
IEC Department Recruitment/Retention Summary

SMC continues to face a difficult recruitment and enrollment landscape. Global demographic declines of college age students, a strong U.S. dollar, domestic political realities, and increased international competition from English speaking markets will continue to present long term challenges to SMC's ability to attract and enroll international students.

The planned requests will allow SMC to access emerging Asian, Latin American, and European markets and expand our presence and access to our established markets in Europe and Asia.

The financial requests that follow are in line with IEC's 5 Year Strategic Enrollment Management Plan Goal 1: Increase new student enrollment.

Strategies to achieve IEC SEM Goal 1: Increase New Student Enrollment

2024-25 Recruitment Plan -

Goal: Increase Number of Recruitment Trips

Cost: \$87,500

Calculation: \$17,500 per trip x 5 trips = \$87,500

ROI: 10 New Student Enrollments

- Increase annual recruitment trips to emerging and established markets from 4 to 9 per year. Each recruitment trip encompasses multiple countries and can last two or more weeks. The increase in recruitment trips will reestablish our presence and expand our market share in high yield markets like Sweden, China, Japan, Korea, and Taiwan.

The increase in trips will also allow IEC to gain market share in emerging markets like India, Vietnam, UAE, Singapore, Indonesia, Turkey, France, Canada, and Germany.

Goal: Hire SMC In-Country Alums to Represent College at Student Fairs in Established and Emerging Markets

Cost: \$6,000

Calculation: 20 Fairs x \$75 per hour x 4 hours per fair = \$6,000

ROI: 1 New Student Enrollment

- SMC will hire and train in-country alums to represent the college at international student fairs across our established and emerging markets. Fairs typically are one day events and may last for up to 4 hours. Alums are paid at a rate of \$75 per hour. This strategy will save SMC travel expenses, (approximately \$17,500 per trip) and will allow perspective students in selected markets to interact with experienced and trained SMC alums closer to their own age and in their native language. This strategy has already been employed successfully in Sweden and IEC would like to implement it across established and emerging markets as an effective and cost-conscious recruitment tool.

Goal: Increase IEC Counselor Availability to Facilitate Enrollment and Retention

Cost: \$67,824

Calculation: 20 hrs/wk x 36 weeks = 720 hours
720 hours x 78.50 per hour = 56,520
20% added for benefits = 11,304
56,520 + 11,304 = \$67,824

ROI: 8 Students Retained

- The acquisition costs for new international students are high. IEC counselors play a critical role in enrolling and retaining our international student population. They staff our new student seminars, provide individualized outreach to students in academic difficulty, perform direct outreach to students via phone/email to ensure they are enrolled in the appropriate federally mandated proportion of on-ground/hybrid/online units, and assist students in finding the correct courses to maintain their F-1 Visa status.

Through their advisement, outreach and collaborative efforts with our immigration team, the IEC counselors are responsible for keeping an average of three hundred international students per enrollment cycle from falling out of legal status and potentially returning home before completing their studies at SMC. The additional funding will ensure that our counseling staff can increase their intervention efforts to keep international students in good academic and legal standing and increase persistence, retention, graduation, and transfer rates.

IEC Request for Additional Funds Summary Table

Type	Object Code	Amount	Reason/Usage
Recruitment	5223	\$87,500	Increase recruitment travel by 5 additional trips
Market Development	TBD	TBD	Hire 1 In-country Latin America Recruitment Rep
Recruitment Events	5811	\$6,000	SMC Alum Reps for Student Fairs
Admission/Retention	TBD	\$67,824	Increase IEC Counseling Hours
Total		\$161,324	

Outreach, Onboarding, and Student Engagement Department Request

Goal: Hire Dedicated Recruitment Specialist for Out-of-State Recruitment

Cost: \$116,613

Calculation: Salary + Benefits for Outreach & Recruitment Specialist with variable hours

ROI: 13 New Non-Resident Student Enrollments

- Having a Recruitment Specialist dedicated to Non-Resident, Out of State Recruitment will not only allow for increased recruitment travel but will also provide for extensive follow-up and enrollment coaching. The financial ask includes the salary and benefits with a variable, VH1, for a full-time dedicated recruiter to support Domestic Non-Resident enrollment. The dedicated staff member who will be responsible for all the out-of-state travel and recruitment and will provide case management to non-resident students through the onboarding process. The Recruiter will be the liaison with Financial Aid and Admissions and assist Non-Resident students with any barriers or hurdles.

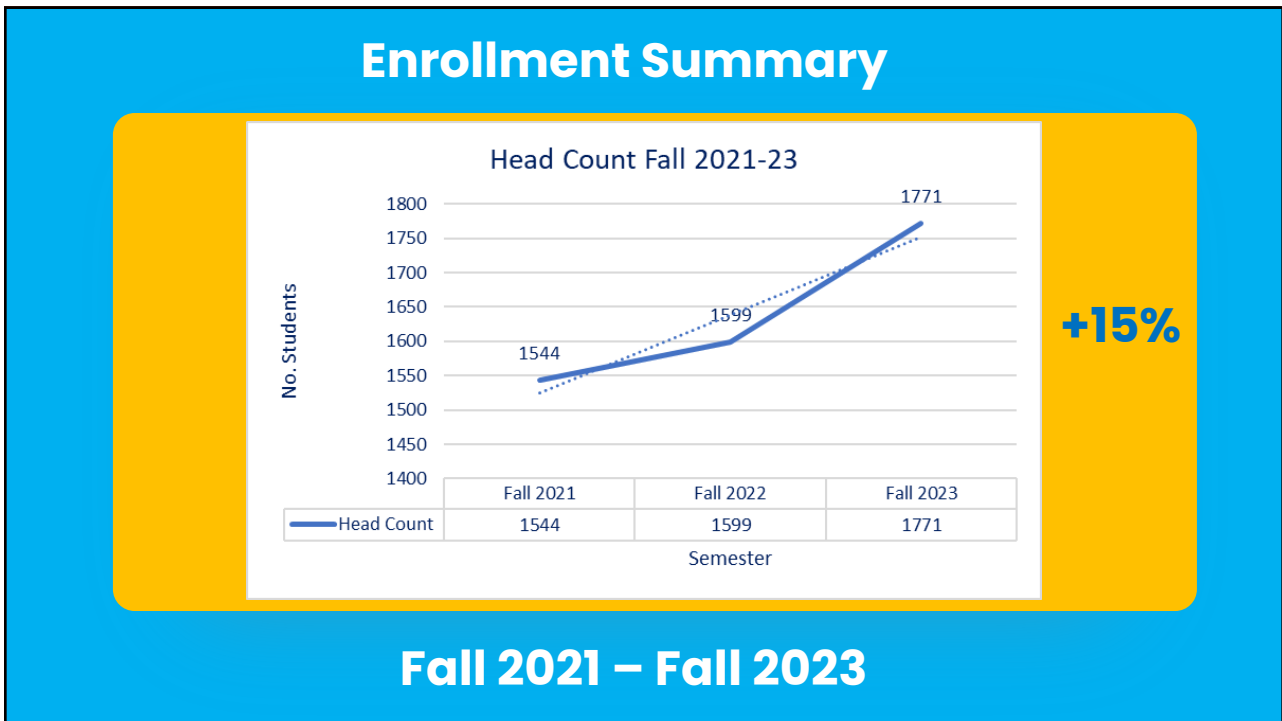
Outreach & Onboarding Request for Additional Funds Summary Table

Unrestricted Funds Requested			
Type	Object Code	Amount	Reason/Usage
Outreach & Recruitment Specialist	2190	\$77,742	Salary for Recruiter
	3000	\$38,871	Benefits
Total		\$116,613	

International Education

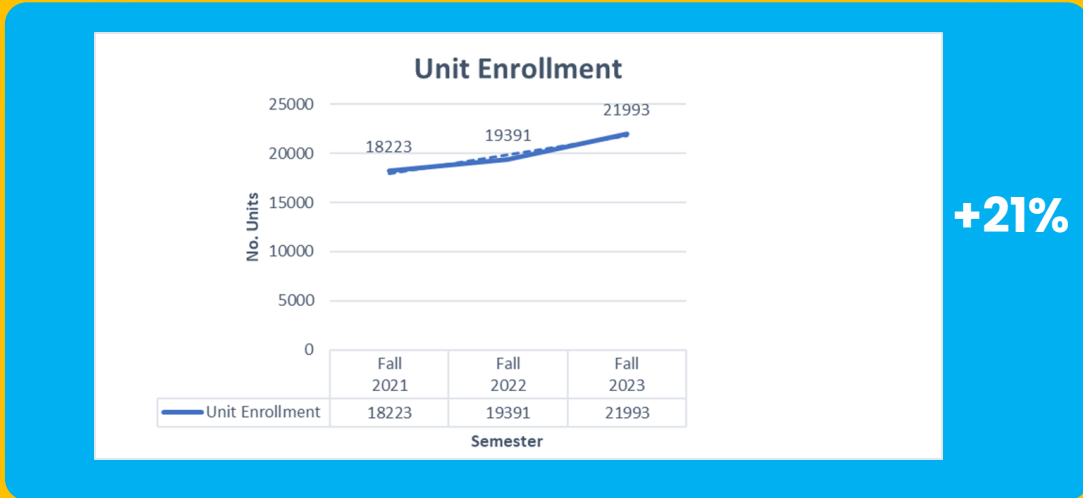
Strategic Enrollment Goals
2024-2025

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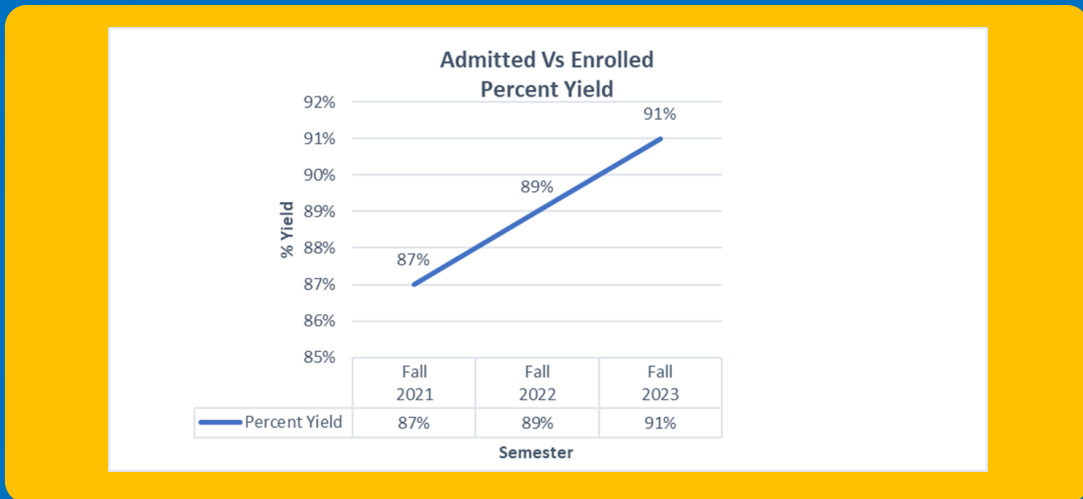
Enrollment Summary



Fall 2021–23 Unit Enrollment

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Admitted vs. Enrolled Yield



Fall 2021 – 2023

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2024-25 Recruitment Plans

Current Travel – 4 Trips Annually

- Sweden
- Norway
- Japan
- Korea
- Hong Kong

5 Additional Trips Per Year to Following Markets:

• India	• Vietnam
• France	• China
• Turkey	• Macau
• Germany	• Singapore
• Canada	• Indonesia
• Taiwan	• UAE

Increase Number of Trips

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Development of New Markets: Mexico – Latin America – Europe

Mexico/Latin America Strategy

- Hire dedicated in-country recruiter to visit private secondary schools
- Develop relationships with administrators/counselors/faculty of private secondary schools
- Explore possibility of agency partnerships with secondary institutions
- Hire SMC alums to represent college at student fairs in established and developing markets



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Our Ask

- Increase Recruitment/Fair/Travel Budget - **\$84,500**
- Hire dedicated Latin American In-Country Recruiter **(Need to confirm amount)**
- Hire SMC Alums to Represent College at Fairs- **\$6000**
- Increase IEC Counseling Hours - **\$60,000**

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Non-Resident Recruitment

Jose Hernandez
Outreach, Onboarding, and Student Engagement

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Out-of-state Recruitment 2023 - 2024

- Seattle, Washington
- Orlando, Florida
- Denver, Colorado
- Honolulu, Hawaii
- Tucson, Arizona
- Miami, Florida
- New York, New York
- Houston, Texas
- Boston, Massachusetts
- Honolulu, Hawaii
- Detroit, Michigan

10 to 12 Trips Annually





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Out of State Outreach Recruiter

Out of State Recruitment & Travel

Plan & Manage HS Visits on Out of State Trips



Point Person Liaisons for Regions

Case Management Support for OOS students

Reconnect with Hawaii HACAC

Building Relationships

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Applications & Enrollment

Summer Fall 2022	
Total # of Applicants	18292
Total # of Non-Resident Applicants	1044
Total # of Non-Residents Enrolled	232

Winter Spring 2023	
Total # of Applicants	7016
Total # of Non-Resident Applicants	281
Total # of Non-Residents Enrolled	67

Summer Fall 2023	
Total # of Applicants	19040
Total # of Non-Resident Applicants	966
Total # of Non-Residents Enrolled	229

Winter Spring 2024	
Total # of Applicants	6565
Total # of Non-Resident Applicants	224
Total # of Non-Residents Enrolled	42

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What's Our Ask


Onboarding of Non-Resident Students

Like International Students

- A Tracking tool to monitor progress of applicant
- Case management approach

What's Needed?

- 1 Recruiters specific for Non-Res, \$120,000



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The Village

Domestic Non-Resident
Students

Opportunities for Connections

Building Community

On-ground Presence