

AIRC 10<sup>th</sup> Annual Conference – December 5 – 8, 2018

Innovating Together: Leveraging Global Networks to Create Opportunity



Wednesday, December 5, 2018

TIME	EVENT	ROOM
8:00 a.m. - 7:30 p.m.	Registration Open	Foyer
8:30 a.m. - 5:00 p.m.	<b>AIRC GSR Certificate Course –Module 1 and 2</b> <i>Pre-Enrollment required</i>	President’s Boardroom
9:30 a.m. - 4:30 p.m.	<b><i>Pre-Conference Workshop: Developing and Implementing a Comprehensive Recruitment Strategy</i></b>	Biscayne

12:00 p.m. – 7:00 p.m.	Exhibitor Set Up	Global Ballroom
1:00 p.m. - 4:00 p.m.	Pre-Conference Workshop: <b>Guidance for Those New to Working with Agents</b>	Key West
1:00 p.m. - 4:00 p.m.	Pre-Conference Workshop: <b>Leveraging Data to Make Your Case for Recruitment</b>	Sanibel/Marathon
4:00 p.m. - 4:45 p.m.	Mentor – Mentee Meet Up	Grand Ballroom A
5:00 p.m. - 5:50 p.m.	AIRC Town Hall	Grand Ballroom A
6:00 p.m. - 8:00 p.m.	Opening Reception	Bonaventure Pool Deck

PRE-CONFERENCE PROGRAM

8:00 a.m. – 7:30 p.m.

**Registration Open**

*Foyer*

PRE-CONFERENCE WORKSHOPS

Pre-registration required.

9:30 a.m. - 4:30 p.m.

*Developing and Implementing a Comprehensive Recruitment Strategy*

*Biscayne*

Coffee and lunch included.

9:30 a.m. - 4:30 p.m.

Attendance Cost: \$225

This workshop begins with a discussion of global strategy. We will consider the components and partnerships (from agents to alumni) of an effective recruiting plan. We will focus on important (but oft neglected) roles marketing and analytics play within your strategy. We will explore lead management systems (CRMs), market research resources, geographic markets, audience segmentation and developing engaging content. We will examine how various recruitment channels (from agents to digital campaigns) may benefit different institutions. We will discuss how CRMs and other tech tools provide the analytics necessary to effectively evaluate your strategy and present your plans to leadership. \*Added bonus: Join us for an exclusive “workshop enhancement” session during AIRC. This is a valuable opportunity to digest the workshop’s lessons and return with lingering questions specific to your institution for presenters to address.

Presenters: Ben Waxman, Intead

Patricia Tozzi, Intead

Hillary Dostal, Northeastern University

1:00 p.m. - 4:00 p.m.

*Guidance for Those New to Working with Agents*

*Key West*

1:00 p.m. - 4:00 p.m.

Attendance Cost: \$175

The workshop will provide an introduction to agency-based recruitment for institutional representatives who are new to the topic or have only recently started to work with agents. It will aim to provide specific tools and best practices for building and managing effective long-term relationships with recruitment agents worldwide. The workshop will focus on various aspects of institutional-agency relationships, including vetting and selecting agents, contracts and commission, training and communication, admissions procedures for agents, agency-organized recruitment events, as well as do's and don'ts.

Presenters: Kirsten Feddersen, Southern New Hampshire University

Angel Ahmed, GNET Marketing

Mark Lucas, iaeGlobal Workshop

1:00 p.m. - 4:00 p.m.

*Leveraging Data to Make Your Case*

*Sanibel/Marathon*

1:00 p.m. - 4:00 p.m.

Attendance Cost: \$175

Whether you are creating a new recruitment plan, convincing your administration for additional resources, or proving the importance of recruitment partnerships, the most important tool you should use to leverage your case is data. This workshop will explore ways for you to utilize data to inform your decisions and make your case, and will provide participants with tools to both find and leverage data as well as communicate its importance. Participants will leave the workshop with an understanding of where to find both explicit and implicit data sources, strategies for avoiding pitfalls associated with misinterpretations of data and ways in which data may be used not only to inform strategy, but to advocate for increased organizational support as well.

Presenters: Megan Prettyman, University of Findlay

Ryan Fleming, IDP Education

Jon Maes Rowand, Oklahoma City University

4:00 p.m. – 4:45 p.m.

**AIRC Mentor and Mentee Meet Up**

*Grand Ballroom A*

5:00 p.m. - 6:00 p.m.

**AIRC Town Hall Meeting**

*Grand Ballroom A*

Join the AIRC Board and staff in a question and answer session about AIRC operations, standards, and strategic directions.

**Jeet Joshee**, AIRC President

**George Kacenga**, AIRC President-Elect

**Mike Finnell**, AIRC Executive Director

**Greet Provoost**, Chair, Certification Commission

**Jennifer Wright**, AIRC Director of Certification


6:00 p.m. - 8:00 p.m.

**AIRC Opening Reception**

*Bonaventure Main Pool Deck*  
Drinks and Networking

Thursday, December 6, 2018

TIME	EVENT	ROOM
7:30 a.m. - 5:00 p.m.	Registration Open	Foyer
7:30 a.m. - 5:00 p.m.	Exhibit Hall Open	Global Ballroom
7:30 a.m. - 8:30 a.m.	Continental Breakfast in Exhibit Hall	Global Ballroom
8:30 a.m. - 9:30 a.m.	<b>Conference Welcome and Comments:</b> Plenary Speaker	Grand Ballroom
9:30 a.m. - 9:45 a.m.	Coffee Break in Exhibit Hall – Sponsored by ELS	Global Ballroom
9:45 a.m. - 11:00 a.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. S.W.O.T Analysis of an In-Country Office or Rep</li> <li>2. Multi-Channel Marketing Strategies</li> <li>3. Building Strong Agency-Institution Partnerships</li> <li>4. Will A.I. Disrupt the Agency Model as We Know It?</li> </ol>	Amphitheater Florida Ballroom A Florida Ballroom B Florida Ballroom C
11:05 a.m. – 12:15 p.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. Student Recruitment Regulatory Roundup</li> <li>2. Leveraging Your Communication Channels</li> <li>3. Data-driven International Student Recruitment</li> <li>4. Institutional Perspectives on Agent Relationships</li> </ol>	Amphitheater Florida Ballroom A Florida Ballroom B Florida Ballroom C
12:30 p.m. - 1:45 p.m.	Certification Luncheon AIRC Anniversary AIRC Awards	Grand Ballroom

	Certification Awards	
2:00 p.m. - 3:15 p.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. The Chinese GaoKao: Why Consider it for Admission?</li> <li>2. Rewriting the Community College IE Playbook</li> <li>3. Developing Internship Programs to Help Recruit and Retain Students</li> <li>4. Impacts of Holistic Admission and Applied Learning</li> </ol>	Amphitheater  Florida Ballroom A  Florida Ballroom B  Florida Ballroom C
3:15 p.m. - 3:45 p.m.	Coffee Break in Exhibit Hall	Global Ballroom
3:45 p.m. - 5:00 p.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. A Deeper Dive Into Your Marketing Recruitment Strategy</li> <li>2. Supporting IEPS: Stories from the Field</li> <li>3. Frauds and Fakes</li> <li>4. Major Shift in Engineering Reshapes Indian Market!</li> </ol>	Amphitheater  Florida Ballroom A  Florida Ballroom B  Florida Ballroom C
5:05 p.m. - 6:00 p.m.	<b>AIRC Member Elevator Pitch Event</b> (pre-registration required to participate)	TBA
6:00 p.m. - 8:00 p.m.	<b>Reception Sponsored by ICEF</b>  	Grand Ballroom

Thursday, December 6, 2018

7:30 a.m. – 5:00 p.m.

**Registration**

*Foyer*

7:30 a.m. – 5:00 p.m.

**Exhibit Hall Open**

*Global Ballroom*

7:30 a.m. - 8:30 a.m.

**Continental Breakfast in Exhibit Hall**

*Global Ballroom*

8:30 a.m. - 9:30 a.m.

*Grand Ballroom*

**Conference Welcome and Opening Remarks**

George Kacenga, Conference Chair

Plenary Speaker

**Opening Remarks**

Jeet Joshee, President, AIRC Board of Directors

9:30 a.m. - 9:45 a.m.

**Coffee Break in Exhibit Hall – Sponsored by ELS**

*Global Ballroom*

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**Concurrent Sessions and Discussions**

9:45 a.m. - 11:00 a.m.

**S.W.O.T Analysis of an In-Country Office or Rep**

9:45 AM – 11:00 AM *Amphitheater*

Chair: Angel Ahmed, GNET- Global Network

Presenter: Akash Amin, Full Sail University

Presenter: Abhijit Zaveri, Career Mosaic Pvt Ltd

India is a dynamic, quickly evolving, and complex country unique in its diversity. Given the continuous increase in the college age population, recruitment in India requires year-round support as it applies to your various recruitment channels. In this session experts will share strategies which allow institutions to effectively execute this requirement. A S.W.O.T Analysis on in-country representation will help institutions identify key aspects in planning, executing, and maintaining a productive in-country presence.

Focus: Recruitment Methods

Level: All

Target Audience: Any Institutional Type, Graduate Programs, Community Colleges, Secondary Schools

**Multi-Channel Marketing Strategies**

9:45 AM – 11:00 AM *Florida Ballroom A*

Chair: Michael Henniger, ICEF

Successful internationalization means having recruitment and branding solutions that work - from digital, advertising, and partnerships to exhibitions, alumni, and the agent channel. These elements all help your institution build an international brand, attract international students, and create global opportunities for your domestic students. The challenge is to use these channels to deliver a solution that meets your specific internationalization goals. This session takes up that challenge, using market data and experience to provide effective branding and recruitment solutions.

Focus: Marketing

Level: All

Target Audience: Any Institutional Type

## **Building Strong Agent-Institution Partnerships**

9:45 AM – 11:00 AM **Florida Ballroom B**

Chair: Alexandra Michel, College Contact

Presenter: Sean Cochran, California State University, Long Beach

Ensuring a strong agent-institution partnership requires different strategies in the inevitable difficult times that will face international recruitment. Institutions must realize that downturns in student mobility affect agencies as well. What can institutions and agents do to make sure their partnerships will be built to last? This session will provide guided discussion, suggestions, and examples that will help institutions and agents understand the challenges the other side faces in tough times and how to identify and implement new ways to strengthen their partnerships through the best and worst of times.

Focus: Engaging with Agencies

Level: All

Target Audience: Any Institutional Type, Agencies, General Interest

## **Will AI Disrupt the Agency Model as We Know It?**

9:45 AM – 11:00 AM **Florida Ballroom C**

Chair: Krista Northup, Sannam S4

Presenter: Sushil Sukhwani, Edwise International

Presenter: Joe Morrison, Concourse Global Enrollment

Artificial Intelligence (AI) is creeping into all aspects of modern life, even the counseling of students looking for an overseas education experience. With the rise of online and virtual counseling sites, what is at stake for the 'traditional' in-person counseling model? What is the impact for universities? Two colleagues - one on each side of this debate - will provide their thoughts and perspectives. From there, attendees will have an opportunity to discuss and debate artificial intelligence vs. human intelligence when it comes to international student advising and placement.

Focus: Trends and Future Forecasts

Level: All

Target Audience: Any Institutional Type, Graduate Programs, Community Colleges, Secondary Schools

## Concurrent Sessions & Discussions

11:05 a.m. – 12:15 p.m.

### Student Recruitment Regulatory Roundup

11:05 a.m. – 12:15 p.m. **Amphitheater**

Chair: David Di Maria, University of Maryland, Baltimore County

Presenter: Ryan Fleming, IDP Education

International student recruitment in the United States is governed by a regulatory patchwork that can seem confusing and even obscure. What laws, rules and guidelines concerning recruitment tactics - for example, commission-based agency recruitment - have different states, university systems, accrediting bodies, and others put in place? To whom do they apply? What does the future look like and how can institutions make their voices heard? Agency and institutional representatives will outline the regulatory "state of the sector" and encourage attendees to share insights from their own experiences.

Focus: Regulatory

Level: All

Target Audience: Any Institutional Type, Agencies, Graduate Programs, Community Colleges, Secondary Schools, General Interest

### Leveraging Your Communication Channels

11:05 a.m. – 12:15 p.m. **Florida Ballroom A**

Chair: Patricia Tozzi, Intead

Presenter: Hillary Dostal, Northeastern University

Your digital marketing plan is an important component of your overall international student recruitment plan. With competition for the attention (and enrollment) of prospective students increasing, digital marketing must supplement your agent and international fair recruitment activities. Northeastern and Intead will guide you through the various communication channels available and offer best practices to maximize reach and engagement within each channel. Participants will also receive a comparison chart of these various channels so it's easier to implement insights learned from this session once they return to their institution.

Focus: Marketing

Level: All

Target Audience: Any Institutional Type

### Data-driven International Student Recruitment

11:05 a.m. – 12:15 p.m. **Florida Ballroom B**

Chair: Benedikt Wirmer, Studyportals Analytics and Consulting

Presenter: Michelangelo Balicco – Head Manager International Recruitment, Università Cattolica del Sacro Cuore, Italy

This session presents and opens up the discussion on how detailed real-time data about the global student interest on country, city and (sub-)discipline level can help you to inform your international student recruitment strategy.



Learn how Glasgow Caledonian University is using these insights to target international students, but also to determine where to build strategic partnerships or how to expand its global footprint.

Focus: Trends and Future Forecasts

Level: All

Target Audience: Agencies, Graduate Programs, General Interest

## Institutional Perspectives on Agent Relationships

11:05 a.m. – 12:15 p.m. **Florida Ballroom C**

Chair: Paul Schulmann, WES

Presenter: Ross Jennings, Green River College

Presenter: Suleyman Bahceci, Virginia International University

Presenter: David Bushey, IDP Education

Using agents is commonplace in many countries, especially Australia, where approximately three quarters of students (and all institutions) utilize them; however, only an estimated 37 percent of U.S. schools did so in 2016. More U.S. institutions are now considering agents and it's critical to understand the pros and cons and best practices for vetting and assessing quality. This hotly debated issue, with advocates citing cultural knowledge and local presence, while opponents note risks of misleading or misinforming students and institutions, will be discussed from both angles, based on WES research as well as institutional and agency perspectives.

Focus: Institutional Engagement and Processes

Level: All

Target Audience: Any Institutional Type

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12:30 p.m. - 1:45 p.m.

### **Luncheon and Agency Certification Ceremony**

*Grand Ballroom*

Welcoming Remarks

Mike Finnell

Commission Report and Recognition of New Certified Agencies

Greet Provoost

Jennifer Wright

President's Report and Lenn Award

Jeet Joshee

Insert name of awardee here

AIRC Anniversary Recognition

Jeet Joshee

Mitch Leventhal

AIRC Awards

Bryan Gross

Jeet Joshee

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2:00 p.m. - 3:15 p.m.

### **Concurrent Sessions & Discussions**

## The Chinese GaoKao: Why Consider it for Admission?

2:00 p.m. - 3:15 p.m. **Amphitheater**

Chair: Mitch Leventhal, University at Albany, SUNY

Presenter: Andrew Chen, WholeRen Education

Presenter: Victoria Dutcher, University of New Hampshire

Presenter: Pieter Vermeulen, MS, MBA, University of North Texas

As competition increases across the world for Chinese international students seeking education abroad, it is imperative that American universities understand the Gaokao and how they can benefit from the high achieving Post-Gaokao student pool. This session will discuss the administration of the Gaokao exam in China, the utility of its scores for American schools and present equivalency data that compares the Gaokao scores and percentiles across 26 Chinese provinces to the SAT and ACT exams. Additionally, two U.S. institutions will discuss the steps they have taken to include the Gaokao score as admission criteria.

Focus: Recruitment Methods (non-agency)

Level: All

Target Audience: Any Institutional Type

## Rewriting the Community College IE Playbook

2:00 p.m. - 3:15 p.m. **Florida Ballroom A**

Chair: Jing Luan, San Mateo Community College District

Presenter: Diane Arguijo, San Mateo Community College District

Speaker: Paul Frost, U.S. Department of Commerce

Speaker: Dwiraj Sharma, Alfa Beta Institute

Audience will have a semi hands-on experience in learning and critiquing the work in writing the playbook of international education by a community college district that ventured into it with a vision, drive and some innovative approach that achieved ROI in black the following year. The growth rate has become 1,700% over the five years.

Focus: Institutional Engagement and Processes

Level: All

Target Audience: Any Institutional Type

## Developing Internship Programs to Help Recruit and Retain Students

2:00 p.m. - 3:15 p.m. **Florida Ballroom B**

Chair: Chris McKenzie, Academic Internship Council

Speaker: Eddie West, University of California, Berkeley

Speaker: Alexandra Michel, College Contact

International students are more savvy and are demanding more than good rankings and academics when they choose an institution. Promoting internships, WIL, or other experiential learning opportunities available throughout their academic career can assist an institution in attracting and retaining international students.

Focus: Marketing

Level: Beginning/Intermediate

Target Audience

Any Institutional Type, Agencies, Graduate Programs, Community Colleges, General Interest

## Impacts of Holistic Admission and Applied Learning

2:00 p.m. - 3:15 p.m. **Florida Ballroom C**

Chair: Michael Wilhelm, University of North Carolina Wilmington

Presenter: Steven Boyd, University of Bridgeport

Students are evaluated on extracurricular activities at two very important times during their undergraduate experience - the beginning and the end. This discussion will explain the process of holistic admission and how prospective employers look at applied learning experiences and other high impact practices (internships, research, education abroad) after matriculation.

Focus: Institutional Engagement and Processes

Level: Beginning/Intermediate

Target Audience: Any Institutional Type, Agencies, General Interest

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3:15 p.m. - 3:45 p.m.

### **Coffee Break in Exhibit Hall**

*Global Ballroom*

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3:45 p.m. - 5:00 p.m.

### **Concurrent Sessions & Discussions**

## A Deeper Dive Into Your Marketing Recruitment Strategy

3:45 p.m. - 5:00 p.m. **Amphitheater**

Chair: Ben Waxman, Intead

Moderator: Patricia Tozzi, Intead

Presenter: Hillary Dostal, Northeastern University

Presenter: Angel Ahmed, GNET- Global Network

This session is a complement to the Pre-Conference Workshop: Developing and Implementing a Comprehensive Recruitment Strategy. Workshop attendees will use this forum to continue the conversation, clarify lingering ambiguities and receive personalized solutions to their institution's unique issues. Our pre-conference workshop will review a lot of new information and this session helps combat the feeling of "what next?" Attendees will have time to absorb the workshop content and then regroup here with a better understanding of the specific assistance they need from our experienced presenters. Priority availability will be given to attendees who participated in the pre-conference workshop.

Focus: Marketing

Level: All

Target Audience: Any Institutional Type

## Supporting IEPs: Stories from the Field

3:45 p.m. - 5:00 p.m. **Florida Ballroom A**

Chair: Robert Summers, SUNY Buffalo State

Presenter: Jennifer Engel, Loyola University Chicago  
Presenter: Matthew Pucciarelli, St. John's University

SIOs from geographically and academically diverse institutions discuss approaches to addressing the nationwide downturn in Intensive English Program (IEP) enrollments. We will share common issues and emerging trends facing IEPs, alongside responses to these challenges based on our institutions' current approaches and those gleaned from interviews with experts in the field. We will then facilitate a group discussion with the goal of creating a sense of "best practices" for today's higher education landscape.

Focus: Institutional Engagement and Processes

Level: All

Target Audience: Any Institutional Type

## **Frauds and Fakes**

3:45 p.m. - 5:00 p.m. **Florida Ballroom B**

Chair: Emily Tse, International Education Research Foundation (IERF)

Presenter: Jason M. Williams, Department of Education, Office of Inspector General

The age of the internet has precipitated the rise of fake diplomas and transcripts, allowing many to be duped. Unfortunately, these fakes have aided thousands of applicants in gaining admission to university. This session will cover the different types of forgeries and how international credentials evaluators search for clues and detect fraud, including the use of microscopes and ultra-violet lighting. The presenters will also share anecdotes and discuss how these problems are exacerbated by diploma mills. In addition, the U.S. Department of Education, Office of Inspector General will explore the ramifications of fraud and abuse.

Focus: International Transcript Review

Level: All

Target Audience: Any Institutional Type

## **Major Shift in Engineering Reshapes the Indian Market!**

3:45 p.m. - 5:00 p.m. **Florida Ballroom C**

Presenter: Pieter Vermeulen, University of North Texas

Chair: Pieter Vermeulen, University of North Texas

Presenter: Mansi Shah, 'A' League Prep School (ALPS)

Recently a dramatic shift has occurred in the Engineering fields for which leading corporations in the USA are recruiting for interns and petitioning for work visas. Where in the past the traditional Engineering Majors of Electrical Engineering (EE) and Computer Science (CS) were dominant, now high-tech firms in the U.S. are en-mass scrambling to acquire talent in new fields such as Data Science, Learning Technologies, Material Sciences and Biomedical Engineering. This trend is of a similar magnitude as past shifts to Telecom and Network Engineering and will strongly impact choice of Engineering Majors and competitive fields for US work visas.

Focus: Trends and Future Forecasts

Level: All

Target Audience: Any Institutional Type

5:05 – 6:00 p.m.

**Agency – Institutional Elevator Pitch Event**

**Pre-registration required**

**Key West**

**Program Outline:**

1. 30 second pitches will be strictly timed. Attendees must be present at the start and no late comers will be admitted.
2. Up to 60 organizations can participate each offering a 30 second elevator pitch for a total of 30 minutes.
3. A speaker roster will be provided to each pre-registrant.
4. Seating will be assigned by roster number.
5. After the pitches an exchange of specially marked business cards will take place (so you know the card exchange came from this event, AIRC will provide stickers)
6. Prizes will be awarded for the best pitches.

6:00 – 8:00 p.m.

**Reception Sponsored by ICEF**

*Grand Ballroom*

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Friday, December 7, 2018

TIME	EVENT	ROOM
7:00 a.m.	Fun Run – 5K	Meet at the Bonaventure Front Desk Lobby
8:00 a.m. - 4:30 p.m.	Registration/Information Desk Open	Foyer
8:00 a.m. - 5:00 p.m.	Exhibit Hall Open	Global Ballroom
8:00 a.m. - 9:00 a.m.	Continental Breakfast in Exhibit Hall	Global Ballroom
9:00 a.m.- 10:15 a.m.	<b>Concurrent Sessions &amp; Discussions</b> 1. Do You Need a Pathway Program? 2. Partnerships That Maximize Recruitment Results 3. Best Practices: Building Relationships with Alumni 4. How to Impact Demand for International Education	Amphitheater Florida Ballroom A Florida Ballroom B Florida Ballroom C

10:15 a.m. - 10:45 a.m.	Coffee Break in Exhibit Hall	Global Ballroom
10:45 a.m. - 12:00 p.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. Strategic Recruitment: Institutional and Agency Perspectives</li> <li>2. The Future of Tier 2 and Tier 3 Cities in China</li> <li>3. Strategic Planning for Career Advancement</li> <li>4. Recruiting, Supporting and Retaining International Students</li> </ol>	Amphitheater Florida Ballroom A Florida Ballroom B Florida Ballroom C
12:00 p.m. - 1:30 p.m.	<b>Networking Lunch</b> Optional Lunch Discussions <ol style="list-style-type: none"> <li>1. Discussion A: Agency – Institutional Dialogue</li> <li>2. Discussion B: Small Office/Low Resource Meet Up</li> <li>3. Discussion C: Community College Meet Up</li> <li>4. Lunch location with no discussion:</li> </ol>	Grand Ballroom A Grand Ballroom B Grand Ballroom C Grand Ballroom D
1:45 p.m. - 3:00 p.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. AIRC Members’ Survey: Shaping a Mid-Term Strategy</li> <li>2. New University Pipeline Avenue: Secondary Pathways</li> <li>3. Top 10 Keys to Success in Student Recruitment</li> <li>4. Ensure, Support, Minimize Issues and Build Numbers!</li> </ol>	Amphitheater Florida Ballroom A Florida Ballroom B Florida Ballroom C
3:00 p.m. - 3:30 p.m.	Coffee Break in Exhibit Hall	Global Ballroom
3:30 p.m. - 4:45 p.m.	<b>AIRC Plenary Session</b> <b>United States Commercial Service and EducationUSA</b>	Grand Ballroom
5:00 p.m. - 6:00 p.m.	AIRC External Reviewer Meet Up (private event)	Executive Boardroom
6:30 p.m. - 8:30 p.m.	<b>Reception Sponsored by AIRC and Air Concepts</b>	Bonaventure Pool Deck

Friday, December 7, 2018

8:00 a.m. – 4:30 p.m.

**Registration/ Information Desk Open**

Foyer

8:00 a.m. – 5:00 p.m.

**Exhibit Hall Open**

Global Ballroom

8:00 a.m. - 9:00 a.m.

**Coffee in Exhibit Hall**

Global Ballroom

**Concurrent Sessions**

## Do You Need a Pathway Program?

9:00 a.m.- 10:15 a.m. **Amphitheater**

Chair: Ian Wright, World Education Services [remove Deepti Mani]

Presenter: Peter Phippen, EC Higher Education

Presenter: Frank Merendino, INTO University Partnerships

Presenter: Andre Cordon, Pace University

Universities struggling to consistently enroll qualified international students are increasingly looking to third-party pathway providers as a way to recruit international students into the U.S. This session will explore common business terms and structures of partnerships formed by pathway providers and universities with the objective of helping administrators establish partnerships best suited to meet the needs and goals of the university. The session will also explore the future of pathway programs based on observations of recent developments.

Focus: Recruitment Methods (non-agency)

Level: All

Target Audience: Any Institutional Type

## Partnerships That Maximize Recruitment Results

9:00 a.m.- 10:15 a.m. **Florida Ballroom A**

Chair: Virginia M. Guneyli, St. Charles Community College

Presenter: Rebecca Bahan, Fontbonne University

Presenter: Thomas Merlot, Missouri Valley College

Moderator: Sophia Iliakis-Doherty, Peninsula College

International educators with university and community college partnerships will describe the ways partnerships position them to maximize and grow their international student recruitment and internationalization initiatives.

Presenters will explain how to use partnerships to develop transfer agreements, services, certificates, degrees, agent relationships, recruitment efforts and study abroad programs.

Focus: Recruitment Methods

Level: All

Target Audience: Any Institutional Type, Agencies, Community Colleges, General Interest

## Best Practices: Building Relationships with Alumni

9:00 a.m.- 10:15 a.m. **Florida Ballroom B**

Chair: Gretchen C. Dobson, Academic Assembly

Presenter: David Di Maria, University of Maryland, Baltimore County

The power of personal referral goes a long way. International students want to know (and deserve to know) what it's really like to attend the universities on their lists. Alumni are an integral resource to the recruitment agenda but new research confirms universities have not identified nor resourced alumni relations as a strategic priority. Our discussion sets the context for alumni engagement and then opens up to a facilitated group discussion on best practices for building a mutually beneficial relationship with alumni, at home and abroad.

Focus: Recruitment Methods (non-agency)

Level: All

Target Audience: Any Institutional Type, Agencies, General Interest

## How to Impact Demand for International Education

9:00 a.m.- 10:15 a.m. **Florida Ballroom C**

Chair: Darcy Rollins, International College of Manitoba

Presenter: Robin Matross Helms, American Council on Education

Presenter: Carol Stax-Brown, Florida Atlantic University

Colleges and universities have long been safe harbors for diversity – of ideas, cultures and language. As nationalism and anti-foreigner sentiment grows in the U.S., UK and other countries, it is imperative that universities examine the experience of international students, in order to maintain the robustness of enrollments. By examining instructional practices and policies, support services, and integration initiatives, this session will guide attendees in developing a welcoming, inclusive experience for international students.

Focus: Recruiting Methods (non-agency)

Level: All

Target Audience: Graduate Programs, Community Colleges, Secondary Schools

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10:15 a.m. - 10:45 a.m.

### Coffee Break in Exhibit Hall

Global Ballroom

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### Concurrent Sessions

## Strategic Recruitment: Institutional and Agency Perspectives

10:45 a.m. - 12:00 p.m. **Amphitheater**

Chair: Steven Boyd, University of Bridgeport

Presenter: David Adler, Ustudy Global

Presenter: Sonya Singh, SIEC

Presenter: Bryan J. Gross, Western New England University



Successful international student recruitment demands strategic vision supported by a concrete step-by-step plan of action. Developing strategic vision is critical to sustained success, but administrators are often at a loss when seeking to create such a plan. Which markets are most suitable? What are the best methods to establish a presence in a selected market? How can universities and agencies cooperate together for long-term success? This session will offer a vision of key factors considered by university recruitment offices and experienced agency partners seeking to provide assistance in the execution of a sustained recruitment effort in markets around the world.

Topic: Recruitment Methods

Level: All

Target Audience: Any Institutional Type, Agencies

## **The Future of Tier 2 and 3 Cities in China**

10:45 a.m. - 12:00 p.m. **Florida Ballroom A**

Chair: David J. Weeks, Sunrise International Education

Presenter: Ying Qiu, Hofstra University, New York

Tier 2 and 3 cities in China--places like Kunming, Taizhou, or Zibo each have a bigger population than Chicago, rapidly rising GDP per capita, and a voracious appetite for foreign education. Students from these cities represent an ever-increasing share of China's US-bound students. This panel seeks to demystify these cities and highlight new trends there, including the expansion of private international schools, the impact of "sub-agents" on traditional national agencies and the shift in services provided by these agents, reports of visa fraud from some cities, and what the new Double First Class Initiative means for partnerships with Chinese universities.

Topic: Regional Focus

Level: All

Target Audience: Any Institutional Type, Graduate Programs, Community Colleges, Secondary Schools, General Interest

## **Strategic Planning for Career Advancement**

10:45 a.m. - 12:00 p.m. **Florida Ballroom B**

Chair: Jon Maes Rowand, Oklahoma City University

Speaker: George Kacenga, Purdue University Northwest

Megan Prettyman, University of Findlay

AIRC membership and conference participation already connotes strength as a strategic, innovative international recruiter. This session expands on those precedents so AIRC members are further recognized as good hires and/or professionals primed for a promotion. Speaking from their experiences of transitioning to new supervisory roles at three distinct university international offices, the presenters aim to equip participants with the tools necessary to achieve desired career advancement. Model practices will be discussed for career planning, successful resume and cover letter writing, preparing for interviews, and how to approach the first 100 days after being hired.

Focus: Institutional Engagement and Processes

Level: Beginner/Intermediate

Target Audience: Any Institutional Type, Graduate Programs, Community Colleges, General Interest

## **Recruiting, Supporting, & Retaining International Students**

10:45 a.m. - 12:00 p.m. **Florida Ballroom C**

Chair: Jennifer Fernandez-Villa, UNC Wilmington  
Presenter: Lina Al-Wali, Full Sail University  
Presenter: Andrew Chen, WholeRen Education LLC

While institutions seek to increase their international student population, few are tracking the retention rates of international students. Do institutions know if they are retaining the international students they work so hard to recruit? What are universities doing to support international students and are those programs effective at helping students succeed through graduation? This session will present findings of a study that interviewed international students and surveyed staff to determine the factors that influence international student retention and share findings of a White Paper that examined trends in Chinese student dismissal. Suggestions on how to support IS will be offered.

Focus: Student Support/Recruitment

Level: Intermediate

Target Audience: Any Institutional Type, Agencies, Graduate Programs, Community Colleges, Secondary Schools, General Interest

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12:00 p.m. - 1:30 p.m.

### **Networking Lunch**

*Optional Lunch Discussions*

Conference attendees may choose to pick up their boxed lunch and participate in a discussion. Rooms are by topic.

#### **Discussion A: Agency – Institutional Dialogue**

*Location: Grand Ballroom A*

**Discussion Leaders:** Terence Graham, California State University, Long Beach  
Glenn Drew, American Hebrew Academy  
Alyssa Roberts, University of Cincinnati  
Valeriana Daily, IDP Education  
Parminder Singh, SIEC

#### **Discussion B: Community College Meet-Up**

*Location: Grand Ballroom B*

**Discussion Leaders:** Virginia Guneyli, St. Charles Community College  
Chen-Han (Hannah) Lee, Leeward Community College  
Sophia Iliakis-Doherty, Peninsula College

#### **Discussion C: Small Office Meet-Up**

*Location: Grand Ballroom C*

**Discussion Leaders:** Ismael Betancourt, Upper Iowa University  
Charles Harcourt, Wells College

The following room(s) are for lunch networking with no designated discussion topic: *Grand Ballroom D*

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### **Concurrent Sessions**

## **AIRC Members' Survey: Shaping a Mid-Term Strategy**

1:45 p.m. - 3:00 p.m. **Amphitheater**

Chair: Maria Cervenanova, StudentMarketing

Presenter: David Di Maria, University of Maryland, Baltimore County

Recent shifts in migration policy and the decreasing number of international students coming to the US have left dozens of institutions wondering how to address these changes to be ready for 2018/19 and beyond. AIRC, with its strategic partner StudentMarketing, a global market research firm, has surveyed its members to see what's around the corner and help them form a mid-term strategy. Come and learn the latest perspectives on how leading institutions shape their international strategies, policies, recruitment, marketing, and agency partnerships.

Focus: Trends and Future Forecasts

Level: All

Target Audience: Any Institutional Type, Agencies, Graduate Programs

## **New University Pipeline Avenue: Secondary Pathways**

1:45 p.m. - 3:00 p.m. **Florida Ballroom A**

Chair: John McDonough, UTP High Schools (University Track Preparation)

Presenter: Delo Blough, James Madison University

Many institutions have discovered the benefits of recruiting international students from U.S. high schools but fewer are familiar with secondary pathway programs. Attendees will learn about this popular new model and how to strategically and cost effectively engage with program providers.

Focus: Recruitment Methods (non-agency)

Level: Beginner/Intermediate

Target Audience: Any Institutional Type, Community Colleges, Secondary Schools

## **Top 10 Keys to Success in Student Recruitment**

1:45 p.m. - 3:00 p.m. **Florida Ballroom B**

Chair: Paul Frost, U.S. Department of Commerce

Learn the keys to success in international student recruitment from the U.S. Commercial Service and institutions that have successfully used their services. These will include:

- Knowing what drives student decision making in selecting their school
- How to gain knowledge about your target countries
- Best practices for success in student visa approvals
- Understanding how to explain your institution's value add to the student
- How to best retain international students

-Utilizing resources such as US Commercial Service and other research

-Suggestions for partnerships for maximum success

Focus: Success Factors in International Recruitment

Level: All

Target Audience: Any Institutional Type, Agencies, Graduate Programs, Community Colleges, Secondary Schools

## Ensure Support, Minimize Issues and Build Numbers!

1:45 p.m. - 3:00 p.m. **Florida Ballroom C**

Chair: David J. Bycroft, MyStay International

Presenter: Matthew McEvoy, Morneau Shepell

Australia and Canada lead the world in international student welfare and support programs. This session will outline worlds 'best in class' opportunities and programs relevant to the USA. The session will also feature a new student support program, initiated through Morneau Shepell that includes language customization and immediate support by phone, chat and app for both pre-departure and post-arrival students.

The session will focus on how Education providers and Agents can build their international student business through effective partnering and demonstrated commitment to student support strategies.

Focus: Technology and Systems for Delivery of Programs

Level: All

Target Audience: Any Institutional Type, Agencies, Graduate Programs, Community Colleges, Secondary Schools, General Interest

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3:00 p.m. - 3:30 p.m.

### Coffee Break in Exhibit Hall

Global Ballroom A, B

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3:30 p.m. - 4:45 p.m.

### AIRC Plenary with U.S. Commercial Service and EducationUSA

Moderator:

Presenter: Paul Frost, Commercial Officer, U.S. Commercial Service

Presenter: Alfred Boll, Branch Chief, EducationUSA, Bureau of Education and Cultural Affairs, Office of Global Educational Programs, U.S. Department of State

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6:30 p.m. - 8:30 p.m.

Reception Sponsored by: AIRC Concepts and AIRC

Location Information: Bonaventure Pool Deck

Saturday, December 8, 2018

TIME	EVENT	ROOM
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8:00 a.m. - 12:00 p.m.	Registration/Information Desk Open	Foyer
8:00 a.m. - 11:00 a.m.	Exhibit Hall Open	Global Ballroom
8:00 a.m. - 9:00 a.m.	Continental Breakfast in Exhibit Hall	Global Ballroom
8:30 a.m. – 11:30 a.m.	AIRC External Reviewer Training (pre-enrollment required)	Executive Boardroom
9:00 a.m. - 10:15 a.m.	<b>Concurrent Sessions &amp; Discussions</b> <ol style="list-style-type: none"> <li>1. Southeast Asia: Using Timely Data to Optimize Marketing Strategy</li> <li>2. Role of Educational Recruitment Agencies</li> <li>3. Trends and Future Directions for Intensive English Language Programs</li> <li>4. Evaluating Quality of American Semester Programs</li> </ol>	Amphitheater Florida Ballroom A Florida Ballroom B Florida Ballroom C
10:15 a.m. - 10:45 a.m.	Coffee in Exhibit Hall	Global Ballroom
10:45 a.m. - 12:00 p.m.	<b>Plenary:</b>	Grand Ballroom
12:00 p.m.	Conference Ends	

Saturday, December 8, 2018

8:00 a.m. – 12:00 p.m.  
**Registration Desk Open**  
*Foyer*

8:00 a.m. – 11:00 a.m.  
**Exhibit Hall Open**  
Global Ballroom

8:00 a.m. - 9:00 a.m.  
**Continental Breakfast in Exhibit Hall**  
Global Ballroom

**8:30 a.m. – 11:30 a.m.**  
**AIRC External Reviewer Training (pre-enrollment required)**  
**Executive Boardroom**

## Concurrent Sessions

### **Southeast Asia: Using Timely Data to Optimize Marketing Strategy**

9:00 a.m.- 10:15 a.m. **Amphitheater**

Chair: Martin A. Bennett, Hotcourses Group

Presenter: Bryan J. Gross, Western New England University

Presenter: Valeriana Daily, IDP Education USA

Political and economic events around the globe shift international student mobility trends and require international educators to consistently analyze the latest data to inform and optimize international marketing and recruitment strategies. Southeast Asia, for example, has recently been lauded as a growing opportunity market for international educators. The session will uncover the latest data sources available for institutions to better understand the Southeast Asian market and how to leverage such data to inform future international recruitment planning.

Focus: Regional Focus/Trends and Forecasts

Level: All

Target Audience: Any Institutional Type

### **Case Studies: Role of Educational Agents in Recruiting Students**

9:00 a.m.- 10:15 a.m. **Florida Ballroom B**

Chair: Uttam Gaulee, Morgan State University

Presenter: Krishna Bista, Morgan State University

Presenter: Uttam Gaulee, Morgan State University

Presenter: Marisa Gray, Morgan State University

This session presents how educational agents facilitate international students in their U.S. higher education preparation through a few case studies from the selected countries. Higher education in the United States has long been attractive to international students. International students from many countries seek the assistance of recruiters or educational agents when collecting information about colleges and college application in preparation for studying abroad.

Target Audience: Any Institutional Type, Agencies, Graduate Programs, Community Colleges, General Interest

Focus: Recruiting Methods

Level: Beginner/Intermediate

### **Trends and Future Directions for Intensive English Language Programs**

9:00 a.m.- 10:15 a.m. Florida Ballroom C

Chair, Pia Wood, University of North Texas

Presenter: Ruth Moore, University of Colorado, Boulder

Presenter: Jeff Hutchinson, ELS

This session will focus on the present and future status of Intensive English Language Programs in the United States. Each of the three presenters will examine a different aspect of the topic. One presenter will discuss the broad trends in Intensive English Language Programs over the last 5-10 years with data and analysis, including examples of how different

intensive English Language programs have responded to the changing environment. The second presenter will discuss strategies and provide examples of how an intensive English Language program has successfully managed the transition into new types of teaching and training programs. The third presenter will present the difficult decisions that faced an intensive English Language program that suffered a drastic and permanent decline in enrollment. Finally, each presenter will provide their best "guess" of what the future will hold for intensive English language programs and the impact of developments in other countries (such as the growth of English language degree programs in countries whose native language is not English).

Target Audience: All

Focus: Success Factors, Trends and Forecasts

Levels: All

## Evaluating Quality of American Semester Programs

Saturday, December 8, 2018

9:00 AM

10:15 AM

Florida Ballroom

Chair: Hilka Leicht

Presenter: Palle Steen-Jensen

Presenter: Eva Engstrom

Is your semester program fit for the market? Many U.S. institutions have started to recruit from markets in Europe which to a large proportion are not full-degree markets, but semester student markets. Targeting these markets means to create a semester program for incoming students that serves the needs of these students. Based on surveys conducted with students and agency advisors as well as managerial strategic analysis from our agencies in Germany, Denmark and Sweden, we will present detailed data and feedback on student satisfaction, branding and conversion.

Target Audience: Target Audience: Any Institutional Type, Agencies, Graduate Programs, Community Colleges,

Focus: Success Factors, Trends and Forecasts

Levels: All

10:15 a.m. - 10:45 a.m.

### **Coffee Break in Exhibit Hall**

Global Ballroom

10:45 a.m. - 12:00 p.m.

**Closing Plenary:** *Grand Ballroom*

### **Passing of the Gavel**

12:00 p.m.

Conference Ends