

GOAL 1 Initiative 8 Task/Action 3

Introduction

The purpose of this paper is to expand on the work plan elements associated with Goal 1 Initiative 8 Task 3 “Increase international graduate student enrollment”. This document reflects the efforts of the implementation team and has been developed collaboratively by Jacques Fuqua (Director, International Programs and Services) [Note: The incoming director, C. McGrew, will assume this role], John Beacon (VP , Enrollment Management, Marketing and Communications), and Jay Gatrell (Dean, CGPS). The original request was for a base budget investment of \$90,000 plus benefits to create an International Student Success Coordinator (ISSC) (\$40,000) and to support related international recruitment travel (\$50,000). In FY11, \$50,000 was approved to fund international recruitment efforts in India, Vietnam, Korea, Brazil, and Argentina. Unfortunately, a medical emergency prevent the scheduled Brazil and Argentina trip which will be rescheduled for the fall (if funding and carry forward are approved). The trips were staffed by J. Gatrell, T. Steiger, B. Hartman, and L. Barratt. The FY12 request is for travel only (\$50,000).

Purpose

Since the strategic planning leadership has not approved any prior requests with the exception of international travel, the FY12 request is for international recruitment travel only. Indeed, the majority of the requests in prior years were related to instructional staffing and these requests were properly referred to Provost Maynard. Additionally, I would note several strategic new programs have been developed and improved (i.e., DPT, DNP, and MS in Phys. Asst.). Further, several programs have been board approved and are awaiting commission action (i.e., MSW, Ph.D. in Health Sciences, and an online MS in Technology Management).

Work Plan

The proposed work plan is to expand recruitment as outlined in the prior year “white paper”. For FY12, the following locations will be targeted for recruitment:

1. China/Taiwan
2. Brazil/Argentina (carry forward from prior year)
3. Gulf States—excluding Saudi Arabia as we have an existing arrangement with the embassy (TBD)
4. TBD—if carry forward is approved

Reporting and Deliverable Schedule

Over the course of the 2011-2012 academic year, the initiative will visit China/Taiwan, Argentina/Brazil, and selected Gulf States. An additional trip may be approved, if carry forward exists from FY11. The results will be report at the spring “conference”.

Budget

The proposed activity will be \$50,000. As a team of two will visit each site, the proposed cost is roughly \$5000 per person excluding local arrangements/expenses associated with the U.S. Commercial Service's Gold Key.

Management Plan

The travel will be arranged by IPS and the trips will include representatives from an established cadre of faculty and staff recruiters.

Outcome Assessment

The outcomes will be assessed by the total enrollments and observed increases in enrollments in countries.

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