN GERMANY

International Higher Education Students by Top Ten Source Countries



European countries drive enrollments

Notes: Includes *Bildungsausländer* and *Bildungsinländer*.

Source: DAAD-DZHW.

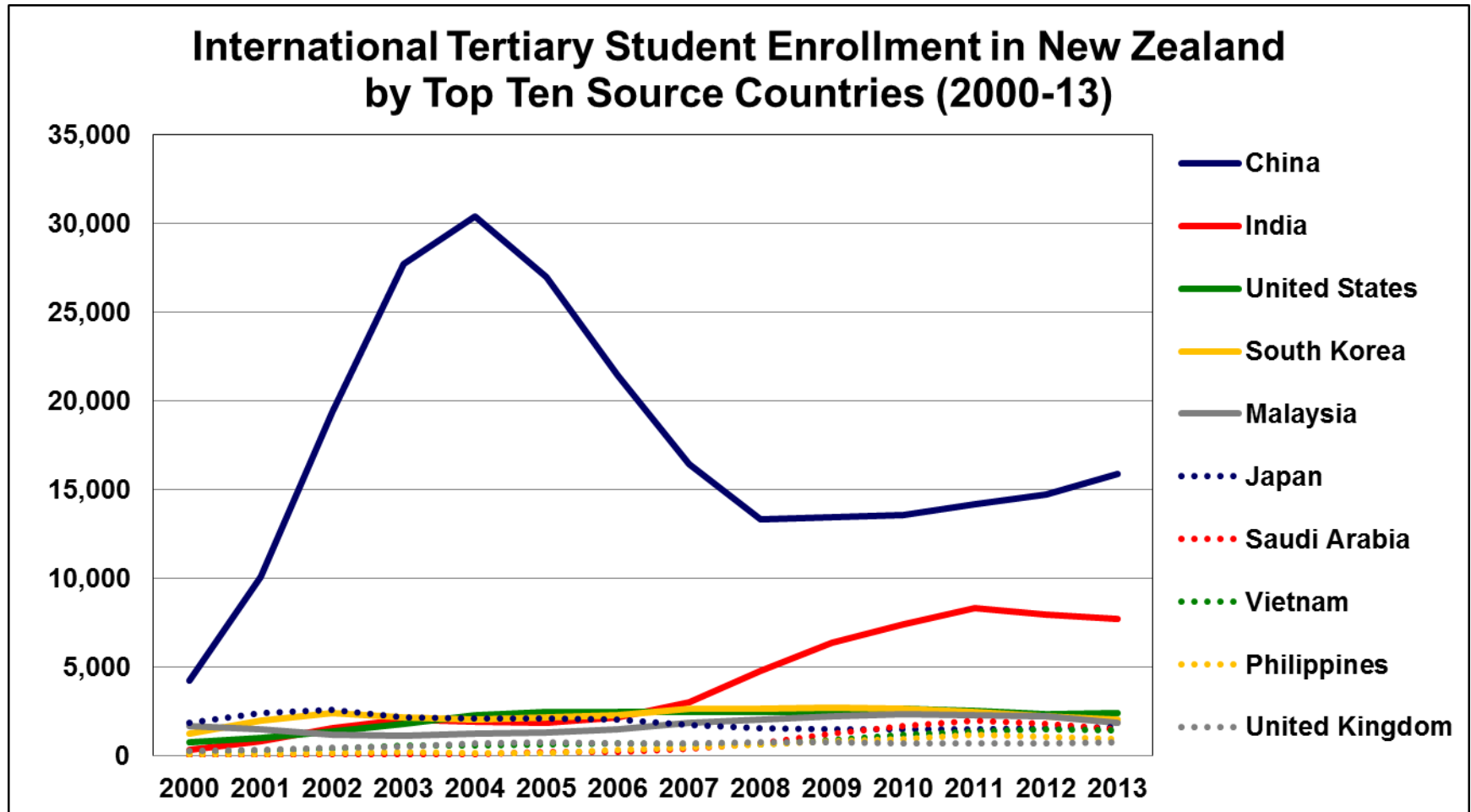
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INTERNATIONAL STUDENTS IN NEW ZEALAND

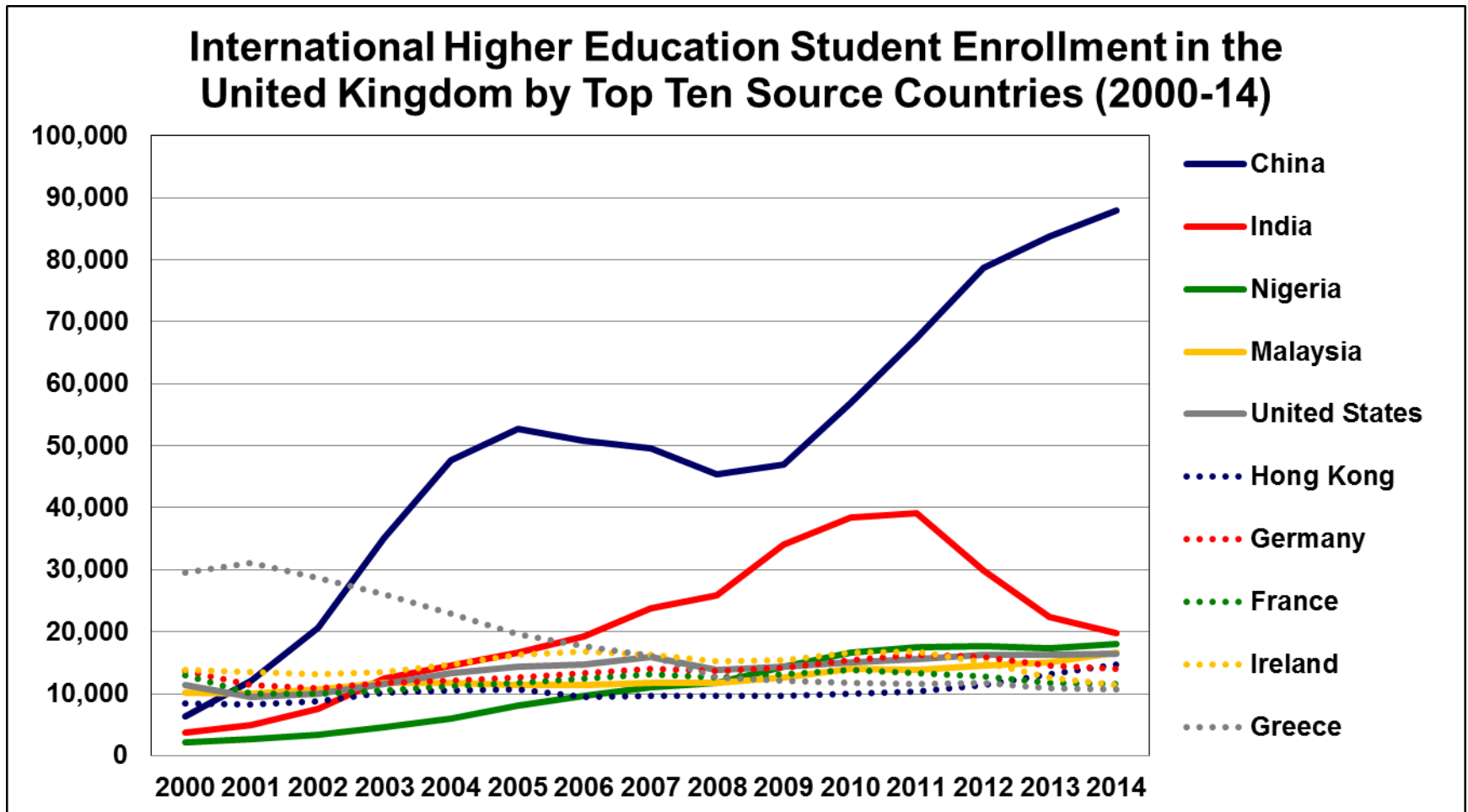
International Tertiary Provider-based Enrollments by Source Country



China and India dominate, all other enroll at significantly lower levels

INTERNATIONAL STUDENTS IN THE UNITED KINGDOM

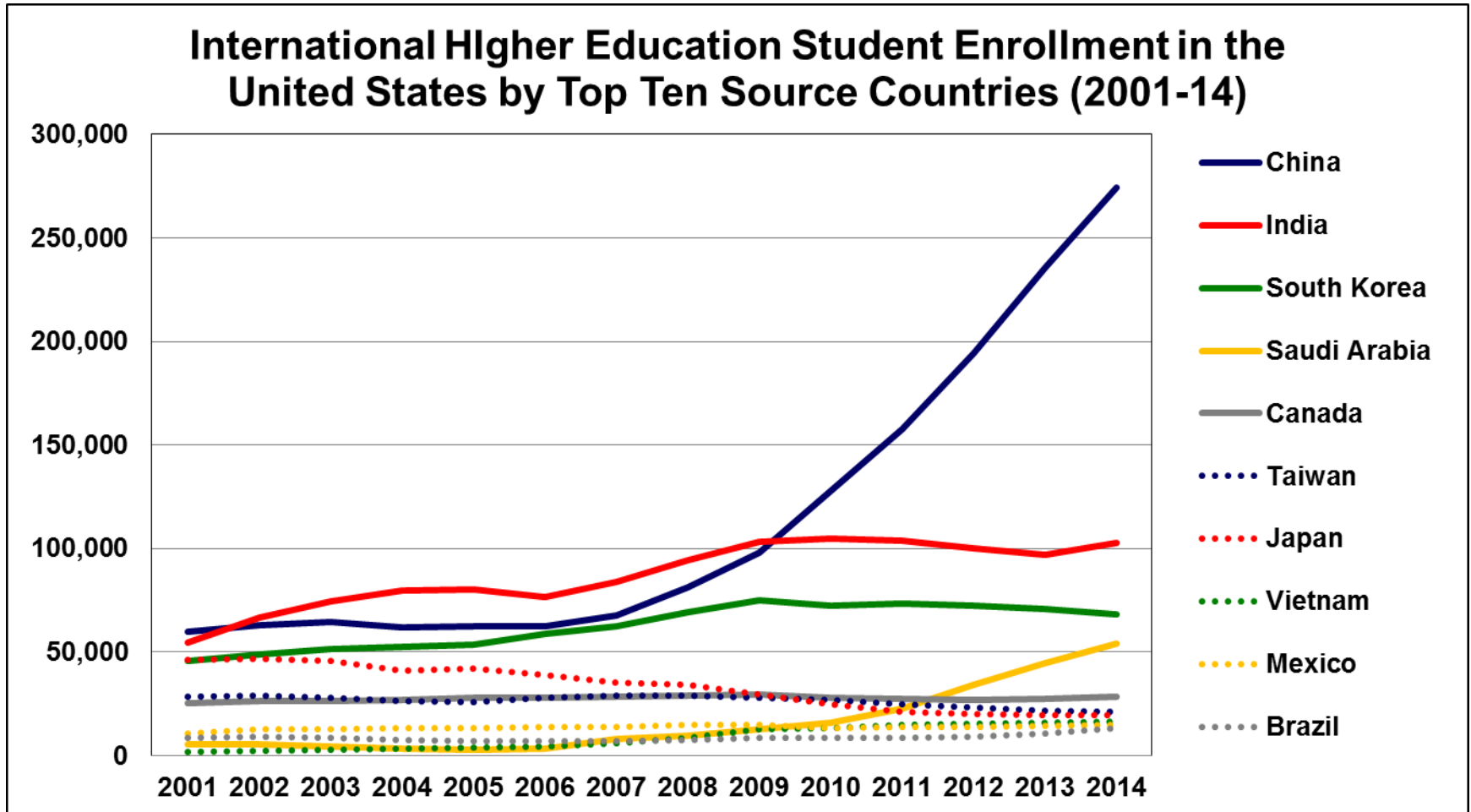
International Higher Education Students by Top Ten Source Countries



Downturns from a few key markets beginning in 2011

INTERNATIONAL STUDENTS IN THE UNITED STATES

International Higher Education Students by Top Ten Source Countries



Enrollments are up, but...

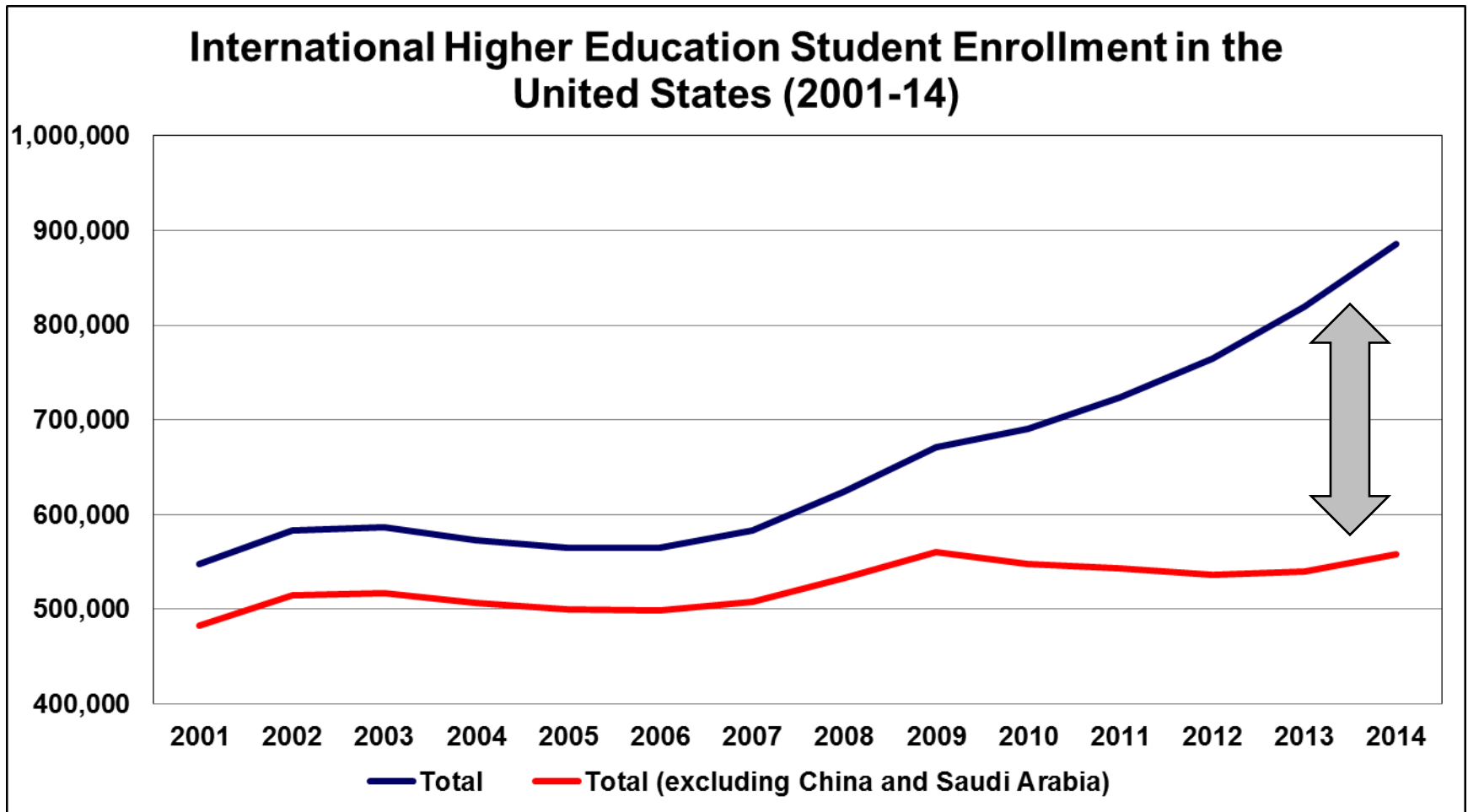
Notes: Includes non-degree (e.g., language students) and OPT.

Source: IIE.

ICG © 2015

INTERNATIONAL STUDENTS IN THE UNITED STATES

The U.S. Juggernaut is a Mirage



... essentially being driven by two countries.

Notes: Includes non-degree (e.g., language students) and OPT.

Source: IIE.

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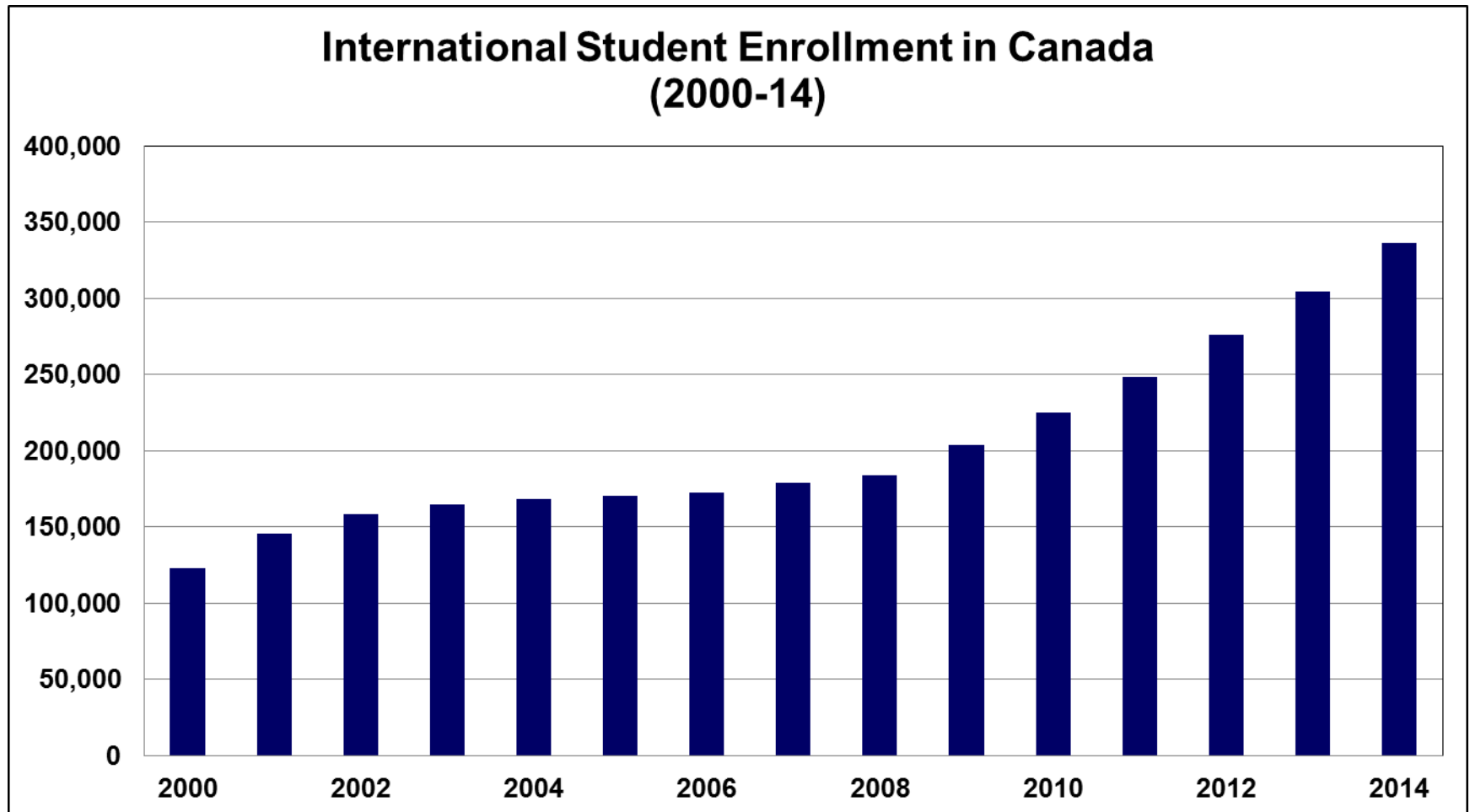
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The Canadian Story

INTERNATIONAL STUDENTS IN CANADA

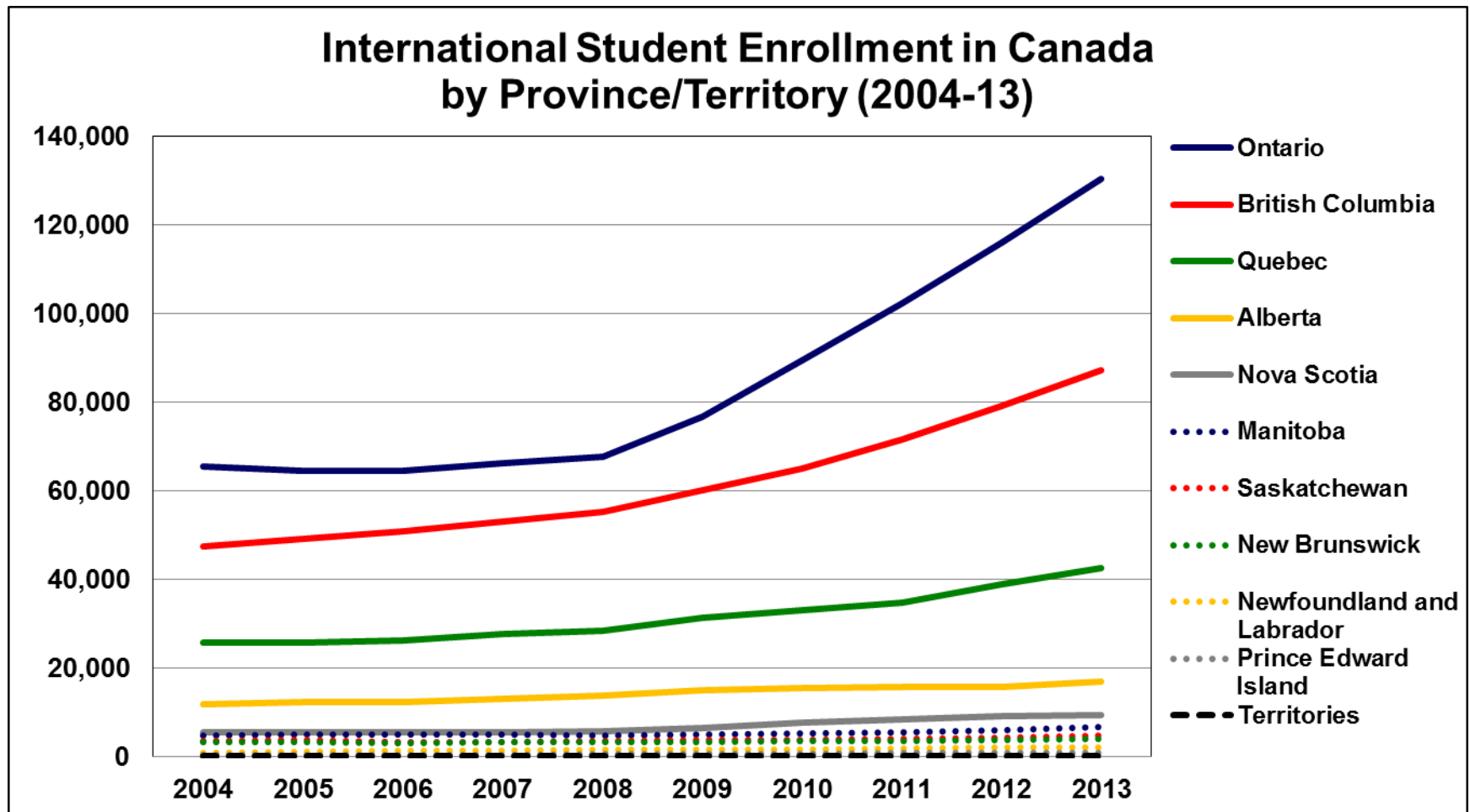
International Student Enrollment in Canada



Year-over-year growth consistently exceeding 10% since 2008

INTERNATIONAL STUDENTS IN CANADA

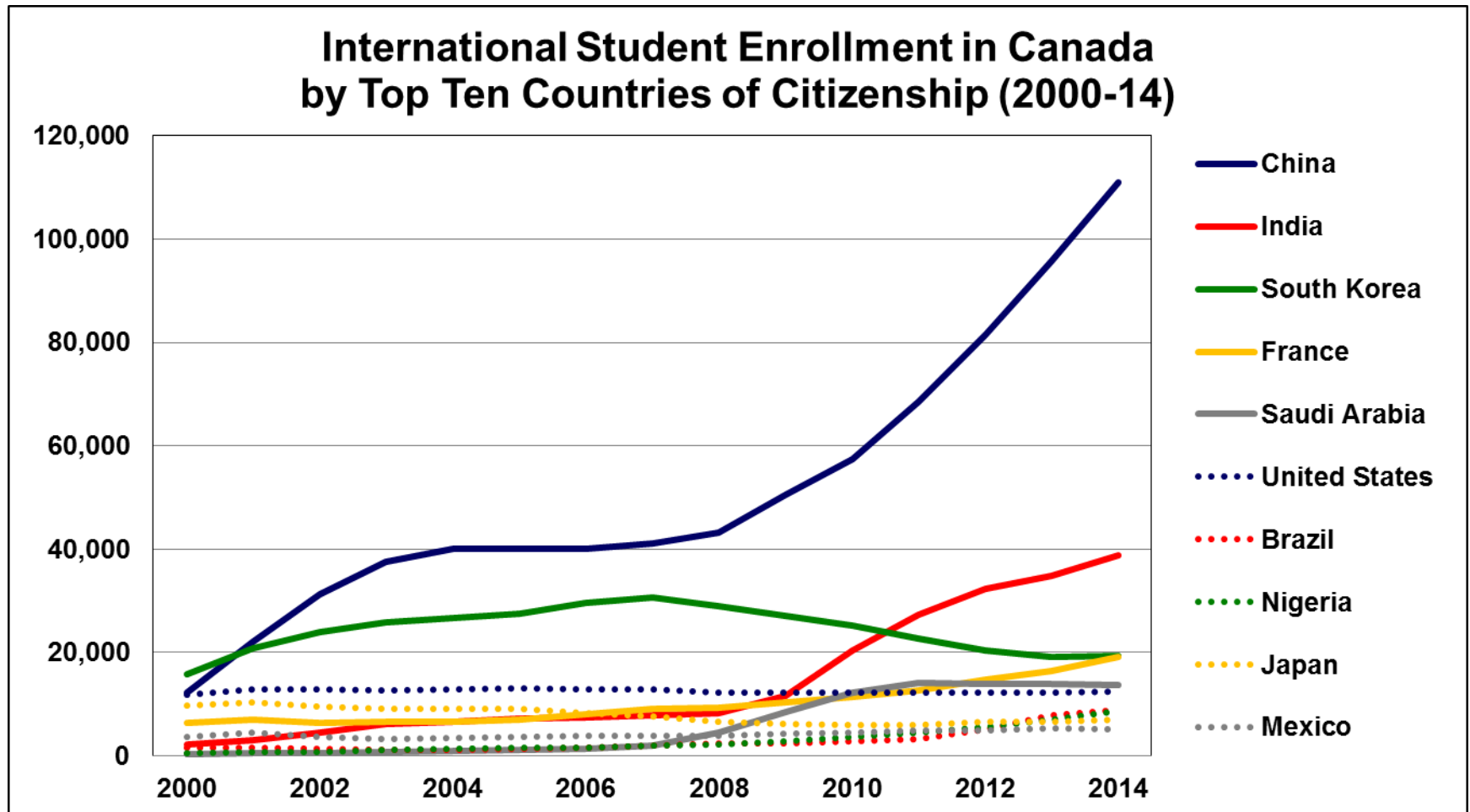
International Student Enrollment by Province/Territory



Consistently around 30 percent of international students enrolled in BC

INTERNATIONAL STUDENTS IN CANADA

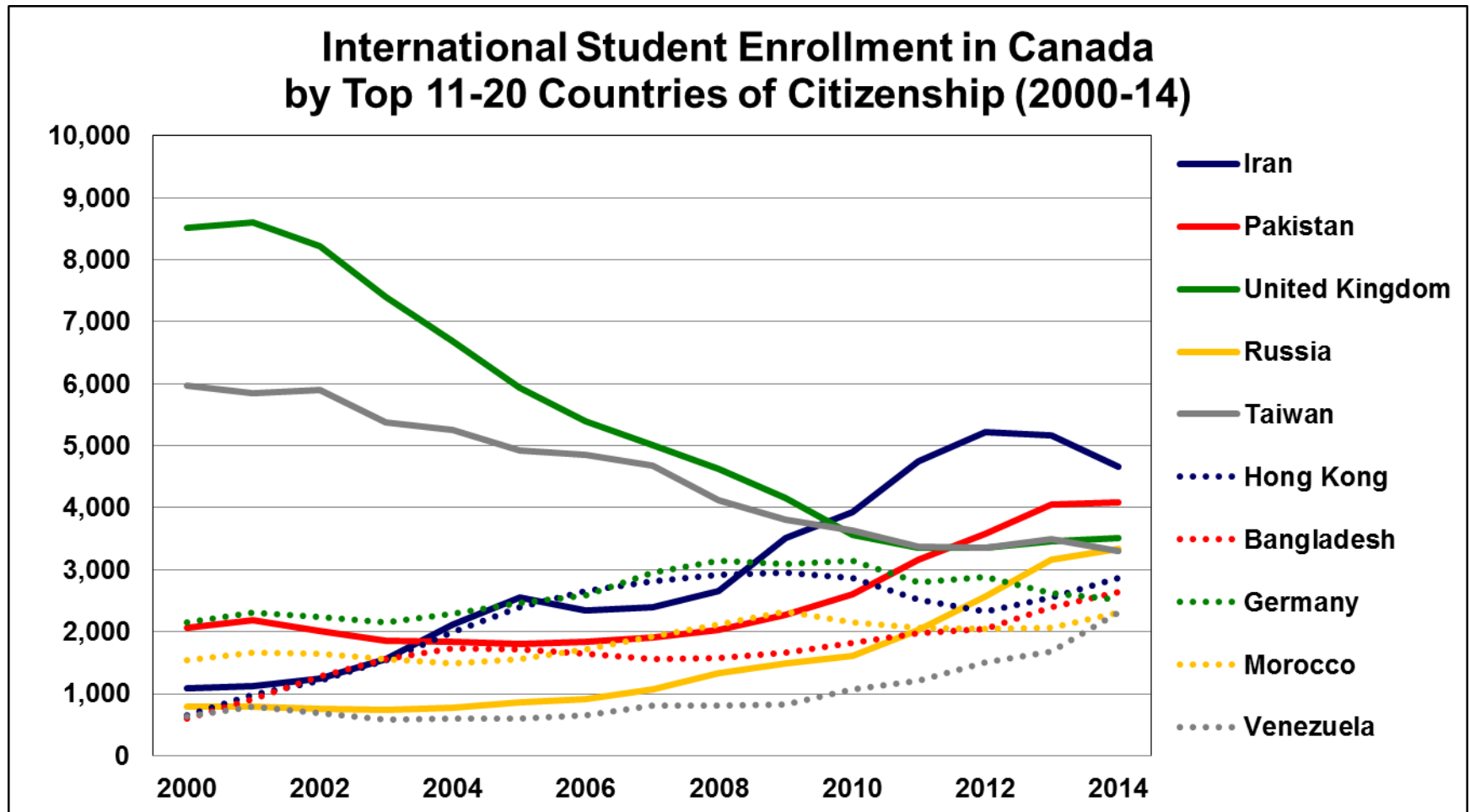
International Student Enrollment by Top Ten Source Countries



A third of students come from China – from 10% in 2000

INTERNATIONAL STUDENTS IN CANADA

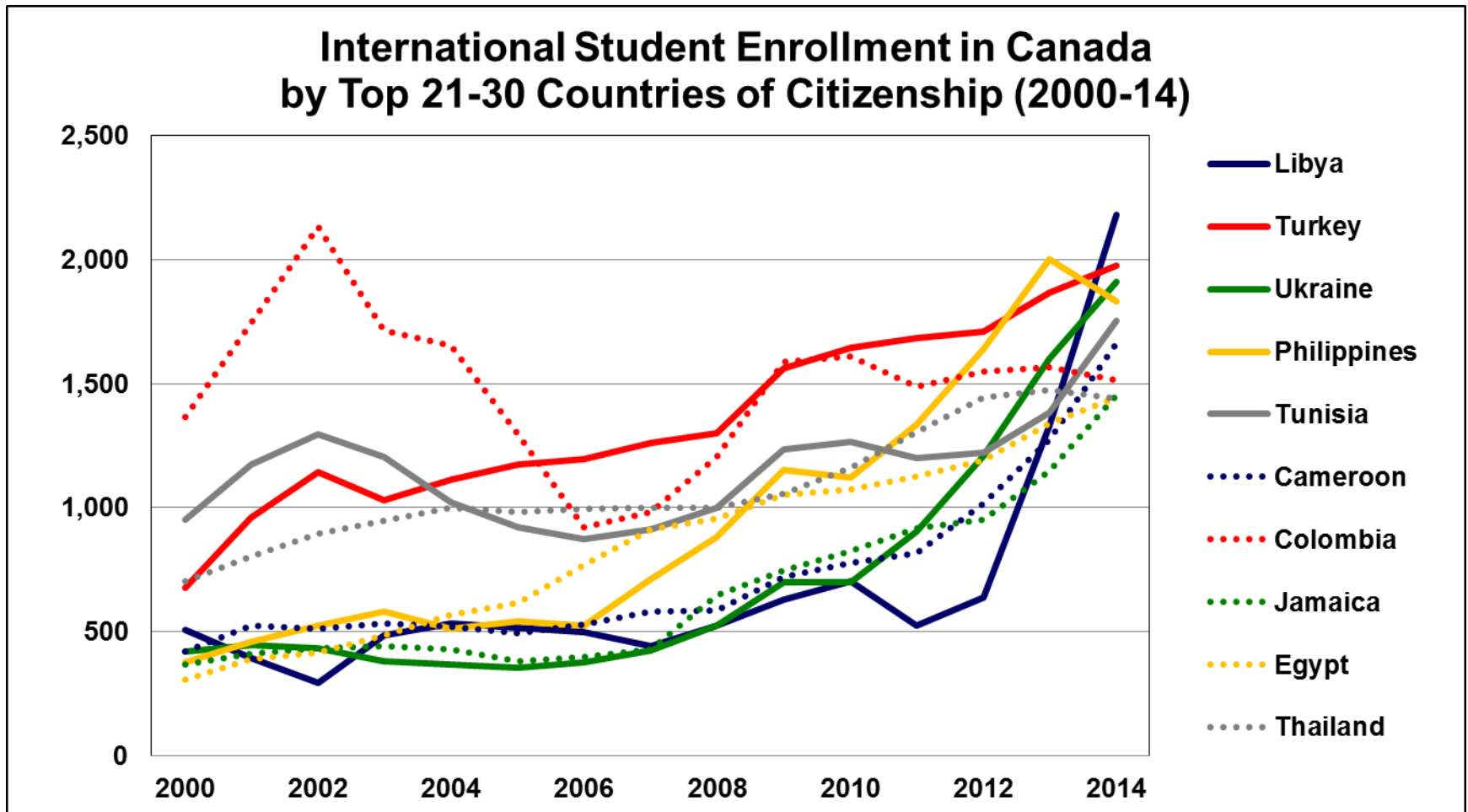
International Student Enrollment by Top 11-20 Source Countries



The UK and Taiwan once appeared as leading sending countries

INTERNATIONAL STUDENTS IN CANADA

International Student Enrollment by Top 21-30 Source Countries

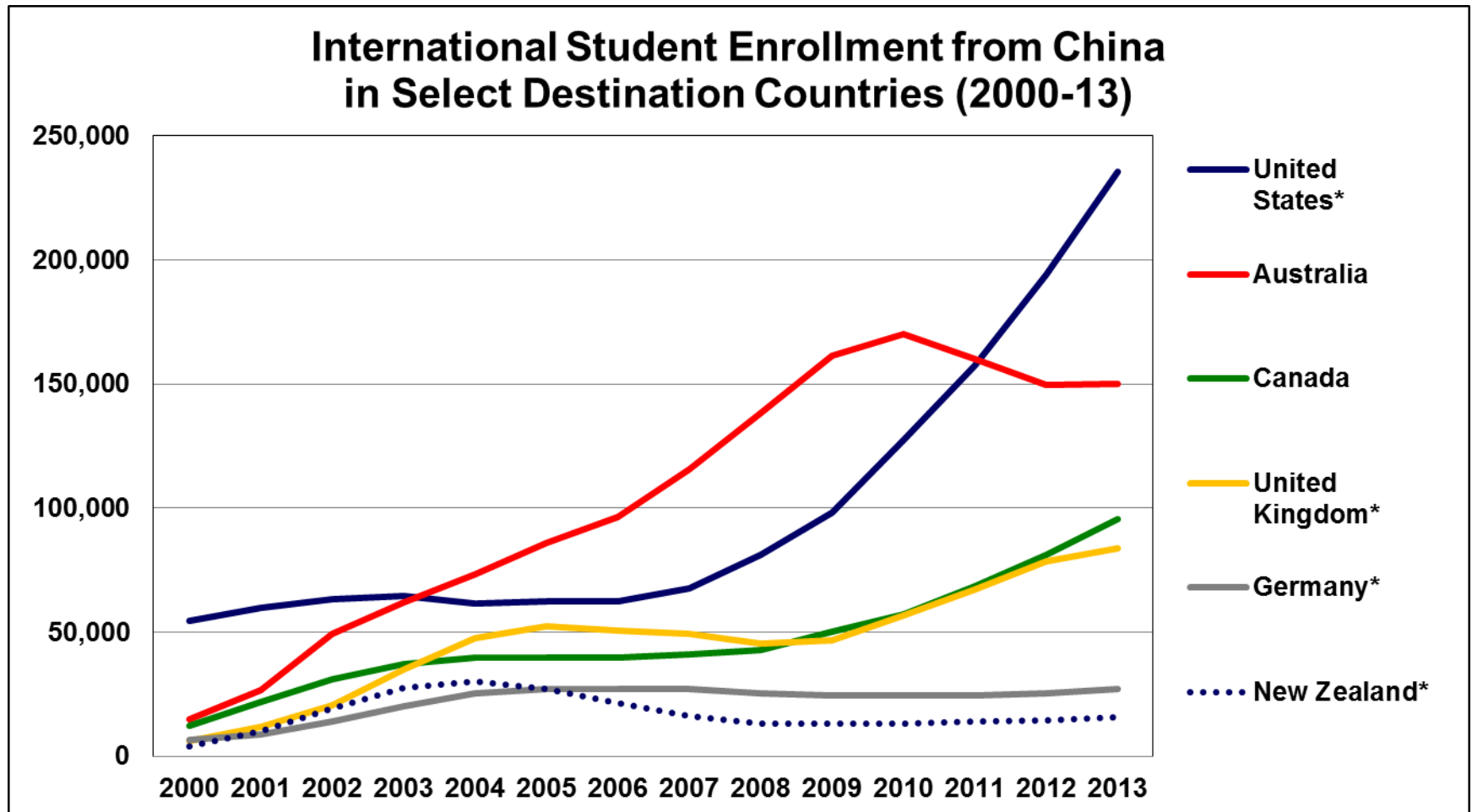


Enrollment doubling or tripling from some countries over a short period

Mobility Trends in Current Key Markets

COMPETITION DYNAMICS IN KEY RECRUITING MARKETS

International Student Enrollment from China



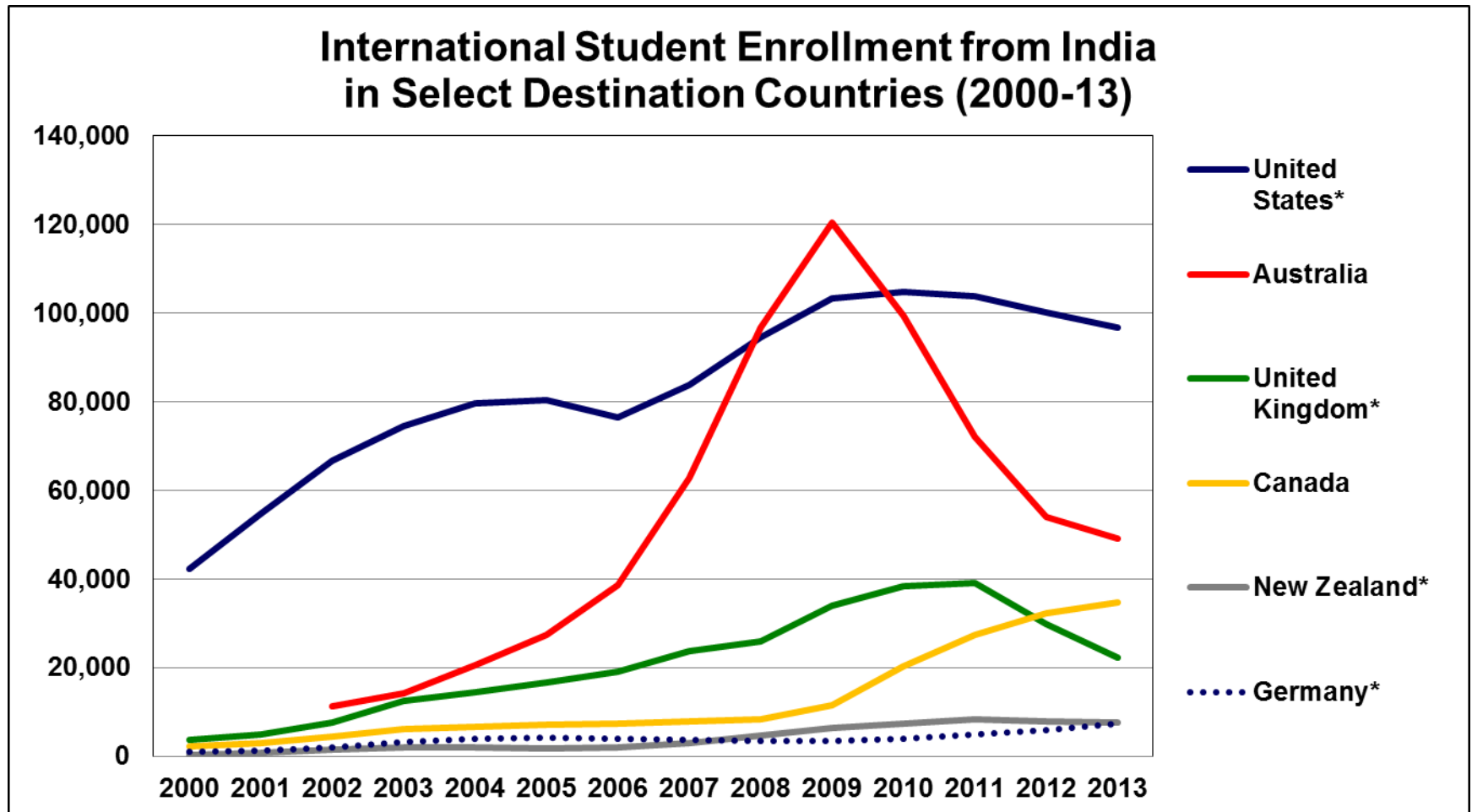
Divergent growth dynamics – The US is the lead destination by far

Notes: *Includes higher education only.

Source: CIC, DAAD-DZHW, DET, ENZ, HESA, IIE.

COMPETITION DYNAMICS IN KEY RECRUITING MARKETS

International Student Enrollment from India



The Indian market is characterized by volatility

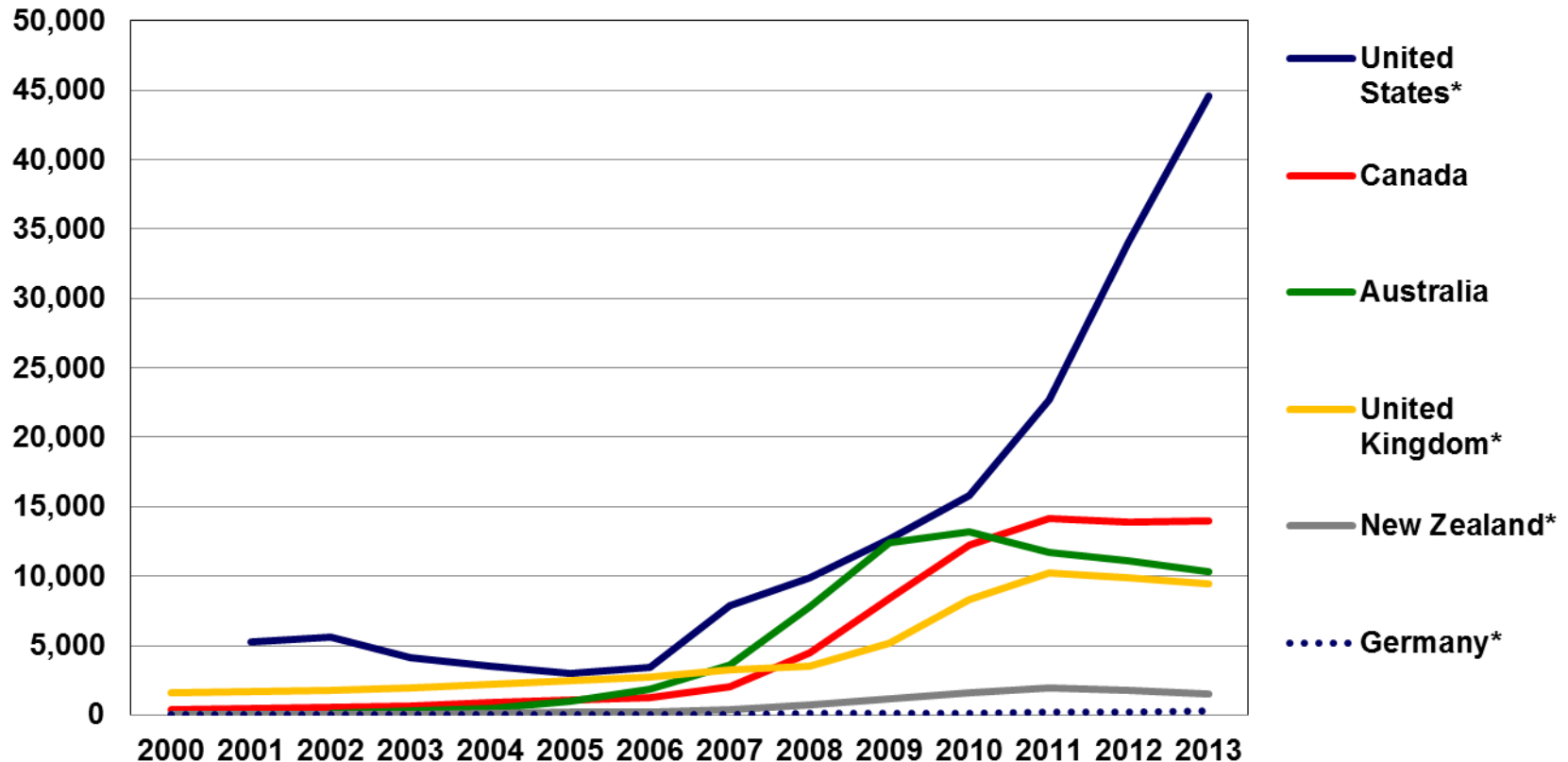
Notes: *Includes higher education only.

Source: CIC, DAAD-DZHW, DET, ENZ, HESA, IIE.

COMPETITION DYNAMICS IN KEY RECRUITING MARKETS

International Student Enrollment from Saudi Arabia

International Student Enrollment from Saudi Arabia in Select Destination Countries (2000-13)



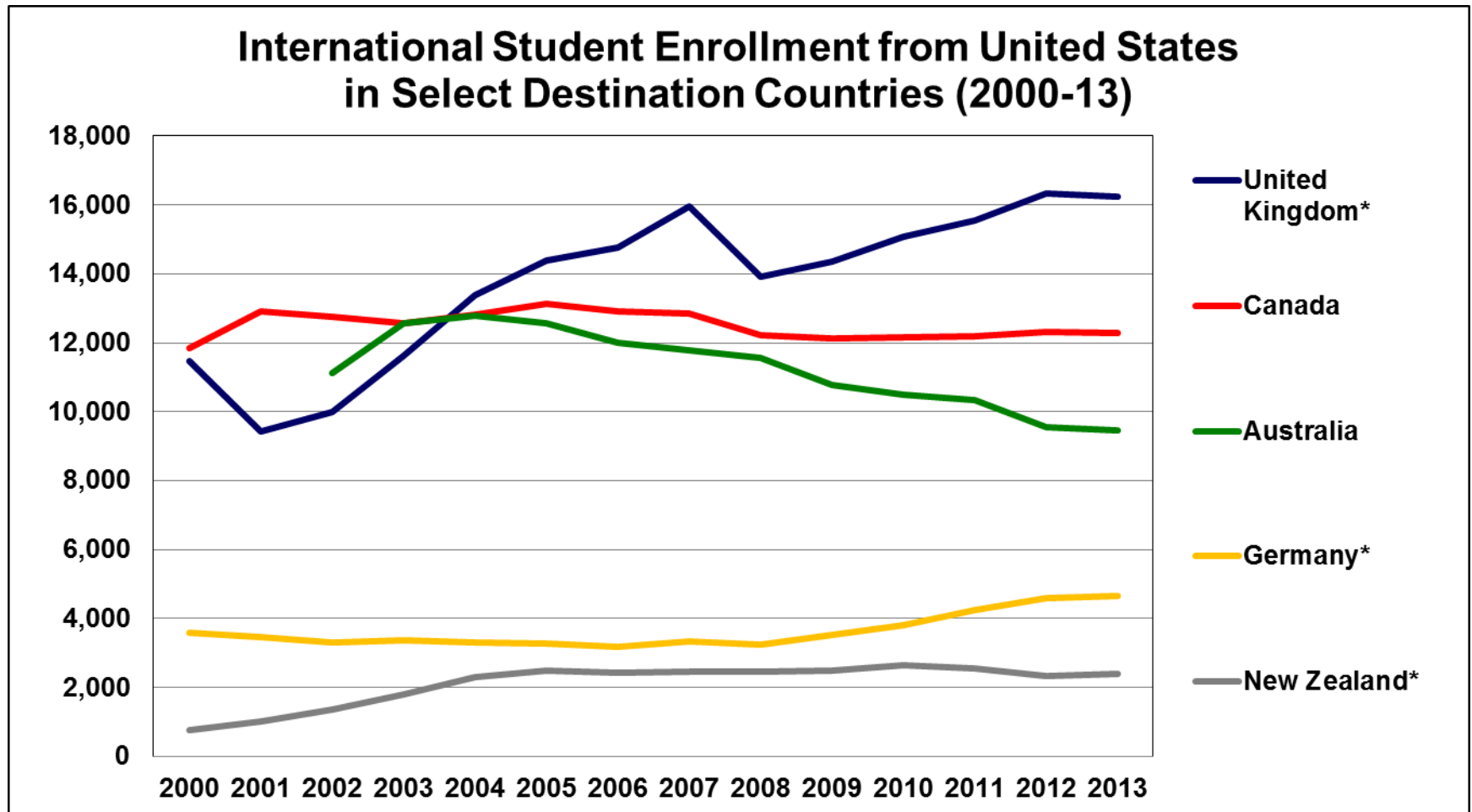
Only the U.S. is experiencing sustained growth

Notes: *Includes higher education only.

Source: CIC, DAAD-DZHW, DET, ENZ, HESA, IIE.

COMPETITION DYNAMICS IN KEY RECRUITING MARKETS

International Student Enrollment from the United States



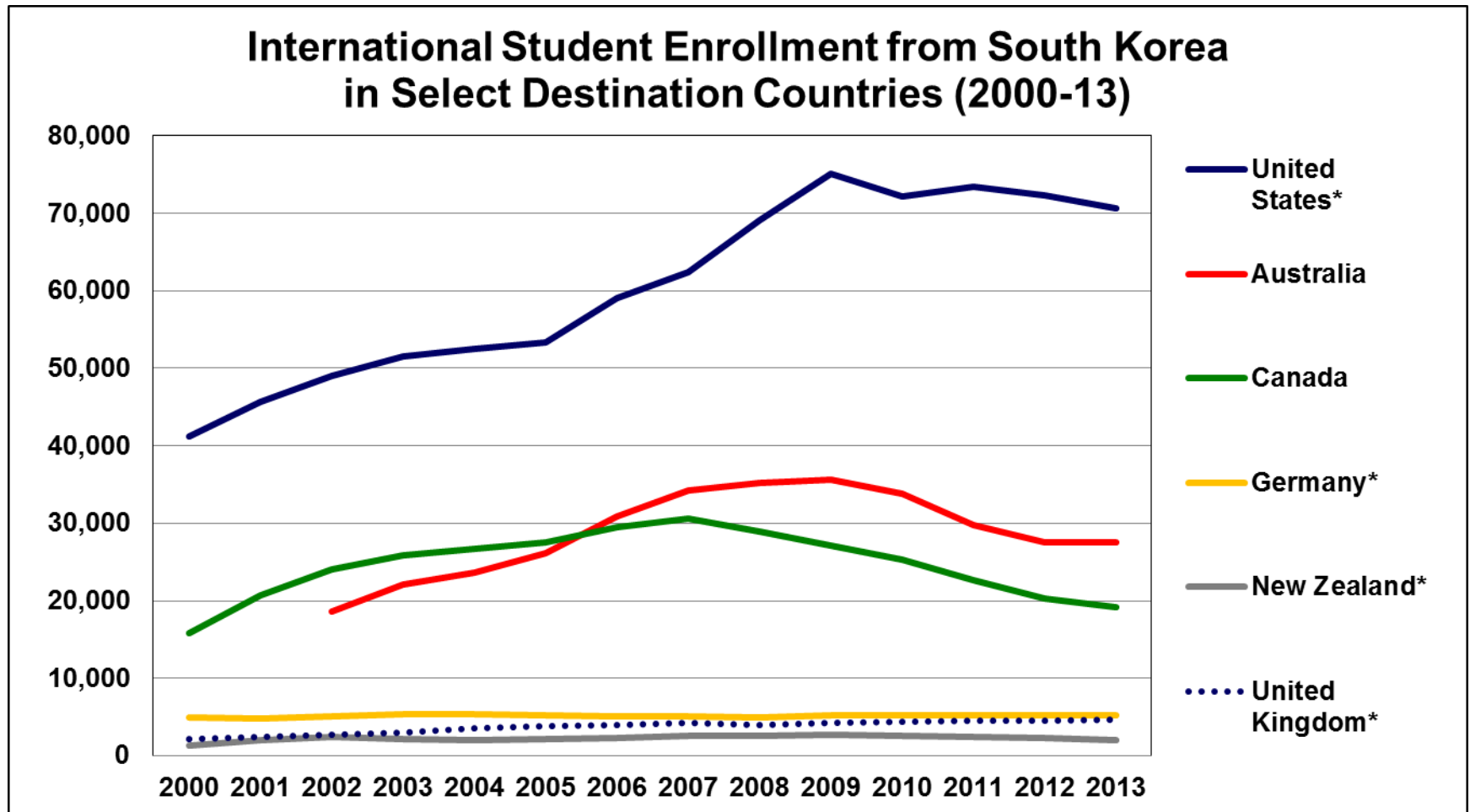
The US is a complex market – UBC, UofT have been successful

Notes: *Includes higher education only.

Source: CIC, DAAD-DZHW, DET, ENZ, HESA, IIE.

COMPETITION DYNAMICS IN KEY RECRUITING MARKETS

International Student Enrollment from South Korea



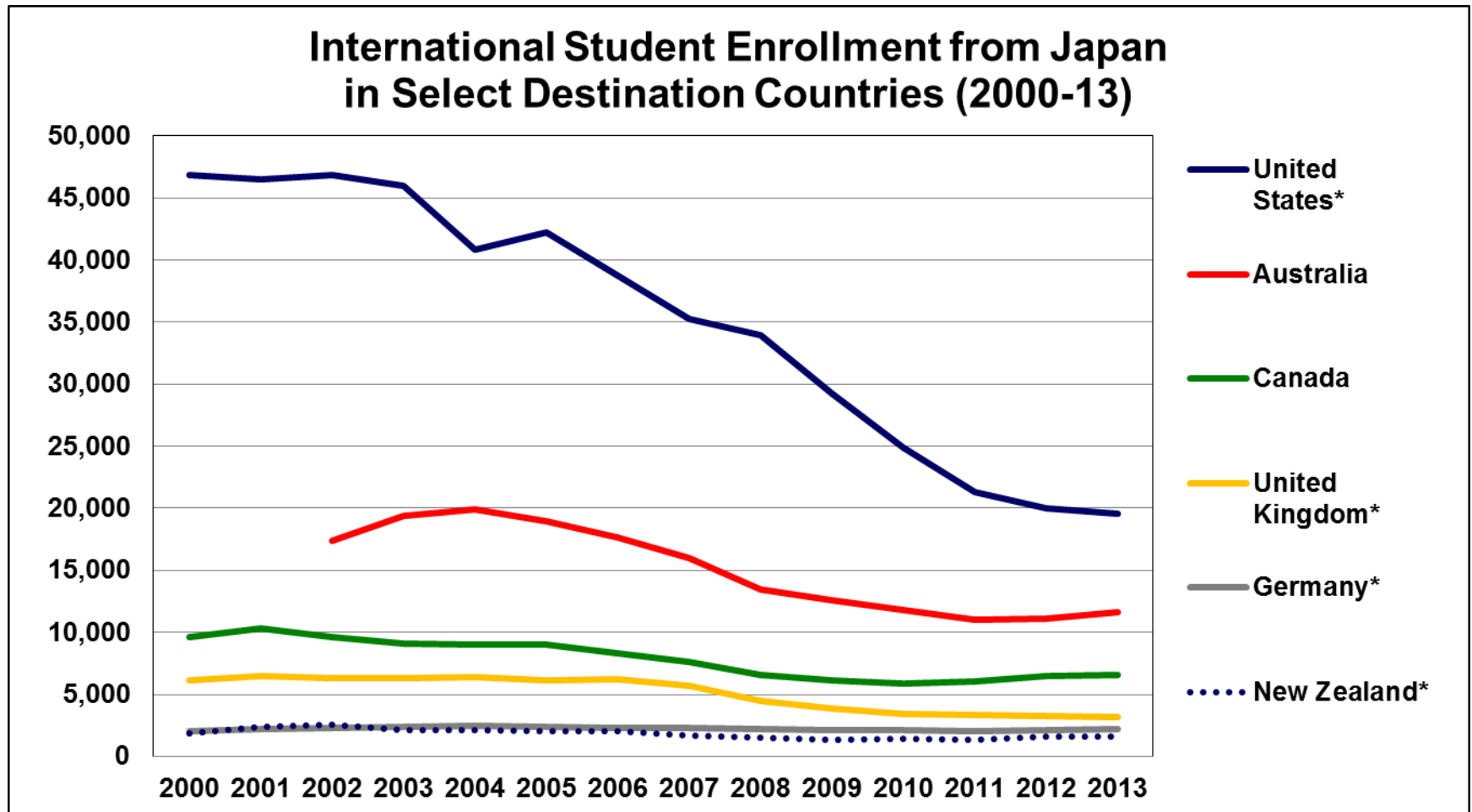
South Korea has become a maintenance market; declines prevalent in K-12 (not displayed)

Notes: *Includes higher education only.

Source: CIC, DAAD-DZHW, DET, ENZ, HESA, IIE.

COMPETITION DYNAMICS IN KEY RECRUITING MARKETS

International Student Enrollment from Japan



A long slide – there is no escaping demographics

Notes: Includes higher education only.

Source: CIC, DAAD-DZHW, DET, ENZ, HESA, IIE.

Introduction and Housekeeping

International recruiting trends and implications for admissions

Concepts, processes, and analytics – critical admissions functions

Views from Langara

Views from UBC

Break out session with case studies

Roundtable discussion

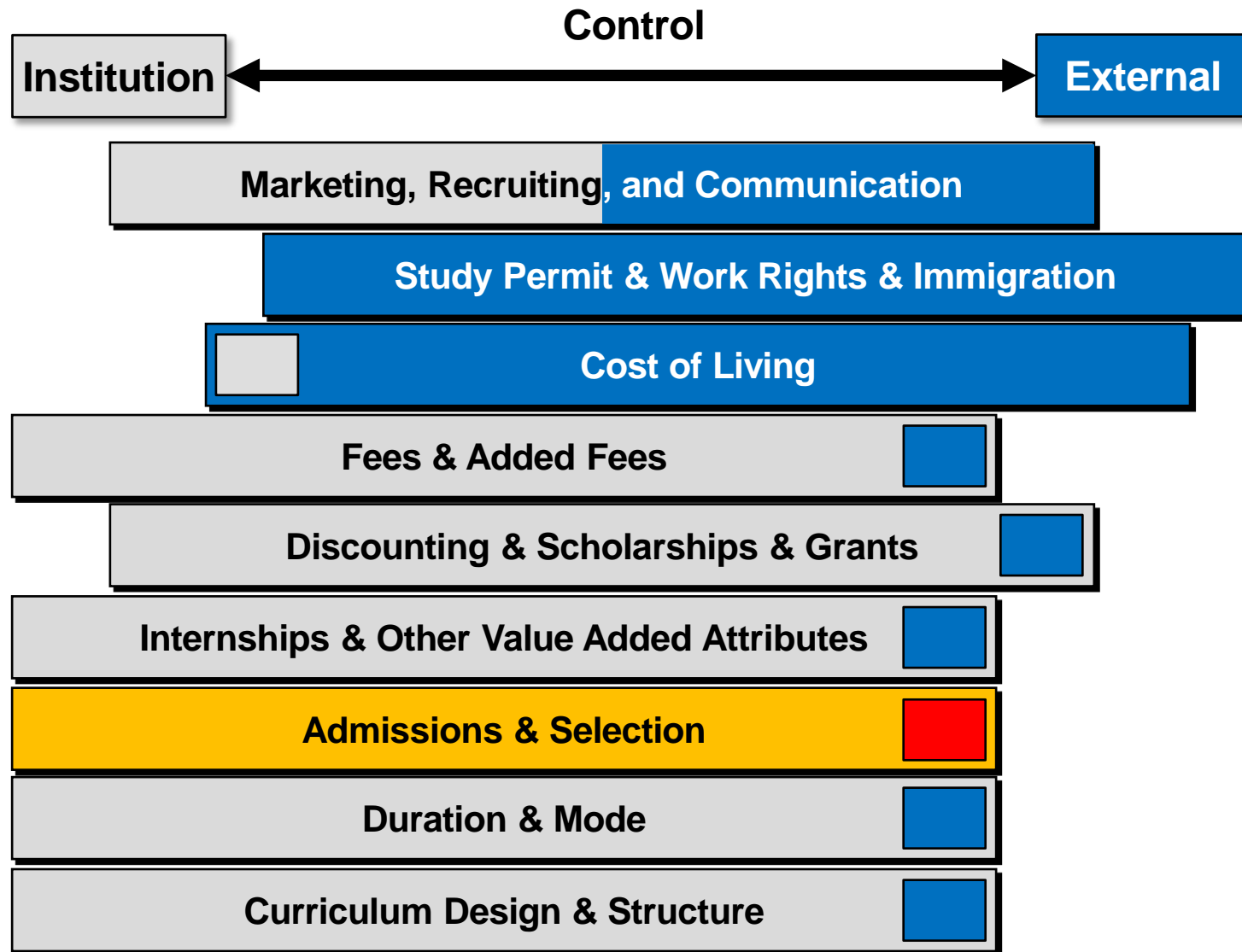
CONCEPTS, PROCESSES, AND ANALYTICS

Overview

- **The purpose of this section is to provide a broad survey-style approach to recruiting-to-admissions relevant information.**
- **Owing to time constraints, this section will not go into depth but rather showcase good practices or salient information.**
- **Please note that many slides will only be used to illustrate a point.**
- **A few issues which will not be discussed – open for discussion in the Roundtable section:**
 - **Agents (more of a recruiting than an admissions topic)**
 - **Credential evaluation and fraud (big stand-alone topic)**
 - **Admissions systems and software (not germane to international admissions)**
 - **N.B. Organizational design questions are part of the case study section**

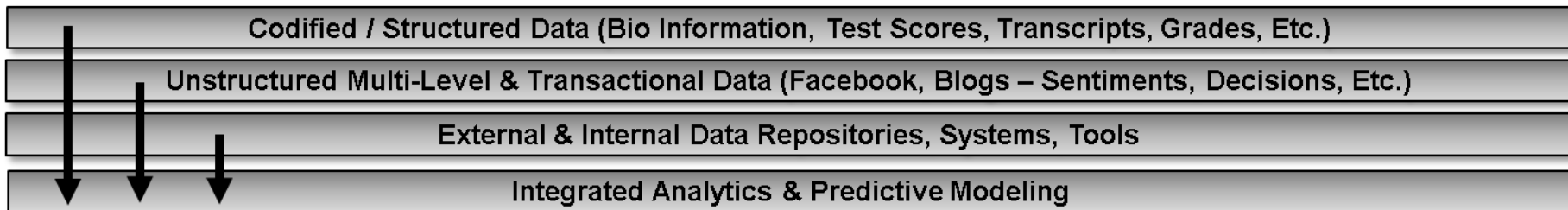
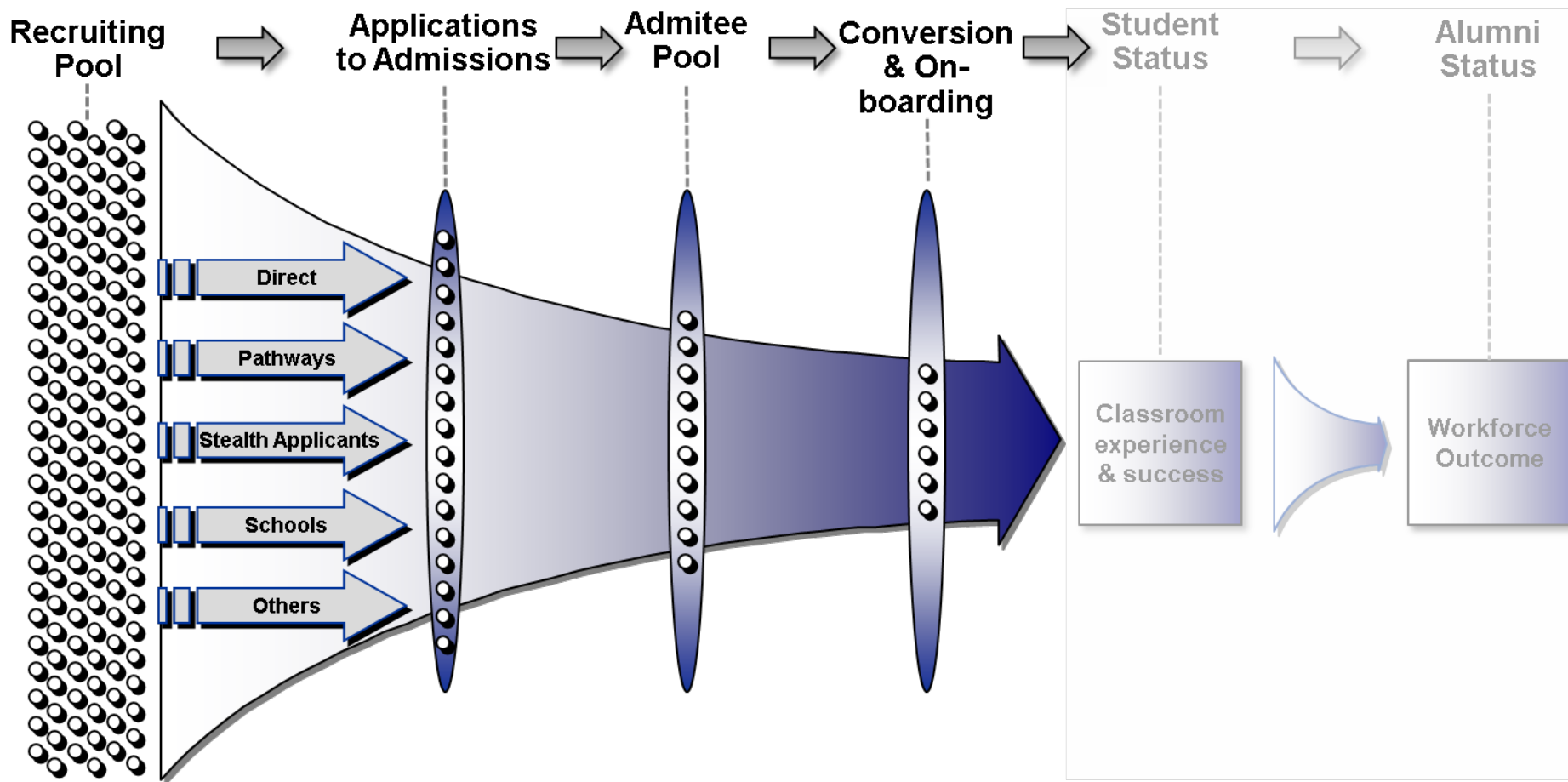
The Student Lifecycle and Admissions

ADMISSIONS AND SELECTION IS ONLY A SMALL PART OF THE OVERALL LANDSCAPE – BUT CONTROLLED BY THE INSTITUTION



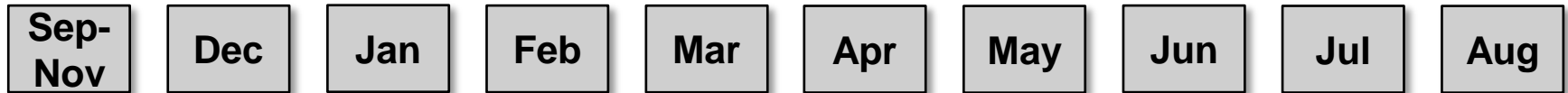
THE STUDENT LIFECYCLE AND ADMISSIONS

Competitiveness through Process and Data Integration Excellence



Recruiting and Admissions: Timelines

International Student Recruiting-to-Registration Timeline



Application

Admit (Offer)

**Offer Acceptance
Deadlines**

Conversion

**Pre-on
Boarding**

Notes: Timeline is indicative only.

Source: ICG's Strategic Enrollment Performance Assessment Toolkit (SEPAT).

RECRUITING AND ADMISSIONS TIMELINES

Example: U.S. High School Junior Year

Areas	Junior Year											
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Applications		PSATS		Results			ACT/SAT + Subject Tests				Results	
Communication												
Social												
Post-Admission												

Students begin testing to prepare for admission

RECRUITING AND ADMISSIONS TIMELINES

Example: U.S. High School Senior Year

Areas	Senior Year												Day 1
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Applications	ACT/SAT + Subject Tests												X
	Results												
	(ED) Applications open												
	Offer Mid-Dec.												
	(EA) Applications open												
Communication	Collateral Mailouts (Electronic/Physical) Typically based on PSAT results												X
	Prospective student blog												
	Social Media Engagement (e.g. facebook/twitter/youtube/linkedin)												
	Online Q & A Session												
	Campus Tours (Not available on Holidays)												
Social	Alumni meet with select prospective students												X
	n/a												
Post-Admission	Summer Orientations												X
	Alumni meet with select admitted students												
	Peer networking (e.g. facebook groups)												
	Study Permit Process - UK/Cad												

Application windows can open early in the school year

APPLICATION AND ADMISSION PROCESSES

Early Admission (EA) & Early Decision (ED)

The screenshot shows the Clark University website header with the logo and navigation menu. The main content area is titled 'Undergraduate Admissions' and features a section for 'U.S. Early Action: Overview'. The text explains that students who are ready to start their college applications at the beginning of senior year are encouraged to apply Early Action. It states that by the November 1 deadline, students will receive an early notification of their admission decision and have until May 1 to decide if Clark is the right fit. It also notes that Early Action is a nonbinding agreement, allowing students to explore other schools. The text concludes that if the application is complete by November 1, including an official high school transcript, standardized test scores, and letters of recommendation, the Admissions Committee will notify the student of a decision by mid-December. Students who do not have all necessary documents by the deadline will be reviewed for admission on a rolling basis.

The screenshot shows the Clark University website header with the logo and navigation menu. The main content area is titled 'Undergraduate Admissions' and features a section for 'U.S. Early Decision: Overview'. The text explains that students who are certain that Clark is their first-choice institution are strongly encouraged to apply Early Decision. It states that Clark's **deadline for Early Decision (ED) is November 1**. Students who apply by the deadline will receive early notification of their admission decision in mid-December. All admitted students will be notified of any merit scholarships that they were awarded at the time of decision. Any Early Decision student who also submits the CSS Profile by the November 1 deadline will receive an estimate of their need-based financial aid package when they receive their admission letter. The text also notes that because Early Decision is a binding agreement, any student admitted in the ED round must commit to enrolling at Clark University by submitting their nonrefundable deposit and withdrawing any remaining applications to other schools. The text concludes that if the application is complete by November 1, including an official high school transcript, standardized test scores, and letters of recommendation, the Admissions Committee will notify the student of a decision by mid-December. Students who do not have all necessary documents by the deadline will be reviewed for admission on a rolling basis.

Top students get recruited before (RD) applications begin

Recruiting and Admissions: Communication

COMMUNICATING WITH STUDENTS

Collateral Mailouts



uchicago | College Admissions

Attention high school seniors: We're going live again!

Two weeks ago, the admissions officers and students at UChicago inaugurated our live webcast series, ViewChicago, fielding your questions about the college application process live online. You can see the archived recording of that session [here](#). We had a great time and a great turnout, so we're doing it again tomorrow, **Tuesday October 9 at 4 p.m. Central Time**.

For those of you who missed the last one, these sessions — which will continue throughout the application season — are informal conversations with counselors and current students about the admissions process.

To ask us a question, head to [our Google+ page](#) now or during tomorrow's broadcast and post it there. We'll answer as many as we can during our 30-minute live broadcast. And be sure to head to that page tomorrow at 4 p.m. to tune in!

If you can't watch tomorrow, our next ViewChicago will be on October 23 at 4:00, followed by a special October 30th broadcast just before the Early Action deadline.

Thanks, and we look forward to "hanging out" with you soon!



Garrett C. Brinker
Director of Undergraduate Outreach
The University of Chicago

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1101 E. 58th Street • Chicago, IL 60637
Telephone: 773-702-8650 • Fax: 773-702-4199
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Collateral mail-outs (physical/electronic) sent out to prospective students

COMMUNICATING WITH STUDENTS

Admissions Blog

Undergraduate Programs and Admissions

My Account Apply to UBC

Home Programs Admissions Tuition & Scholarships UBC Stories UBC Life

Campus Tours | Events | Online Info Sessions

UBC ADMISSIONS BLOG

Guiding you through your application

Home > Admissions > Admissions Blog

About this blog

Our dedicated admissions and financial advisors will help you through the application process by writing about admission requirements, financial matters, the application, events and visits, and everything in between.

Search the blog

Subscribe

Topics

- Admission requirements
- After you apply
- After you've been admitted
- Dates & deadlines
- Documents

Choosing your courses

BY SHUCHITA HUSAIN ON MAY 4, 2015

Ongoing admissions guidance

COMMUNICATING WITH STUDENTS

Online Q&A Sessions

UNC Home | Directories | Graduate Admissions | MyCarolina | Search the site

Explore Visit Afford Apply Enroll

Carolina Undergraduate Admissions

News, deadlines and Q&A

OCT 12 Q&A with Current Students: Google Hangout on Air

On Thursday, five current students and one admissions officer sat down for a Google Hangout on Air. We got some great questions submitted by prospective students through Twitter and Google+, and we answered a lot of them! We didn't get to them all, though, so we'll continue responding via Twitter and this blog. Have more questions? Tweet us [@UNCAdmissions](#) using the hashtag #AskUNCAdmissions, or leave a comment below.

Hangout on Air with UNC Admissions

0:00 / 1:04:21

+ Follow harvard | tumblr.

HANG OUT WITH HARVARD ON GOOGLE+

VIRTUAL INFORMATION SESSION
Thursday, July 31 | 5:00pm

STUDENT VOICES: MULTICULTURAL PERSPECTIVES
Thursday, August 7 | 3:00pm

VIRTUAL INFORMATION SESSION
Thursday, August 7 | 7:00pm

COLLEGE.HARVARD.EDU/LIVESTREAM

ZOOM - PERMALINK

We have three Google Hangouts coming up in the next week, and we hope you can join us! Simply go to <http://college.harvard.edu/livestream> at the times listed above, submit your questions through the Q&A panel!

Using technology to connect with current students

COMMUNICATING WITH STUDENTS

Social Media (Facebook/Twitter/YouTube)

The screenshot shows the Facebook profile for 'Macquarie University Future Students'. At the top, there is a login section with fields for 'Email or Phone' and 'Password', and a 'Log In' button. Below this is a cover photo of a modern building at night with the text 'Macquarie University Future Students is on Facebook.' and a 'Sign Up' button. The profile picture is the Macquarie University logo. The page has 19,850 likes and 65 visits. The 'ABOUT' section includes a description: 'Keep up-to-date on upcoming events and important dates. Get insiders tips to studying at Macquarie. Have your questions answered by real students.' and a link to 'http://study.mq.edu.au/'. The 'PHOTOS' section shows a grid of images, including a 'GET A JOB THEY SAID' graphic and a 'CAREER FAIR 2015' graphic. Recent posts include an update from 'Macquarie University Future Students' dated March 15 and a post from 'Emmanuel Manasseh Miller' dated April 29.

The screenshot shows a YouTube video player. The video title is 'THE UBC PROSPECTIVE UNDERGRADUATE STUDENTS APP'. The video content displays the text 'THE UBC PROSPECTIVE UNDERGRADUATE STUDENTS APP' in a large, blue, serif font. Below the video player, the title 'UBC Prospective Undergraduate Students App Promo' is visible, along with a view count of 1,128.

The screenshot shows the Twitter profile for 'UCSD Admissions'. The profile picture is a blue square with the text 'UC San Diego Admissions'. The header features a large green banner with the text '#1 university in the country' and 'Washington Monthly 2010-2014'. The profile statistics are: 1,688 tweets, 94 following, 4,451 followers, and 153 favorites. The bio reads: 'Invent Your Future at UC San Diego! The best and brightest students, faculty and researchers call UCSD home, oh and "bonus" the ocean's right outside our door.' A recent tweet is visible, mentioning 'IR/PS UC San Diego' and 'UCSD is No.6 on this list of the world's most amazing colleges at the beach bit.ly/1AA18wO'. There is a 'Follow' button and a sign-up form for updates.

Social media engagement occurs throughout the year

SOCIAL ENGAGEMENT

Social Media: Twitter Hashtags

The screenshot displays a Twitter search interface for the hashtag #iamubc. On the left, there is a sign-up form with fields for 'Full name', 'Email', and 'Password', and a 'Sign up for Twitter' button. Below the form are filters for 'Everything' and 'Everywhere'. The main content area shows search results for #iamubc, including tweets from Sandreana Chan, Charlotte, UBC fyi, Hayley Sinclair, and Kevin Lui. On the right, there is a 'Who to follow' section featuring Ellen DeGeneres, Jimmy Fallon, and Barack Obama, each with a 'Follow' button. At the bottom right, there is a footer with copyright information and links to various Twitter services.

Get instant updates on #iamubc

Full name

Email

Password

Sign up for Twitter

Results for #iamubc

Top / All

Sandreana Chan @SandreanaChan · 4h
I was just admitted to the @UBCSauderBCom program at the @UBCSauderSchool! #IAMUBC #myBCom sauder.ubc.ca/bcom

Charlotte @charlotte100997 · 10h
Just accepted my @UBCMediaStudies offer and just registered for Jump Start ! Can't wait man ! 😊 #IAMUBC #UBC

UBC fyi @UBCfyi · May 4
"You're going to get lost, and that's OK." A guide for new students from a first-year who's been there #IAMUBC ow.ly/MbJcX

Hayley Sinclair @HayleySinclair_ · May 3
1 week down...17 more to go 🙄 #iamUBC #iamnotcalgary

Kevin Lui @kevinlui721 · May 2
Twitter in China, thanks to UBC vpn #IAMUBC

Who to follow · Refresh · View all

ellen Ellen DeGeneres @The...
Follow

jimmy fallon @jimmyfallon
Follow

Barack Obama @Barack...
Follow


Find friends

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers Cricket Directory

Universities can facilitate rallying points for new students

POST-ADMISSION ACTIVITIES

Admitted Student Online Q&A



The screenshot shows the Wesleyan University website's navigation menu with 'ADMISSION & FINANCIAL AID' selected. The main content area features a breadcrumb trail: 'Wesleyan Home → Admission → Student Life → Admission Chats'. Below this is the section 'Admitted Student Hangouts'. The text reads: 'Congratulations once again on your acceptance to Wesleyan University! The Office of Admission will be hosting a series of live Q&A Google Hangouts, where you will have the opportunity to connect with current students and admission representatives to learn about the first-year experience at Wesleyan. The schedule of admitted student Hangouts is as follows:'. A bulleted list follows: '• Tuesday, March 31st, 7-8 PM EST: Admitted Students Hangout', '• Wednesday, April 8th, 7-8 PM EST: Admitted Students Hangout', and '• Wednesday, April 29th, 7-8 PM EST: Admitted Students Hangout'. Below the list, it states: 'All admitted students will receive an invitation to the Hangouts from the Office of Admission via email.' and 'In addition to the student Hangouts, we will be hosting a live Q&A Google Hangout for parents of accepted students on Thursday, April 23rd from 7-8 PM EST. Parents who are interested in participating should register [here](#).' The final paragraph says: 'We are looking forward to chatting with you! If you have any questions, please contact James Huerta, Assistant Dean of Admission at jhuerta@wesleyan.edu.' On the left side of the page, there is a vertical sidebar with a photo of students and three menu items: 'ACADEMIC SAMPLER', 'FACTS & FACES', and 'STUDENT LIFE'.

WESLEYAN UNIVERSITY

TOOLS

ABOUT | **ADMISSION & FINANCIAL AID** | ACADEMICS | CAMPUS & COMMUNITY | **GIVE** | STUDENTS

[Wesleyan Home](#) → [Admission](#) → [Student Life](#) → Admission Chats

Admitted Student Hangouts

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We are looking forward to chatting with you! If you have any questions, please contact James Huerta, Assistant Dean of Admission at jhuerta@wesleyan.edu.

ACADEMIC SAMPLER

FACTS & FACES

STUDENT LIFE

Google hangout with admitted students

SOCIAL MEDIA

Example: Yale University Admissions Tumblr

Yale Undergraduate Admissions

Hi! Welcome to the official Tumblr page for the Yale University Office of Undergraduate Admissions. We're here to post information about Yale, the undergraduate admissions process, and most anything else about college!

FACEBOOK TWITTER INSTAGRAM

ADMISSIONS WEBSITE

CONTACT
ASK YALE ADMISSIONS

220 Yalies visited more than 350 different high schools in 40 states as part of Yale's Ambassador Program.

Did we visit you?
Where did you see us?

#AdmitTips

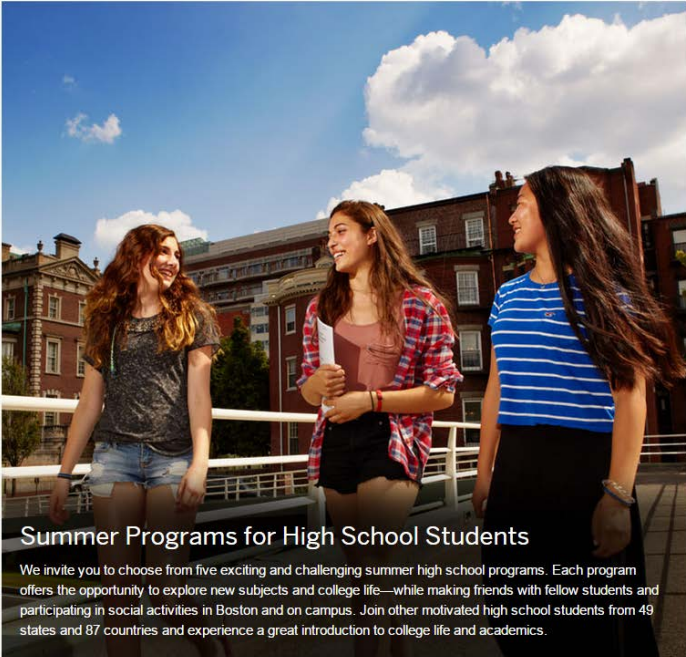

Yale Entrepreneurial Society
#YaleExtracurriculars

Lots of platforms – choose wisely

Recruiting and Admissions: Engagement


SOCIAL ENGAGEMENT Summer Programs

Boston University Summer Term



Summer Programs for High School Students


We invite you to choose from five exciting and challenging summer high school programs. Each program offers the opportunity to explore new subjects and college life—while making friends with fellow students and participating in social activities in Boston and on campus. Join other motivated high school students from 49 states and 87 countries and experience a great introduction to college life and academics.



Summer Challenge

Rising sophomores, juniors, and seniors study two academic topics of their choice and take part in exciting social activities.


[CHOOSE CHALLENGE >](#)




High School Honors

Rising juniors and seniors take two BU courses and earn college credit while experiencing college life in Boston.


[CHOOSE HONORS >](#)



Research Internship



Summer Preview



New!

Academic Immersion

Students typically go on summer programs in the summer of junior year

SOCIAL ENGAGEMENT

Campus Tours



Study at St Andrews

[Undergraduate](#) [Postgraduate](#) [Non-degree courses](#) [Study abroad](#) [International](#) [Access and outreach](#) [Courses](#)

[Study options](#) [Why St Andrews?](#) [Fees and funding](#) [Accommodation](#) [Your future](#) [Meet us](#) [How to apply](#)

Undergraduate

[University](#) > [Study at St Andrews](#) > [Undergraduate](#) > [Meet us](#) > [Visiting days](#) > Individual visits

Individual visits

Individual visiting arrangements

If you are unable to attend a visiting day then an individual visit can be booked for a week-day more suitable to you. The structure of your individual visit will depend on whether you normally live in the EU (including the UK) or whether you are from somewhere in the rest of the world. You can find out more about individual visits – including how to book – below.

Contact

Email: altvisit@st-andrews.ac.uk


Phone: +44 (0)1334 46 2194

Campus tours (including virtual tours) are offered throughout the year

SOCIAL ENGAGEMENT

Virtual Campus Tours

Home Current Staff Current Postgraduates Current Students Maps Contacts

 **University of St Andrews** Enter search keywords Search

Entire site Visiting

Study at St Andrews Academic Schools Alumni Parents Administration A-Z Research Library About us News Events **Visiting**

Visiting




You are here: [University](#) » [Visiting](#) » [About St Andrews](#) » Virtual tours

Getting to St Andrews
Maps
About St Andrews
History of St Andrews
Virtual tours
Chapels
King James Library
Lower College Hall
Parliament Hall
Senate Room
St Mary's Quad
St Rule's Tower
Younger Hall
Tourist information
Fairtrade
Accommodation
Local services
News and weather
Recreation and sport
Visiting scholars

Virtual tours




Use the text links or image links to access the individual tours.

[St Mary's Quad](#) [St Salvator's Quad](#) [St Leonard's Chapel](#)

[St Mary's Quad](#) [St Salvator's Quad](#) [St Leonard's chapel](#)

[Parliament Hall](#) [St Salvator's interior](#) [Younger Hall](#)

[Parliament Hall](#) [St Salvator's interior](#) [Younger Hall](#)

[King James Library](#) [St Salvator's altar](#) [St Rule's Tower](#)

Campus tours (including virtual tours) are offered throughout the year

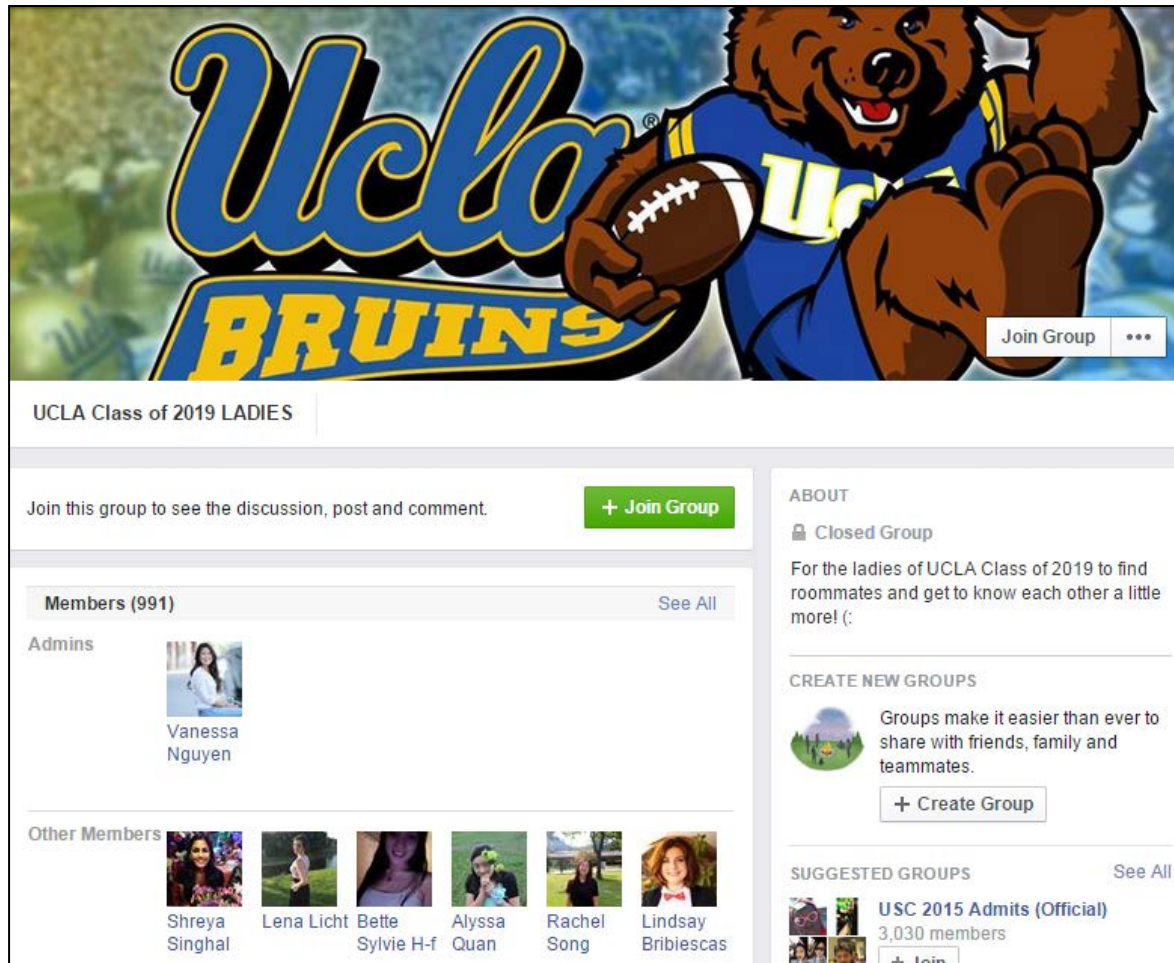
SOCIAL ENGAGEMENT

Peer Networking

Peer networking occurs even before students get admitted

SOCIAL ENGAGEMENT

Peer Networking (Facebook)




UCLA Class of 2019 LADIES







Join this group to see the discussion, post and comment. [+ Join Group](#)

Members (991) [See All](#)

Admins

- 
Vanessa Nguyen

Other Members

- 
Shreya Singhal
- 
Lena Licht
- 
Bette Sylvie H-f
- 
Alyssa Quan
- 
Rachel Song
- 
Lindsay Bribiescas

ABOUT

Closed Group


For the ladies of UCLA Class of 2019 to find roommates and get to know each other a little more! (:

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

[+ Create Group](#)

SUGGESTED GROUPS [See All](#)

- 
USC 2015 Admits (Official)
3,030 members
[+ Join](#)

Facebook is a key social media tool for peer networking

POST-ADMISSION ACTIVITIES

Alumni Engagement

UCLA Alumni

EVENTS

ALUMNI

STUDENTS

Log In / Sign Up | Become a Member

GIVE

- Ways to Volunteer
- Alumni Mentor Program
- Give to Scholarships
- Give to UCLA

Ways to Volunteer: Bruin Day

About the Opportunity

UCLA Bruin Day is an amazing showcase of UCLA academics, arts and culture, created just for approximately 15,000 admitted freshmen and their guests to help them make their decision to come to UCLA. The schedule includes a student resource fair, presentations about academic opportunities, financial aid consulting, six different specialized tours of the campus, open houses in many departments and meetings with students to talk about life on campus.

Your Role

Volunteers make Bruin Day possible. As a volunteer your job is to create a welcoming atmosphere at UCLA and help guests explore and enjoy their day. Most volunteers will be tasked with helping at various workshops and all volunteers will be given ample opportunity to interact with prospective students and their families. All volunteers are asked to share their stories, tips and thoughts with Bruin Day guests.

Essential to these tasks is familiarity with the campus and the ability to walk around or stand for periods of time.

Register / Contact

To sign up, sign in to complete the [Bruin Recruiter form](#), located under the volunteer application on the left-hand side of the webpage. Questions? Contact 310-206-8907 or BruinRecruitment@alumni.ucla.edu. More event info can be found at BruinDay.ucla.edu.

[← MORE WAYS TO VOLUNTEER](#)

UCLA BRU!NDAY

Picture yourself here. **April 11, 2015**

Testimonials

"It is great fun to share our UCLA experiences with potential incoming students and families."

Susan Crockett '71, David Crockett J.D. '69

"This is a wonderful opportunity to share our Bruin spirit and make the difference for students who may still be undecided about their college choice."

Diane Hansen '69

Alumni engage with prospective/admitted students

Recruiting and Admissions: Feeder Schools

SOCIAL ENGAGEMENT

School Visits

McGill Quick Links ▾

McGill

Franglais

Undergraduate Admissions

Why McGill? Programs Finances Campus Life Counsellors and Advisors Parents Resources Contact

[McGill.CA](#) / [UNDERGRADUATE ADMISSIONS](#) / [Why McGill?](#)

Ranked 21st in the World

Bonjour Montréal!

Variety and Choice

Employers Trust McGill

We're different

Visit McGill

McGill comes to you

Recruitment visit schedule

Contact information

Meet our recruiters

McGill comes to you

McGILL'S RECRUITERS CRISS-CROSS THE GLOBE to "bring McGill" to prospective students and their counsellors and families.

"Meet" our recruiters. They travel widely throughout the year to visit prospective students, families and counsellors in their own home communities.

We're looking forward to meeting you!

ASK MCGILL YOUR QUESTIONS!

Do you have a question about advising services, student records, campus life or student services?

ASK McGill

AskMcGill is an instant response service that provides quick answers to students' frequently asked questions. Simply type a question in everyday

Universities reach out to feeder schools

COLLEGE FAIRS AND PORTFOLIO DAYS

Example: Spring Visit Schedules

McGill

McGill on the Road: Fall 2014, Winter 2015, Spring 2015

Please note that dates and times are subject to change, so students are advised to confirm upcoming visits with their school's Guidance Office.

If there are no visits scheduled in your area, please [email us](#) to find out when we are next planning to be in your community or region.

Keep in mind that visits are not open to the public unless otherwise specified.

Spring 2015 - Visit Schedule

Canada

April 24, 2015 - Toronto, Ontario ([IB Schools of Ontario University Fair](#))

USA

April 13 - 21, 2015 - [Connecticut \(College Fairs\)](#)

April 18 - 24, 2015 - [Virginia \(College Fairs\)](#)

April 21, 2015 - [Maryland \(AIMS College Fair\)](#)

April 20 - 22, 2015 - [New Jersey \(College Fairs\)](#)

April 23, 2015 - [Long Island, New York \(IB Fair\)](#)

April 26 - 30, 2015 - [New York \(College Fairs\)](#)

April 26 - 30, 2015 - [Massachusetts \(College Fairs\)](#)

April 21 - 28, 2015 - [New Hampshire \(College Fairs\)](#)

May 5 - May 9, 2015 - [California \(College Fairs\)](#)

UBC (Western U.S.)

State	Area	Dates	Activity
California	Contra Costa	May 9, 2015	WACAC Fair at St Mary's College
California	Los Angeles	March 15, 2015	Applicant Information Event
California	Marin County	May 5, 2015	WACAC Fair at Dominican University
California	San Francisco	March 14, 2015	Applicant Information Event
California	San Francisco	May 6, 2015	WACAC Fair at Sonoma State University
California	Santa Clara	May 7, 2015	WACAC Fair at Mission College
Colorado	Denver	March 15, 2015	RMACAC Fair at the University of Denver
Colorado	Denver	March 15, 2015	Applicant Information Event
Colorado	Greater Denver Area	March 16 - 17, 2015	School visits
Hawaii	Honolulu	March 15, 2015	Applicant Information Event
Oregon	Portland	March 15, 2015	Applicant Information Event
Oregon	Portland	April 26, 2015	PNACAC Fair at the University of Portland
Washington	Greater Seattle Area	April 20 - 24, 2015	school visits
Washington	Seattle	March 14, 2015	Applicant Information Event
Washington	Seattle	April 25, 2015	PNACAC Fair at Seattle University

SCHOOLS-BASED RECRUITING

Example: Dalhousie Undergraduate Admission Requirements

Dalhousie Home > Admissions > International Students > Admissions > Undergraduate Admission Requirements

UNDERGRADUATE ADMISSION REQUIREMENTS

Undergraduate studies for international students

International students bring a rich variety of education and experience to Dalhousie University. For admission, you need to fulfill the specific **class and academic average requirements** for your chosen program.

Are you a high school applicant following your local curriculum?
International students who meet university entrance requirements in their home country are normally eligible to be considered for admission to Dalhousie. **View our admission requirements by country chart** for more information.

Are you following the US curriculum?
If so, you need to be in strong academic standing with a final Grade 12 **average of 'B'** or better and a minimum **SAT score of 1650**. **ACT results** are also acceptable with a **composite score of at least 23** and no individual score less than 20. The course requirements and admission averages are the same as for **direct from high school applicants**.

Are you taking Advanced Placement (AP) courses?
Visit **Admission for AP applicants** for more information.

Are you taking International Baccalaureate (IB) courses?
Visit **Admission for IB applicants** for more information.

Are you completing GCE A Levels (British system)?
Visit **Admission for GCE A Level applicants** for more information.

Are you completing the French Baccalauréat program?
Visit **Admission for French Baccalauréat applicants** for more information.

Have you already completed some university or college classes elsewhere?
If so, you are considered a **transfer student** and must fulfill the same course requirements as **direct from high school students**. You may have completed these courses at the grade 12 level or during post-secondary studies. Admission averages vary by program. Visit **Admission for transfer applicants** for more information.

Ready to apply?

[Apply now](#)

- Admissions
 - International Viewbook
 - Undergraduate Admission Requirements**
 - Graduate Admission Requirements
 - Admission Requirements by Country
 - English Language Requirements
 - Scholarships, Costs & Fees
 - Visa Requirements
 - Apply to Dal
 - Applied? What's next?
 - Accepted? What's next?

Start in September

We encourage international students to begin studies in September to take advantage of **orientation week and other services** that will help you get started at Dal.

Many programs, such as **commerce and engineering**, begin only in September.

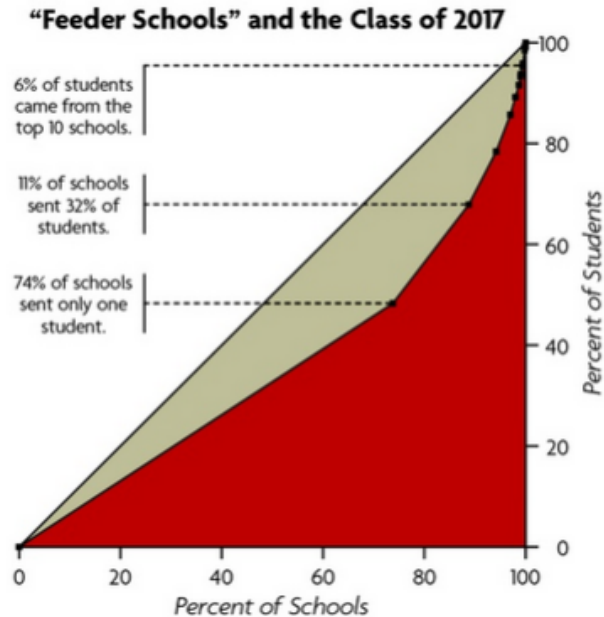
Important to communicate requirements to students and counselors

SCHOOLS-BASED RECRUITING

Feeder Schools

The Making of a Harvard Feeder School

By MEG P. BERNHARD, CRIMSON STAFF WRITER December 13, 2013



JAKE FREYER

The graph shows the unequal distribution of high schools in the Harvard Class of 2017. The straight line (above tan shading) is an even distribution. Data is from the Freshman Register.

Selective U.S. universities have their own feeder school dynamics

Recruiting and Admissions: Alumni

ALUMNI NETWORKS

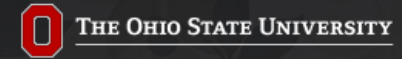
International Alumni as Talent Scouts

- **One of the most salient functions of international alumni is to reach out, market, and recruit for their alma mater.**
- **Alumni recruiting involvement is fundamentally based on affirming an alum's own choice and an easier ask than a traditional gift ask.**
- **Young(er) international alumni have shown to be highly receptive to a potential role as talent scouts.**
- **Properly set up, risks are small.**
- **Under this model, alumni report and volunteer to recruiting and admissions units. This has brought about many conflicts between institutional units; alumni tend to not care.**
- **For U.S. students, it is also important to be able to demonstrate the success of graduates in the U.S. – where many of them will return.**

ALUMNI NETWORKS

Example: Ohio State University Buckeye Alumni Recruitment

Undergraduate Admissions



Academics

Admissions

Money matters

Our campuses

Visit

Apply

[Home](#) » [Become a volunteer](#) » Volunteer opportunities

Buckeye Alumni Recruitment (BAR)

Volunteer opportunities

- **College fair representative** (August through May)

Alumni serve as ambassadors at college fairs in their areas by staffing Ohio State booths, talking with interested students and their parents, answering questions and concerns, and distributing recruitment materials.

- **Student receptions** (Fall and Spring)

Volunteers assist admission staff with regional events designed to provide information about Ohio State to prospective students and their families. Duties can include greeting participants and helping them checking in; mingling and answering questions; and generally serving as local ambassadors for Ohio State.

- **Information session panelist** (Fall and Spring)

Information session panelists speak at selected regional events. They are invited to share their experiences at Ohio State as they pertain to academics, extracurricular activities, study abroad opportunities,

Become a volunteer

Training materials

College Fair 101

Recruitment events calendar

Recruiter resources

Alumni Scholars Program

FAQ

Build your own Ohio State

Pick majors, activities, and more for your personalized viewbook.



Visit

Is Ohio State the place for you? Visit and see for yourself.



Apply

Your Ohio State story starts here. Take the first step and apply here.



Other activities: Phone calls, postcards, send-off events

ALUMNI NETWORKS

Example: St. Francis Xavier Alumni Recruitment

Supporting our Recruitment Effort

VIRTUAL TOUR

REFER NOW!



Alumni are our greatest ambassadors and play an important role in educating prospective students about StFX. Help communicate the benefits and advantages of the very best education, connecting prospective students to StFX.

It starts with three simple steps:

Step 1 Know the latest StFX facts - share the below with prospective students:

- #1 reputation in Canada (Globe and Mail/Maclean's)
- Students taught by full-time professors with PhDs; no teaching assistants
- StFX is known for the best residential campus, leadership opportunities, strong student spirit
- 87% of graduates find jobs within 6 months of graduation
- Canada's strongest alumni network - The X-ring opens doors
- Established global partnership network throughout the world
- 91% student satisfaction
- Received 'A' ratings in national surveys
- 5 Times ranked #1 in Canada

Step 2 Talk about StFX at a party, grocery store, Facebook, or elsewhere, to introduce StFX to parents and students.

Step 3 Connect the student with StFX's Admissions Team: Send students' name to us and we will follow up:

Videos



Alumni - Recruitment Greeting



Why StFX?



StFX Academics



Academic Day - Welcome Week 2013



Campus Life



Society Night 2013 - StFX



StFX Alumni



Athletics at StFX

What recruitment tools can you provide for alumni?

ALUMNI NETWORKS

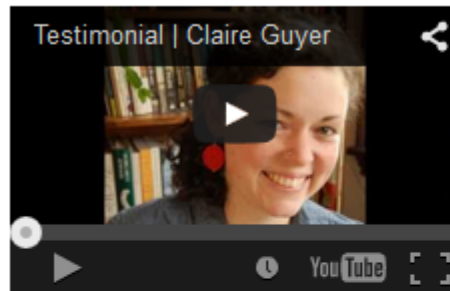
Example: University of King's College U.S. Students Page

At King's, you'll experience the academic excellence found in an Ivy League school with the added benefit of the new insights that come from studying and living in another country.

There have been 29 Rhodes Scholars who gained their academic foundation from King's, including [Rosanna Nicol](#), who was awarded the prestigious scholarship in 2009. She is currently attending Oxford. Our students have also pursued graduate studies at Harvard, Cambridge and Columbia, to name a few.

Recognizable examples

U.S. Students and Parent Testimonials



Claire Guyer (BAH '08)
King's Alumna

Listen as King's Alumna **Claire Guyer (BAH '08)** shares how the community spirit at King's made her feel at home.



Will English (BAH '07)
Kings Alumnus

Listen as Will English (BAH '07) discusses his involvement in the King's student government, the foundation year program and what he enjoyed about King's.

Recruiting and Admissions: Analytics

INTERNATIONAL STUDENT LIFECYCLE: FUNCTION AND IMPACT

International Student Lifecycle (Front-End)

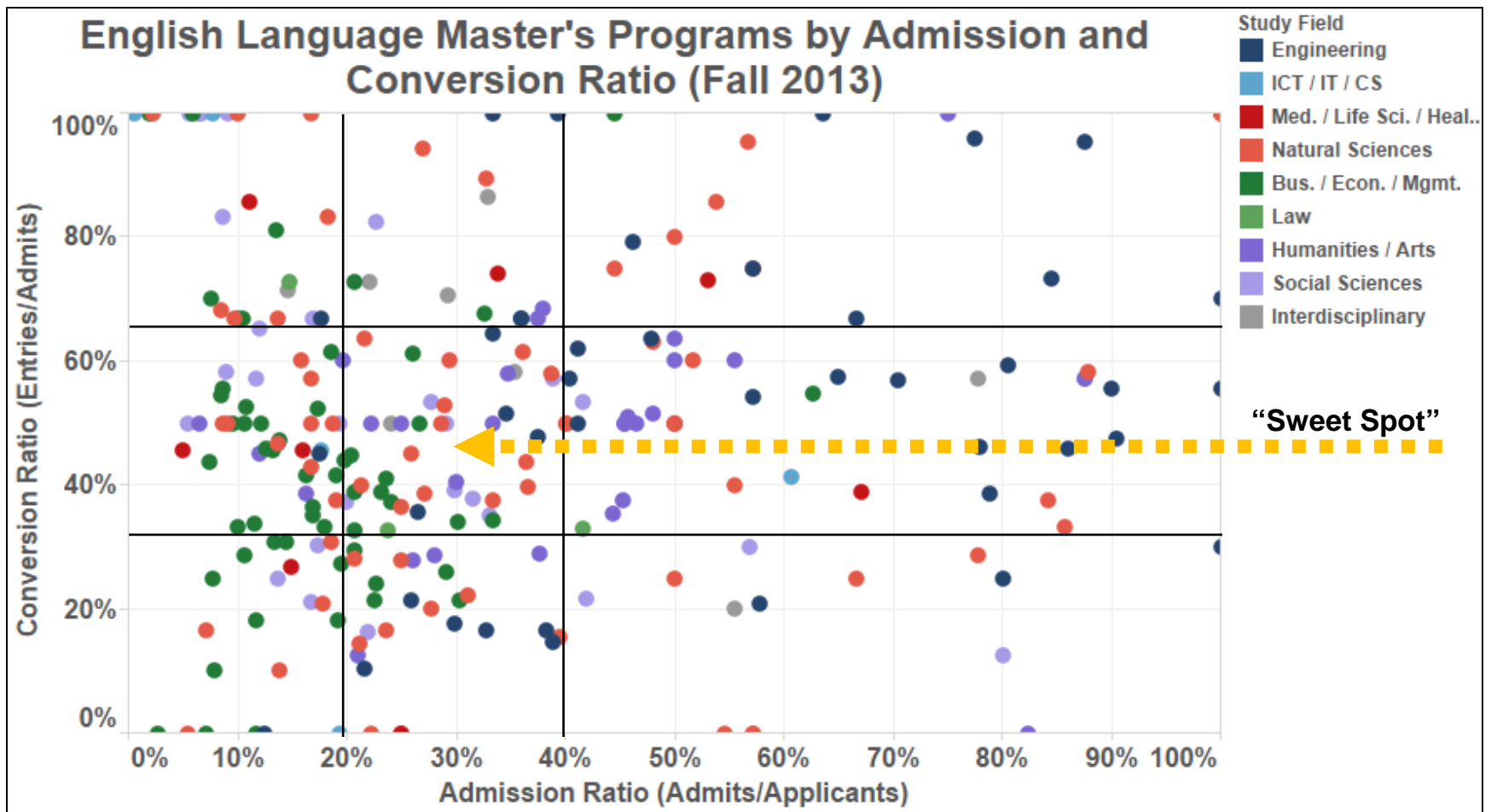
	M&R	Apply	Offer	Accept	Confirm	Visa	Register
Funnel		100	50	25	20	18	17
Yield		“0.x”	0.5	0.5	0.8	0.9	0.94
ROI		● / ●●●●	●●	●●●●●	●●●●	●	●
Drivers		Qualified application	Mutual fit	Superior conversion	Relationship creation	Service and engagement	Pre On-boarding
Avoid		Noise	Chasing load	False positives	Over-serve	Over-serve	Under-serve
Intel		Mod., Seg., Sur., Pre.,	Mod., Pre.	Sur., Mod., Pre.	Sur.	Load calculation	Perform. Assessment
	CRM	Admissions Solution					ERP...

Notes: Data is for illustrative purposes.

Source: ICG's Strategic Enrollment Performance Assessment Toolkit (SEPAT).

INSIGHTS FROM THE 2014 MASTER'S BENCHMARKING

International Admission and Conversion Ratios (I)



Business and Social Sciences programs appear to be most selective

Notes: Information has been sanitized.

Source: ICG.

ICG © 2015

BCCIE Summer Seminar Admissions Workshop – 21 June 2015

73

Introduction and Housekeeping

International recruiting trends and implications for admissions

Concepts, processes, and analytics – critical admissions functions

Views from Langara

Views from UBC

Break out session with case studies

Roundtable discussion

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Break out session with case studies

Roundtable discussion

- **This workshop section is dedicated a group work-based case study.**
- **Each presenter will lead a group to address the overleaf presented case study questions.**
- **Each group will have 30 minutes to discuss and answer the case study questions.**
- **Subsequently, each group will present and defend their solutions for five minutes.**
- **We look forward to spirited discussions and creative answers.**

BREAK OUT SESSION WITH CASE STUDY

Case Study Introduction

- **Baseline:** You were just hired to create an admissions processing function for BC's new University College of Higher Learning.
- **Expectation:** The target is to admit 400 international students each year into Diploma and Bachelor degrees.
- **Admissions Requirements:**
 - IELTS 6.0; high school equivalent of 60%; and completion of an essay.
 - The flagship Bachelor's program, International Education Management, requires an IELTS 7.0 and a high school equivalent of 85%.
- **The new University College will operate with the following three characteristics:**
 - Each student needs to spend one term in China or Brazil (study abroad).
 - The admissions model is "first past the post".
 - Every student scoring between 75-85% is offered a 50% tuition scholarship.
- **You have six months to assemble a team, implement a system, and define all policies and processes.**

BREAK OUT SESSION WITH CASE STUDY

Case Study Questions

- **How would you define the admissions function from an organizational perspective?**
- **What systems, policies, procedures, and processes do you need to put in place (think high level / about categories rather than details)?**
- **What kind of students do you think you would admit, and why do you think would they join the University College?**
- **What complexities do you foresee in processing applications regarding the admissions requirements and likely applicant pool (please define the latter)?**
- **What are key challenges you foresee? What new practices could you establish?**

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