

AIRC Spring Symposium Concurrent Sessions and Plenary Descriptions

11:00 a.m. – 12:15 p.m. Concurrent Sessions

A. Selecting Agents: Make your Speed Date Count!

Presenters:

- Joe Knight, UNT
- Ian Cann, ICEF
- Banit Sawhney, Imperial Platforms
- Jennifer Wright, AIRC

Description:

To achieve success with a partner you must be set up for success. This session explores how partner institutions and recruitment agencies can ask and answer critical questions to determine if there is a mutual fit. What research can you do before your meeting? What questions should you ask during your first interview? Keeping in mind that agents select schools as much as schools select agents: what information should you be ready to share with potential agents during your initial contact? How do you proceed to shortlist potential agents to contract with?

Attendees will learn how recruitment agencies fit into their comprehensive international recruitment strategy, how to research agencies before the initial contact, what questions to ask and information to provide during an (often brief) first meeting, and how to evaluate agencies and how to find out if they are a good fit for their institution. Also, attendees will become familiar with certification checklists and agency selection tools used by leading organizations in the international recruitment field, learn how to apply AIRC Education Agency Standards to evaluate recruitment agencies including those that are not AIRC certified and how organizations like AIRC and ICEF support the agency selection process.

B: A Risky Business - Mitigating Risk with Third Party Partnerships

Presenters:

Tom Wilmot, StudyLink Connect, Director of Expansion
Ryan Fleming, AECC
Tyrena Miehm, Flywire

Description: This session will focus on how third-party partnerships can help institutions mitigate risk in various stages of the recruitment journey. Whether it is ensuring the quality of data at application stage, pivoting recruitment away from an area of geo-political conflict or safeguarding against fraudulent deposit payments, third parties play a huge role in defending institutions against risk. Attendees will learn which part of the student journey represents the most risk and which risks are controllable and assess how third party providers can help an institution to recognize risk and improve processes to mitigate them.

12:30 p.m. Plenary Lunch

Scott Slaney, Director Global Business Development, Niagara College, Canada
University panelist, TBA N/A

Description: V.U.C.A. (Volatility, Uncertainty, Complexity and Ambiguity) certainly captures the challenges of this moment in international education. Geopolitics, national politics and local dynamics seem to have exponentially increased the difficulty of the work of recruitment teams in Australia, the US, the UK, and Canada. Dr. Allcott will provide context and perspective from his 35+ years in international. This VUCA moment may seem unprecedented. But previous challenges have led to the wisdom of relying on: Values, Data, Technology, and the international educators superpower: Tolerance for Ambiguity. He'll demonstrate how AI-informed tools can support these principles. Niagara College will present a case study of how they rely on deep data, breadth of portfolio, and due diligence in all business practices to ensure sustainable outcomes of international education. NC's recruitment includes: the highest industry standards in agent vetting, training and supervision; diligently chosen private partners for meeting students needs; and off-shore delivery of academic programming and curriculum. Broad portfolio's mitigate risk, and enable bold strategies. The University panelist (TBA) will present on data and technology tools it uses to guide both long, medium, and short term decision-making for recruitment and admissions practices.

D. Navigating Budget Challenges in International Recruitment: Practical Strategies for Every Phase

Presenters:

Ben Waxman, CEO, Intead

Description: International student recruitment offices typically have extremely limited financial and human resources. This session will help those responsible for international recruiting navigate budget management, from leveraging measurable data points to bolstering your budget advocacy to fully leveraging your available funds. From attraction to application, and enrollment to retention, learn to apply practical, data-driven strategies that resonate with your target audience and achieve your enrollment goals through the entire recruitment funnel. Intead will provide detailed analyses of digital campaign expenses and list purchase costs. Information provided will ground expectations and give attendees the facts they need to propose practical budget plans and manage effective marketing initiatives.