

**AY 2017 - 2018 Project - Management Plan for TigerWay International Executables**  
**Goal -- Increase international - student enrollment by 30% over four years**

Priority Order	Action	Current State	Cost * one time **ongoing	Office	Timeframe / Completion Date	Outcomes / Performance Measures	Issues (if any)
1	Explore reconfiguration of International Scholarship Program to provide tiers of awards and better predict yield.	University only offers a limited number of \$8,000 international scholarships	Policy Revisions	International Admissions, International Recruitment, Bursar's Office	Spring 2018	Improve the ability to attract top caliber international applicants to Towson with financial incentives	Renegotiating of international admissions policies
2	Develop comprehensive International Student Communication/Marketing Plan utilizing Salesforce	No current international communication plan	Time and Staffing	International Recruitment, Enrollment Marketing	Fall 2018	Currently being built with joint effort by Enrollment Marketing and International Recruitment	Possible accessibility issues for students accessing in China
3	Increase and support academic articulations with foreign institutions, such as 2 + 2 for undergraduate and 4 + 2 for graduate	Some academic agreements were about to expire, and others needed to be reconfigured.	Time and Staffing/travel costs	International Initiatives, International Recruitment	Ongoing	We are currently pursuing academic articulations with universities in 5 countries.	Lack of a specialized position to administer
4	Collaborate and pool resources with Maryland Institutions through initiatives such as Maryland International Education Consortium to promote Maryland as an international education destination	No such organization existed	Time and Staffing	International Initiatives, International Recruitment	Successfully launched September 2017	Successfully launched	
5	Engage in limited strategic international recruitment	Recruitment had been intermittent	Budget and Staffing	International Recruitment	Travel initiated August 2017	Targeted China, Brazil, Indonesia and Vietnam	Budget and communication plan
6	Reconfigure International Applicants and Admissions pages	Website was greatly out of date	Time and Staffing	International Recruitment, Enrollment Marketing	Website Launched January 2018	New, highly functional website	
7	Refine admission and scholarship policies	Existing admissions policies are outdated due to gap in staffing	Time and Staffing	International Recruitment, International Admissions	Summer 2018	Bring International Admissions and Scholarship practices to industry standards	

