



NAFSA 2021
ANNUAL CONFERENCE & EXPO
DESIGNING OUR SHARED FUTURE
MAY 30 - JUNE 4 • ORLANDO, FL USA



International Enrollment Management Knowledge Community 2021 Call for Proposals

The International Enrollment Management (IEM) KC invites you to submit a session, poster, or workshop proposal for the NAFSA 2021 Annual Conference & Expo in Orlando, Florida. The International Enrollment Management KC supports admissions, international marketing and recruitment, intensive English programs, credential evaluation, sponsored student programs, and overseas advising and counseling.

Session proposals can be submitted for 60-minute and 25-minute presentations. Workshop proposals can be submitted for two-hour, four-hour, or eight-hour timeframes. Poster proposals can be submitted across 15 themes.

Annual Conference Theme: “Designing Our Shared Future”

The NAFSA 2021 conference will be an opportunity for the international education community to reconvene and reconnect in person. We will discuss our shared responsibility to each other, share best practices, and design new ways to engage our global community in building new bridges and responding to the needs of the next generation. As we plan for a sustainable future in the international education field, we will “dream big,” write a new story together, imagine new possibilities, and advocate for change. We will build on our diversity, resilience and interdependence, set the stage to be creative and imaginative, and shine a special focus on the region of Latin America and the Caribbean.

NAFSA welcomes proposals that highlight:

- creative design and technology in international education programs and services;
- sustainability of international education during and in recovery from times of crisis;
- ways to navigate legalities, risk, and ethical challenges;
- best practices in measuring outcomes and impact;
- mental health and self-care in the international education field;
- international education in the context of climate change;
- international education leadership in the next decade in response to changing demographic, technological, and economic trends;
- student outcomes and employability;
- strengths and challenges of intercultural, intergenerational, and multilingual collaboration.

Proposal submission deadlines:

- Sessions and workshops: **August 26, 2020, at 5:00 p.m. (EDT)**
- Posters: **December 9, 2020, at 5:00 p.m. (EDT)**

For detailed information, visit www.nafsa.org/proposals.

In particular, the International Enrollment encourages proposals on the following topics:

Content Focus Areas

- **Innovations in Recruitment and Marketing:**
 - Digital recruitment
 - Use of social media
 - Return on investment
 - Communication strategies, branding, public relations or market trends
 - Data and analysis to inform strategy
 - Engaging alumni, COOPs, and career centers in recruitment and career readiness/mentoring
- **Management and Strategy:**
 - Management models, policies, and practices with lean budgets and reduced staff
 - Leadership strategies for strategic planning and policymaking to accommodate shifting demands
 - Partnerships with secondary schools, institutions and third-party entities
- **Promoting Safety, Mitigating Risk, and Responding to Crisis:**
 - Sharing tools, communication processes, regulatory compliance and advising strategies
 - Flexible planning that campuses and international offices can use when faced with a crisis, health emergency (mental or physical), or safety concern in international education
- **Global Issues and Trends:**
 - The impact of global warming, politics, security, and higher educational policy
 - Changes in government funding sources
 - Global economic shifts
 - Access to higher education
- **Advocacy:**
 - The value of student mobility
 - Student access to secondary schools
 - IEPs, community colleges, secondary schools, HBCUs, HSIs, tribal colleges

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