



International Enrollment Management Knowledge Community 2020 Call for Proposals

The International Enrollment Management (IEM) Knowledge Community (KC) invites you to submit a session, poster, or workshop proposal for the 2020 NAFSA Annual Conference in St. Louis, Missouri. The IEM KC addresses the needs of professionals working in admissions, recruitment, enrollment management, marketing, credential evaluation, intensive English programs, sponsored program administration, and overseas advising and counseling. IEM is essential for institutions aiming to create a successful international enrollment strategy.

Annual Conference Theme: *Innovate, Influence, Impact*

Highlighting the role that the international education field plays in creating welcoming communities, advocating for social justice issues, fostering a dialogue and exchange of ideas, and influencing decision makers to support the field, the 2020 Annual Conference offers opportunities to explore best practices and new ideas. International educators, as both practitioners and leaders, are encouraged to use the theme to share how they respond to challenges and opportunities in innovative ways; how they make an impact through the work they do; and how they influence and inspire, not only their peers but also future generations.

In particular, the IEM KC desires proposals on the following topics:

- **Advocacy:** This topic is about making your voice heard and ensuring international enrollment and student mobility is promoted at all levels of an institution, community and government. Examples to consider;
 - How to advocate the value of international education on campus, locally and nationally within the United States and abroad?
 - Which strategies work in different institutional, cultural or political contexts?
 - How can IEM professionals utilize innovative and influential efforts to illustrate the tangible and intangible value-added when welcoming international students to their campuses?
- **Innovation in Recruitment and Marketing:** This topic covers the innovations in recruitment and marketing including, digital recruitment, use of social media, return on investment, and cutting-edge strategies for branding, public relations and/or market trends, data and analysis. Examples to consider;
 - Innovative ways to recruit more diverse students
 - Ways to work “smarter” not “harder” while reaching critical team goals
 - Creative recruitment and marketing partnerships to advance internationalization
- **Management & Strategy:** This topic includes predictive models, policies and practices for campus efforts to achieve enrollment goals. This may also include career progression for leadership roles. Examples to consider;
 - Aligning institutional expectations with campus values and data
 - Building IEM into a comprehensive internationalization plan
 - Finding a balance when juggling personal and professional duties
- **Global Issues and Trends:** This topic covers both large and small-scale geopolitical and social issues, government policies, student mobility, economic changes, demographic trends and their impact on international higher education.
 - First to Market: Understanding market trends and what they’re telling you



- Cutting edge recruitment strategies to attract globally diverse students
- Innovative partnerships to maximize institutional outcomes
- **Research:** Research, theory and applied knowledge surrounding institutional student recruitment efforts, the integration of international and domestic students and other evaluation tactics that examine all aspects of international enrollment management.
 - What drives students from various markets to choose where to study?
 - How to ensure student success & retention
 - Using research and data to inform institutional decisions

NAFSA welcomes proposals that highlight:

- Leading and managing international education in times of change and unpredictability such as change in student enrollments and destination choices, demographics, government agency policy, employment-based visas, etc.
- Security and safety of students, faculty, and staff
- Access, diversity, and inclusion in international and higher education
- Assessing technological shifts in international education, such as virtual exchange
- Innovations in digital communications, digital marketing, and digital recruitment
- Comparative perspectives across national boundaries
- Navigating legalities, risk and ethical challenges around global operations in international education
- Integrating and supporting student global learning at various touch points on and off campus including curriculum development, co-curricular activities, campus events, working with faculty, etc.

Proposal submission deadlines:

- Sessions and workshops: **August 21, 2019**
- Posters: **December 11, 2019**

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