Increasing International Student Enrollment

Faculty Senate
March 13, 2008
OSU Strategic Plan

Increase international students from 6% to 9% by 2008

<table>
<thead>
<tr>
<th>Year</th>
<th>International Students % of Total Students</th>
<th>Number of International Students</th>
<th>International Undergraduates % of Total Students</th>
<th>Total Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>6.8%</td>
<td>1,234</td>
<td>2.3%</td>
<td>18,034</td>
</tr>
<tr>
<td>2002</td>
<td>6.2%</td>
<td>1,169</td>
<td>1.9%</td>
<td>18,789</td>
</tr>
<tr>
<td>2003</td>
<td>5.6%</td>
<td>1,061</td>
<td>1.6%</td>
<td>18,979</td>
</tr>
<tr>
<td>2004</td>
<td>4.9%</td>
<td>944</td>
<td>1.5%</td>
<td>19,162</td>
</tr>
<tr>
<td>2005</td>
<td>4.7%</td>
<td>904</td>
<td>1.5%</td>
<td>19,236</td>
</tr>
<tr>
<td>2006</td>
<td>4.6%</td>
<td>897</td>
<td>1.5%</td>
<td>19,362</td>
</tr>
<tr>
<td>2007</td>
<td>4.7%</td>
<td>928</td>
<td>1.6%</td>
<td>19,753</td>
</tr>
</tbody>
</table>
Why International Students?

• Globalization of economy and society
  – Students need to understand world cultures
  – Job opportunities expanding outside of US
  – Markets for US companies increasingly international
  – Global issues for education to address
• Student diversity enriches experiences of students, faculty and staff
• Brings the world to OSU for those who can’t go abroad
• Balancing OSU’s fiscal portfolio
INTO – A partnership for accelerating internationalization

- Pathway program for mostly undergraduate international students
- Integrated facilities, marketing, sales, delivery
- University brand (Not INTO)
- University control over important factors
- Accelerated internationalization – transformational
Core Elements in the Partnership

- Facilities: Teaching, Learning and Accommodation
- International College
  50/50 Joint Venture between INTO & University
- Direct Enrollment Into University Degree/PG Programs
  100% University

Sales and Marketing Services:
Student Recruitment
What Does INTO Bring?

- Capital for the joint venture partnership
- Global marketing network
- Marketing research and marketing intelligence
- Delivery of pathway programs
- A network of international universities
Challenges

- Large influx of international students at one time
- Maintaining quality of experiences for all OSU students
- Financial risk associated with new facility
- Transitional issues (partnership design and impact on ELI faculty and staff)
Outcome Expectations

- Two-fold increase in international students enrolled at OSU within a 5-year period
- More established OSU name brand; potential impact on international collaborations and attracting graduate students; OSU as gateway to Southeast Asia
- Increase in community diversity at OSU
- Financial return can increase access for ALL students
- Availability of teaching/residential facility
- Major step towards becoming a leading international university
Next Steps