



**Northern Illinois
University**

International Admissions

Ad Hoc Enrollment Management Committee
July 2016

ACE-Internationalization Laboratory



- Goals:
 - Benchmark and develop a strategic plan for internationalization
 - Develop a structure to support/sustain implementation of the plan
 - By developing a blueprint and structure, we will have developed a portfolio of responsibilities with which to match to skills of candidates for Senior International Officer position.

ACE-Lab Themes/Working Groups



- Partnerships
- Student Learning/Curriculum
- Study Abroad
- International Student Experience
- Recruitment

International Student Enrollment



	Undergraduate	Graduate	Total
Fall 2010	163	540	703
Fall 2011	174	433	607
Fall 2012	184	472	656
Fall 2013	199	618	817
Fall 2014	260	814	1074
Fall 2015	304	866	1170

Goals



- Fall 2019: 5% of undergraduate = international (i.e., circa 750)
- Fall 2019: 20% of graduate = international (i.e., circa 1,000)

Getting There: Understanding Student Markets



- China (304K) and India (136K)
- 2nd and 3rd largest senders – circa 60K. No other country sends more than 30K.
- Look for clusters: Middle East (broadly-defined), Southeast Asia, Europe, and Latin America

Path Forward



- Strategy
 - Global approach: (web services, international schools in the U.S. and Canada, name buys)
 - Regional focus: (Middle East) & Southeast Asia, plus China & India
 - Rely on partnership work to test new markets
- Structure