

## International Student Pre-Pandemic/Pandemic Enrollment Overview: Spring 2016 - Spring 2022:

International Student Enrollment Peaked at 3488 Students in Spring 2016.

### **Pre-Pandemic Enrollment:**

- ▶ Fall 2016 - Spring 2020, Enrollment Declined by 29% off Spring 2016 Peak.

### **Pandemic Enrollment:**

- ▶ Fall 2020 - Spring 2022 International Student Enrollment Declined by an Additional 34%

## Pre-Pandemic Enrollment Overview

### Factors Influencing Pre-Pandemic Enrollment Declines:

- ▶ Demographic declines of college aged students across SMC's major recruitment markets
- ▶ Hostile Domestic Political Rhetoric
- ▶ Increased Competition From English Speaking International Markets
- ▶ Difficult U.S. Consular Visa Application Process and Increase in Visa Denials

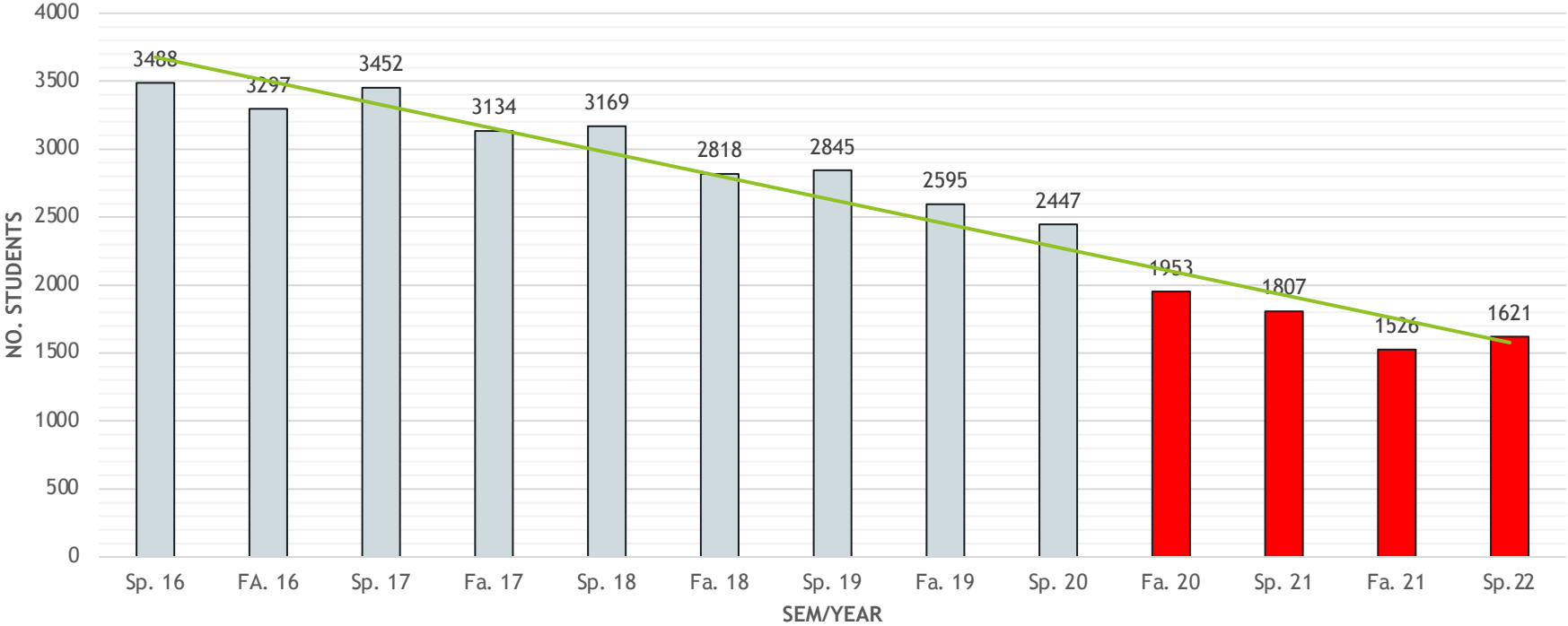
## Post-Pandemic Enrollment Overview

### Factors Influencing Pandemic Enrollment Declines:

- ▶ SMC's transition to remote teaching and support service modalities
- ▶ Pandemic Related Consular Closures/Restricted Visa Appointment Availability
- ▶ COVID-19 Related Travel Restrictions

# International Student Pre-Pandemic/Pandemic Enrollment Overview: Spring 2016 - Spring 2022:

## International Student Enrollment Sp. 2016 - Sp. 2022



## International Education Center Strategic Enrollment Plan Goals: Goal I: Increase New Student Enrollment

### Strategies to Increase New Student Enrollment:

- ▶ Annually evaluate contract with international agents to insure SMC maintains competitive and productive relationships
- ▶ Develop digital Advertising/Search Engine optimization campaign in key markets abroad
- ▶ Increase admission yields through late admission enrollment cycles
- ▶ Implementation of Admission Workshops, Pre-enrollment Seminars and Online New Student Webinar to increase admission and enrollment yields
- ▶ Increase counselor availability following new student webinars to facilitate new student enrollment
- ▶ Virtual fair participation/Resumption of In-Person Travel (hybrid Strategy)
- ▶ Develop new on-line programs to attract new market
- ▶ Work with Academic Affairs to develop innovative programs in response to global economic demand

## International Education Center Strategic Enrollment Plan Goals: Goal II: Increase Continuing Student Retention

### Strategies to Increase Continuing Student Retention:

- ▶ Assistance for Students with Financial Challenges
  - ▶ Connect students to on-campus employment, CPT (internships), Economic Hardship, Optional Practical Training
  - ▶ Food Security Programs
  - ▶ Stable and Affordable Housing
- ▶ Socialization/Integration Challenges
  - ▶ Collaborate with Center for Wellness and Wellbeing to implement outreach efforts to connect students to mental health resources
  - ▶ Resume IEC on-campus engagement activities/Trips
  - ▶ Develop programming to connect international students to student clubs
- ▶ Academic Difficulties
  - ▶ Collaborate with IT to develop G.P.A./Unit Accrual Reports to identify students at risk for Academic Probation
  - ▶ Support GPS Program
- ▶ Create a Campus-Wide Nurturing Environment
  - ▶ Faculty-led Workshops on integrating international students into the classroom

## Enrollment Projections 2022-2027 (Unduplicated)

Academic Year	Starting Headcount End of Prior Year	Projected Term-to-Term Attrition (-)		Projected New Enrollments (+)		Ending Headcount in Academic Year	Change Beginning of Year to End of Year		Change from Baseline Year 2019-2020	
		Attrition Rate	Attrition #							
2020-2021		Spring to Fall	44%	795	Fall	571				
		Fall to Spring	27%	427	Spring	370				
	1807	Total:		1222	Total:	941	1526	-281	-16%	0
2021-2022		Spring to Fall	42%	641	Fall	680				
		Fall to Spring	22%	344	Spring	400				
	1526	Total:		985	Total:	1080	1621	95	6%	-186
2022-2023		Spring to Fall	42%	681	Fall	751				
		Fall to Spring	22%	372	Spring	450				
	1621	Total:		1053	Total:	1201	1769	148	9%	-38
2024-2025		Spring to Fall	42%	743	Fall	840				
		Fall to Spring	22%	411	Spring	460				
	1769	Total:		1153	Total:	1300	1915	147	8%	108
2025-2026		Spring to Fall	42%	804	Fall	825				
		Fall to Spring	22%	426	Spring	520				
	1915	Total:		1230	Total:	1345	2030	115	6%	223
2026-2027		Spring to Fall	42%	853	Fall	961				
		Fall to Spring	22%	470	Spring	540				
	2030	Total:		1323	Total:	1501	2208	178	9%	401

## External Assumptions Influencing Enrollment Projections

- ▶ Consular services in major recruitment markets are fully reopened and staffed to handle the backlog of visa applications and new appointment requests
- ▶ The U.S. experiences a sustained improvement of domestic political landscape
- ▶ COVID-19 cases continue to decrease internationally and in California
- ▶ Easing of COVID-19 related travel restrictions to the U.S.
- ▶ Expanded access to WHO approved vaccines in major recruitment markets
- ▶ Post-pandemic global economic recovery and sustained economic stability in established and emerging recruitment markets
- ▶ Continued demand for U.S. education

## Internal Factors Influencing Enrollment Projections

- ▶ SMC offers international students a fully immersive experience by expanding on-ground course instruction and on-ground student support services and engagement activities.
- ▶ SMC provides enough on-ground course options to accommodate full-time enrollment requirements in anticipation of regulatory changes limiting international student on-line enrollment
- ▶ Campus policies on safety and vaccinations establish a safe on-ground environment
- ▶ SMC Non-resident tuition and Health Insurance rates remain stable and competitive

## International Students to SMC: We want In-Person Engagement Activities Antoine Aoude - Presenter

### International Students Need In-Person Activities to Resume

- ▶ Remote nature of classes, services and engagement activities have contributed to feelings of isolation and loneliness.
- ▶ International Student Forum and IEC held an on-campus Speed Friending engagement activity
  - ▶ Students were provided conversation starters and prompted to engage with each other
  - ▶ 55 students attended the event and stayed for hours after the event concluded
  - ▶ ISF and IEC will continue to plan on-ground and in-person engagement activities to connect students to one another and foster a sense of community



## Ukrainian Student Update

### Resources for Ukrainian Students:

- ▶ Santa Monica College Foundation SMC Ukrainian Student Relief Fund
- ▶ Temporary Protected Status Application Workshop led by WR Immigration (3/28/2022)
- ▶ Center for Wellness and Wellbeing
- ▶ SMC Food Security Programs
- ▶ IEC Immigration Services (Reduced Course Loads, Economic Hardship Employment)
- ▶ IEC Counseling
- ▶ Career Services Center (Resume Building, On-campus/Off-campus employment resources)
- ▶ Tutoring Services (Academic Support)
- ▶ Housing Resources

## Russian/Belarusian Student Update

### Lack of Federal Government Relief

- ▶ No Temporary Protected Status (TPS)
- ▶ No Special Student Relief (SSR)
- ▶ All Money Transfers suspended
- ▶ No Access to Credit Cards

### Connection to Resources:

- ▶ Center for Wellness and Wellbeing
- ▶ SMC Food Security Programs
- ▶ IEC Immigration Services (Reduced Course Loads, Economic Hardship Employment)
- ▶ IEC Counseling
- ▶ Career Services Center (Resume Building, On-campus/Off-campus employment resources)
- ▶ Tutoring Services (Academic Support)
- ▶ Housing Resources
- ▶ SMC is researching Community Based resources