UNIVERSITY OF ALBERTA INTERNATIONAL

International Student Recruitment and Retention

UABC - February 11, 2020
Driven by *For the Public Good* Goals:

Enhancing diversity and ensuring consistently high academic quality

**Key Strategies:**

- Greater integration and alignment with faculties and departments
- Enhanced use of technology including introduction of Customer Relationship Management (CRM) and Lead Management System
- Focused digital promotion of programs
- Increased engagement with recruitment partners abroad
- Strategic travel to key recruitment countries
## Results

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<td>Total Outside China</td>
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<td>249</td>
<td>347</td>
<td>399</td>
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Academic Quality of International Students

- For Fall 2019, 10 programs had minimum averages at 90% or above for international students compared to 0 for the Fall 2018
- The mean average for international students was 91% for Fall 2019 compared to 87.5% for Fall 2017
- Increasing English Language Proficiency requirements
- Year one to year two retention rate
Scholarships

- Country scholarships targeted at selected countries
- Aimed to recognise academic merit, not to cover full cost of program
- Weighted towards first year
- Growing desire among faculties to increase program diversity
- Aga Khan Scholarship-Full Ride
Backdrop to international students choosing Canada

- Students are required to have a plan to finance their degree
- Attracted by scholarships
- Promise of work as bridge from Study Permit to Permanent Residency

Three programs: purpose and benefits of the program

- Emergency loans students and bursaries- micro funds for immediate ad hoc situations
- International Undergraduate Student Bursary- tuition supplement for extenuating situations
- International Student Work Experience Program- Canadian work experience

Key positive outcomes:

- Students feel attended to in situations of stress
- Interview/advising process leading to individual action plans and referrals
- Retention of students
IUSB 2009 - 2019 Success of Program

IUSB Recipient Academic Status

- Graduated
- Active
- Withdrawn
What do we know from these ISS Programs?

- Reasons for shortfalls
- Story of Grads vs UG
- Benefit of interview
- Global Context
Top 3 Reasons for Students to seek Emergency Loans & Bursaries 2017-2019

Graduate Students
- Loss/delay of other funding: 41%
- Loss/delay of university funding: 30%
- Extenuating living expenditures: 29%

Undergraduate Students
- Loss/delay of other funding: 13%
- Inability to meet basic needs: 20%
- Extenuating living expenditures: 67%
Considerations in Reviewing Undergraduate Financial Support Strategy

- Change in funding from new tuition and budget models
- Growing competition
- Declining performance of University in global ranking
- Scholarship funds exhausted mid-cycle
- Changing demographic of University’s international student body