



## Call for Proposals

### AIRC Symposium 2024

*An Event for Institutions, Agencies, and Service Providers*

#### Symposium Theme:

**“Best Practices in International Enrollment Management Partnerships”**

**In-person, Tuesday, April 30, 2024, before ICEF North America  
Niagara Falls Convention Center, Niagara Falls, Ontario, Canada**

#### Symposium Description

AIRC’s 2024 Symposium will explore the best practices in developing, managing, assessing, and sustaining the many types of partnerships that are foundational to international enrollment success. The Symposium will explore both the broad strategies and detailed workings of sustainable, successful relationships. Given the critical importance of these partnerships, this is a must-attend event for those in the International Enrollment Management field.

Data from AIRC’s 2023 State of the IEM Field Survey shows that:

- Partnerships between higher education institutions and educational recruitment agencies are increasing and that 62% of respondents partner with educational agencies;
- 98% of institutions not currently working with agencies are strongly considering incorporating partnerships into their international recruitment strategies;
- Other types of IEM partnerships are also growing, and these include companies and organizations that provide products and services to institutions to assist with international student recruitment and enrollment, inter-university partnerships, marketing firm partnerships and more.

## **Symposium Schedule**

9:00 am - Welcome

9:15 am - Workshop #1: AIRC's IEM Standard Area 3: Marketing and Recruitment and Third Party Relationships

10:45 am - Coffee Break

11:15 am - Concurrent Sessions - Choose from 3 sessions

12:30 pm - Plenary Lunch

1:45 pm - Workshop #2: Assessing and Goal Setting to Achieve your IEM Partnership Objectives

3:15 pm - Wrap Up and Closing

4:00 pm - Symposium Ends

5:00 pm - Optional no-host happy hour

## **Call for Proposals**

Session proposals from colleagues who work at the following types of organizations are welcome:

- Secondary institutions located in the U.S., Canada, or elsewhere.
- Higher education institutions located in the U.S., Canada, or elsewhere.
- Educational recruitment agencies located anywhere in the world that recruit students to the U.S. and/or Canada.
- Service providers that partner with any of the above entities in support of international student enrollment.
- AIRC members and non-members.

Successful proposals will:

- Include representatives from at least two partner entities.
- Address how the partnerships advance organizational strategies and goals.
- Describe how the session will engage participants through facilitated discussion, rather than relying exclusively on “talking heads.”
- Refrain from promoting a specific institution, organization, or marketing of a specific product or service.
- Commit the presenters to providing documented partnership best practices that will be shared with attendees after the Symposium and become a resource in AIRC’s Member Resource Library.

## **Session Format**

Each session is expected to be 75 minutes in length. Proposed sessions are expected to follow a format like this one:

1. Introductions
2. Presentation and discussion of partnership models, including challenges, successes, and best practices

### 3. Hands-on activity to engage attendees

#### **Session Examples**

The following are brief examples of the types of sessions that might be proposed.

- Joint training for partnership engagement and success
- Collaborative approaches for diversity in student enrollment
- Research and data partnerships and their positive effects on growth
- Successful outcomes of outsourced functions

Questions? Email [Staff@airc-education.org](mailto:Staff@airc-education.org)

To start a proposal, [click here](#).