

AY 2018 - 2019 Project - Management Plan for TigerWay International Executables

Goal -- Increase international - student enrollment by 30% over four years

Priority Order	Action	Cost * one time **ongoing	Office	Timeframe / Completion Date	Outcomes / Performance Measures	Issues (if any)	Status as of February 2019
1	Develop International Enrollment (IEM) Plan	Time and Staffing Commitment	International Initiatives, International Recruitment	August 2018	International Enrollment (IEM plan 2018-2022) Developed	Dynamic based on funding and external factors (economy, political climate, international relationships) Must coordinate with institution enrollment plan	Initial strategies (not requiring increased funding) were developed and implemented during AY 20182-2019
2	Reclassify/upgrade Associate Director of International Recruitment to Director of International Recruitment and convert to fully state-funded position	\$32,000**	AVP International Initiatives	Fall 2018	Retention and stability of lead position in international recruitment to continue current initiatives and develop/implement IEM plan 2018-2022	Tiger Way Funding. Additionally, we will need to apply to USM to reclassify and fully state-fund position	Reclassification of the position is one of the aspects of the assessment of a new International Admissions Pilot initiated in AY 2018, with the results scheduled for analysis in Summer 2019
3	Increase international recruitment budget	\$40,000**	PBO	Fall 2018	Implement IEM plan 2018-2022- Travel funding, list purchasing, shipment fees, membership organization fees and branding initiatives	Tiger Way Funding	While the requested international recruitment budget was not increased, new marketing initiatives were funded resulting in an expected new cohort of international sponsored students in Fall 2019
4	Hire International Recruitment Coordinator GA	\$17,552**	International Initiatives, International Recruitment	Fall 2018-Spring 2019	Support the Associate Director and strengthen Communication and Customer Service to perspective students during application process	Tiger Way Funding	A Graduate Assistant was funded and assigned starting Fall 2018
5	Develop seasonal student support staff to assist in communication and quality of health services for new international students. Invest in translated materials and instructions for students from priority countries where English is not the native language.	\$20,000**	International Initiatives, International Recruitment, ISSO, ELC	Spring 2019- Summer 2019	Increase language and retention support services for Multilingual International students	Tiger Way Funding, collaboration between ELC, ISSO, SHC	This initiative was integrated in the proposal of a international student service fee to be implemented Fall 2019.
6		Time and Staffing	International Recruitment, International Admissions	Summer 2018	Bring International Admissions and Scholarship practices to industry standards	Decentralized International Recruitment and Admissions operating in separate units coupled with staff time commitment	Policies were updated, resulting in an increase in application completion rates over the previous academic year

7		\$2,000**	AVP International Initiatives, International Recruitment	Ongoing initiative started Fall 2017	Synergize Maryland Institutions to boost collaboration and international student enrollment aligned with IEM plan 2018-2022	Funds, time, and initial startup challenges
---	--	-----------	--	--------------------------------------	---	---

Consortium is going strong, and joint recruitment ventures include the launch of a international student transfer fair, as well as recruitment initiatives in China, South Korea and Brazil

