

PRESIDENTIAL PRIORITY: TIGER WAY- INTERNATIONAL

We will enhance Towson University's branding and reputation in all regions of the world to increase the number of diverse and qualified international graduate and undergraduate students studying on campus, to integrate them into the TU community and offer support through graduation.

WHY IS THE PRESENCE OF INTERNATIONAL STUDENTS CRITICAL?

Despite global challenges including competition, immigration policies, political crises and currency fluctuations, the efforts of universities to embrace internationalization has resulted in over 1,000,000 international students in US (5 percent of total enrollment). International students contributed \$36 billion to the US economy in AY 2015. Maryland currently hosts over 18,000 international students who contributed over \$576,000,000 to the Maryland economy in AY 2016. The top hosting Maryland institutions were: College Park, Johns Hopkins, Montgomery College, UMBC, and Morgan State University. (*IIE Open Doors Report 2015-2016*).

The value of international students infusing global diversity at our campus is aligned with the President's commitment to strengthening a diverse and inclusive campus. As of Fall 2017 TU hosts 500 international students, representing nearly 80 countries. In addition to paying non-resident tuition, these students contribute to our campus by:

- Sharing cross-cultural perspectives in our classrooms-impacting learning environment
- Engaging domestic students in intercultural interactions and building cultural competencies
- Representing languages, religions and cultures and contributing to diversity of perspectives
- Embracing the Maryland culture and promoting our reputation abroad.

HOW WILL WE INCREASE THE GLOBAL DIVERSITY OF OUR CAMPUS?

The International Sub-Committee of the Tiger Way Task Force conducted benchmark studies on best practices, reviewed current policies and strategies, and proposed specific international recruitment tactics including ROI analysis. Efficacy of such plans will be demonstrated by significance increase in international students' enrollment, integration and retention.

1. Launch comprehensive marketing and recruitment campaign

Goals and Actions: Develop a communication and recruitment strategy that identifies and engages international applicants, focused on customer service, and promoting TU as a world class, top choice option for university studies. Goals include utilizing the strength of our English

and academic programs to attract diverse applicants, and bringing our marketing campaigns to the platforms international students use including WeChat and Whatsapp.

Milestones:

- Launch comprehensive international communication campaign in its entirety by AY 2019
- Increase international student population on campus by 30% by AY 2021.

2. Improve admissions policies and processes

Goals and Actions: Improve processes of international admissions, eliminating barriers of application access to increase the number of applicants and the number of completed applications. In a competitive recruitment industry, we must be able to offer the most streamlined admissions processing possible in order to follow best practices.

Milestones:

- Rework current website and application to become more international friendly
- Streamline application process, with automated email responses and instructions built into communication plan, with full implementation in AY 2017
- Establish a policy of admission decisions within 3 business days of application completion for undergraduate, and 10 days for graduate by the end of AY 2017.

3. Enhance Integration and retention support services for International students

Goals and Actions: Support international students in their arrival and adjustment to TU campus during the orientation phase and continue support throughout their time on campus.

Milestones:

- Establish housing coordinator to support international students in finding lodging on and off campus by AY 2018
- Hire seasonal, bilingual support staff to assist in orientation and campus integration of new international students by AY 2018
- Increase student tutoring and writing support staff with global competencies by AY 2018

FUNDING REQUIREMENTS:

- AY18: **\$99,552** to fund 1 staff reclassification, the creation of an international recruitment budget, the hiring of seasonal orientation staff and one GA to assist in international recruitment.
- AY19: **\$290,104** to fund 1 staff reclassification, hiring of an Academic Articulation Coordinator, 2 GAs focused on international housing and student support and international student tutors.
- AY20: **\$102,552** to fund hiring of International Student Integration Coordinator and GA focused on International Alumni and Giving.
- AY21: **\$70,000** to fund hiring of a Coordinator of Foreign Credentials.

* Past year funding will be sustained. Funding indicated represents an increase over the previous year.