**Q1 2025 International Recruitment Update**

This is an overview of our ongoing recruitment activities and efforts. This International update provides critical insight, collaborative opportunities, and an outline of the effort to enhance international enrollment and student success across campus.

**Critical Insight:**

* [Visa and Immigration Policies:](https://www.linkedin.com/pulse/already-130000-fewer-international-students-us-has-anyone-chris-glass-hwere) The current changes to visa regulations (bands, deportations, and unsupportive diversity initiatives) create uncertainty for prospective international students interested in U.S. programs.
* Financial Barriers: The U.S.'s high tuition, living expenses, and limited access to financial aid and scholarships prohibit international enrollment.
* Recruitment Strategies: Once-standard recruitment practices, such as travel and high-budget marketing campaigns, are now less effective and more costly.
* Global Competition: Other countries, such as Germany, the UK, Australia, and Canada, are becoming more desirable due to their favorable immigration policies and lower costs of education and living.

**Collaborative Opportunities:**

* [Go Global Group](https://drive.google.com/drive/folders/1Y7__jCMQm2SgxHOAXN9mZ9iDjWVlmUOF): Coordinating recruitment efforts in India, researching emerging global markets, and strengthening internal connections between the ELTI, ISSO, GA, and UG Admissions. This includes attending local recruitment events and connecting with organizations like NAFSA, NCAIE, and College Advisory Committees.
* *GPD Recruitment Liaison Connections*: More than 50 meetings have been conducted to evaluate and identify recruitment opportunities, gather insight on college activities and recommendations, engage with students, and optimize lead generation.
* *SDS Advisory-* Partnering with school leadership and Industry Board members to establish strategic connections with their contacts at the Institute of Information Technology in India.
* *NASFA Conference*: assisting with hosting distinguished guests and alumni at the UNC Charlotte reception, and coordinating with colleagues to attend workshops and meetings.

**Enrollment Efforts:**

* [ShiftED Expo post-event outcomes and next steps](https://drive.google.com/file/d/11SfAc4JwOpyg4ABRL7WIh86whwb0pULE/view?usp=sharing)
* *Keystone Education Group*- We have contracted with Keystone to promote our programs globally through Meta campaigns and profile page listings, with an estimated reach of 15,000 to 20 million students per campaign, depending on the program and market. Lead delivery benchmarks vary by region, and our listings are expected to generate approximately 60,000 to 120,000 monthly impressions based on comparable institutions and investment levels..
* *Fairs*- Attended college fairs and generated an average of 80 inquiries at local, regional, and virtual events with EducationUSA Central Asia, Nepal, Sub-Saharan Africa, Wake Forest, Gardner-Webb, Davidson, Queens, and Appalachian State University..
* *Undergraduate students recruitment-* Attending the NC Mountain to Coast recruitment event this summer and collaborating with the UG team to explore additional regional recruitment events to expand outreach in High School markets.

Additional recruitment details are available for review [here](https://drive.google.com/drive/folders/1Xh_b7AOYQymQ1eEI2kgKQRq_Yrq6JZE0).

Please contact Joseph Campos, assistant director of recruitment at [jcampos5@charlotte.edu](mailto:jcampos5@charlotte.edu), if you have questions, need more information, or wish to collaborate directly.