



# INTERNATIONAL EDUCATION: STATE-OF-THE-FIELD AND ROLE TO SUPPORT PERFORMANCE FUNDING

DR. TIM KARAS, PRESIDENT, COLLEGE OF ALAMEDA

DR. ROSALIND LATINER RABY, DIRECTOR CALIFORNIA COLLEGES FOR INTERNATIONAL EDUCATION

DR. DIANNE VAN HOOK, CHANCELLOR, COLLEGE OF THE CANYONS

DR. ANDREEA SERBAN, VICE CHANCELLOR EDUCATIONAL SERVICES AND TECHNOLOGY, COAST CCD

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# BY THE END OF THE SESSION, YOU WILL KNOW OR KNOW MORE ABOUT:

- various international education programs at California community colleges
- impact of international students as it relates to the student success measures in the new funding formula
- utilization of recruiting agencies to grow and enhance international student programs, including examples of agreements and successful and reputable recruiting agencies
- effective practices in international education from three community college districts
- role of the CEO in international programs

# CALIFORNIA COLLEGES FOR INTERNATIONAL EDUCATION (CCIE)

- Established 1985, CCIE is a non-profit, educational consortium of 86 California Community Colleges.
- CCIE is dedicated to the ideal of increasing international understanding through education. The goals of the association are to:
  - encourage development of an international perspective in community college classrooms;
  - increase awareness of and encouragement in international development through technical education;
  - promote opportunities for sharing of international/intercultural expertise;
  - form liaisons between national organizations and consortia involved in international and intercultural education activities;
  - provide an international and intercultural education resource body to the State Chancellor's Office of the California Community Colleges.



# FUTURE CHANGES AND OPPORTUNITIES

- Potential crisis in international student revenue decline
- OECD and Rand Reports Show
  - 41% of US jobs have connections outside of the US
  - 49% of US job suppliers are outside of the US
  - 54% of US job clients are outside of the US
- Globalized colleges are attractive as they are seen by business as having cutting edge ideas that will foster cutting edge talent

# CALIFORNIA EDUCATION ABROAD 2016-2017

## **Nationally - 6,197 students**

Glendale CC (157 students)

Orange Coast (115 students)

LA Pierce CC (93 students)

Santa Barbara CC (82 students)

LAC City CC (75 students)

East LC CC (72 students)

Santa Monica CC (70 students)

## **California - 2,521 students**

Citrus CC (153 students)

San Mateo CCD (106 students)

Saddleback CC (88 students)

Ohlone CC (76 students)

Santa Rosa CC (73 students)

Riverside CC (71 students)

San Diego Mesa CC (59 students)



## STUDENT SUCCESS: NEW JERSEY & CALIFORNIA

Outcome	Bergen (without regression)		Brookdale (without regression)		CCC Soar (without regression)		CCCSOAR (with regression)	
	EA	Non-EA	EA	NON EA	EA	Non EA	EA	Non EA
Completion of English Level	-	-	82.2%	58.1%	77.3%	29.6%	16.6%	15.4%
Completion of Math Level	-	-	67.9%	32.6%	46.6%	17.6%	7.6%	6.4%
1 Year Retention	61%	-	91%	57.7%	88.7%	57.7%	62.4%	55.9%
2 Year Retention	-	-	52%	35.5%	72.0%	39.7%	45.0%	36.5%
Transfer Units Completed	61.4	-	-	-	48.6	24	37.6	25.1
Transferred to 4-Years	-	-	51.6%	23.7%	39.9%	14.4%	11.8%	8.0 %
Earned Degree or Certificate	55%	14%	47.1%	15.4%	16.6%	5.3%	3.6%	2.7%

Rosalind Latiner Raby, Gary M. Rhodes, Janice M. Thomas, Amparo Coddling, and Andrea Lynch. (2016). Community College Study Abroad and Implications for Student Success: Comparing California and New Jersey Community Colleges

# INTERNATIONAL STUDENTS BY THE NUMBERS

- Enrollment is on top of local enrollment caps. There will be a maximum number of domestic students regardless of the number of international students brought in.
  - All profit stays within the district (does not go to the state)
  - Tuition/fees from 15 students - \$ 75,000; from 50 students - \$ 214,970
  - 30 students – can compensate one full-time faculty position
  - 300 students - can add 25 additional sections of high-demand/honor courses
  - 135 international students (\$655,910) can fully fund an office and staff (does not include additional revenue from bookstore, parking and food services).
  - Tuition/fees can also pay for selected budget line-items at district and/or college levels; special infrastructure projects, increase student support staff, pay for more class sections; subsidize resident students with jobs/scholarships
  - Seat Analysis (Fitzer, 2007; Budd, Serban, VanHook and Raby, 2015 found that international students tend to “fill-up existing classes” and therefore cannot displace domestic students

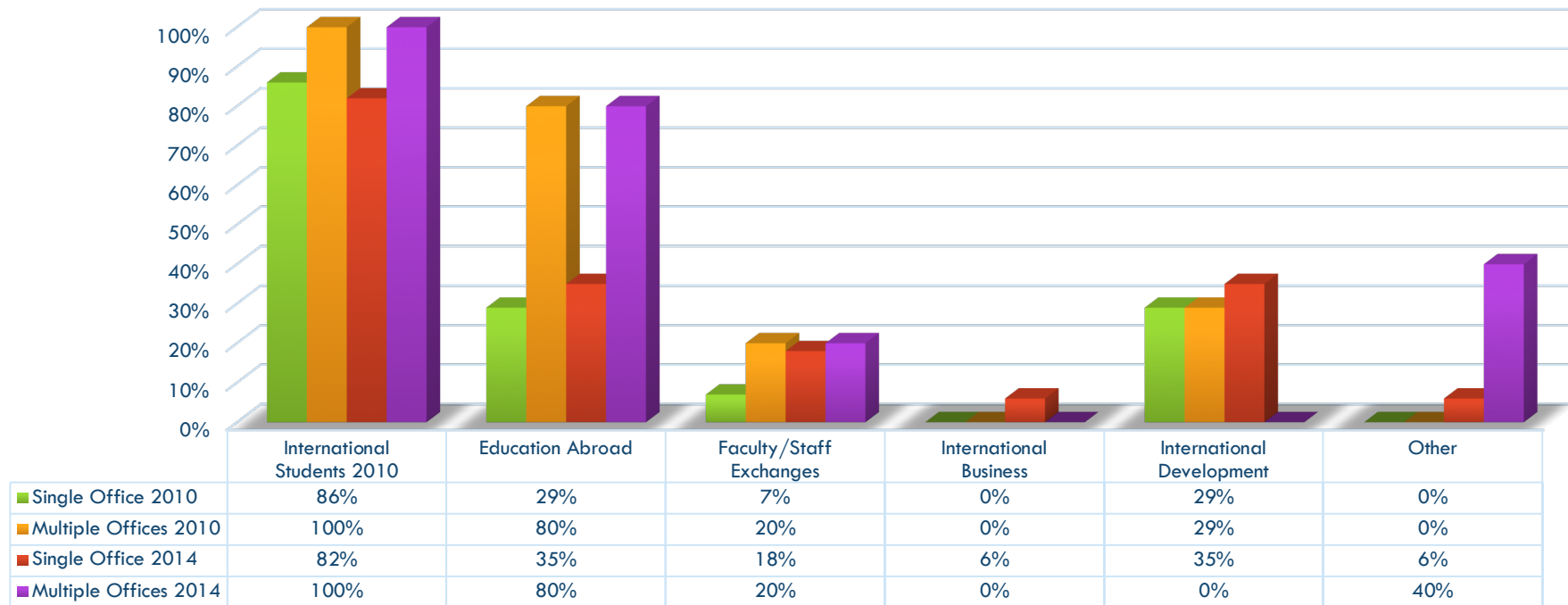


## IIE OPEN DOORS: INTERNATIONAL STUDENTS

- **Nationally:** 89,455      **California:** 27,127
- 10 California colleges with 1000 + international students
- **CA Colleges in the TOP 10 :** (2,718 – 3,354 students):  
Santa Monica; DeAnza; Foothill;
- **CA Colleges in Ranks 11-25:** (1,016 – 1,433 students):  
Orange Coast; Diablo Valley; San Maeto; Santa Barbara;  
San Francisco; Pasadena; Peralta
- **CA Colleges in ranks 26-50:** (400- 755 students): El Camino;  
Irvine Valley; East LS; Glendale; Grossmont; Citrus;  
Mt. San Antonio; Ohlone

# CCIE PROGRAMS: 2010 & 2014

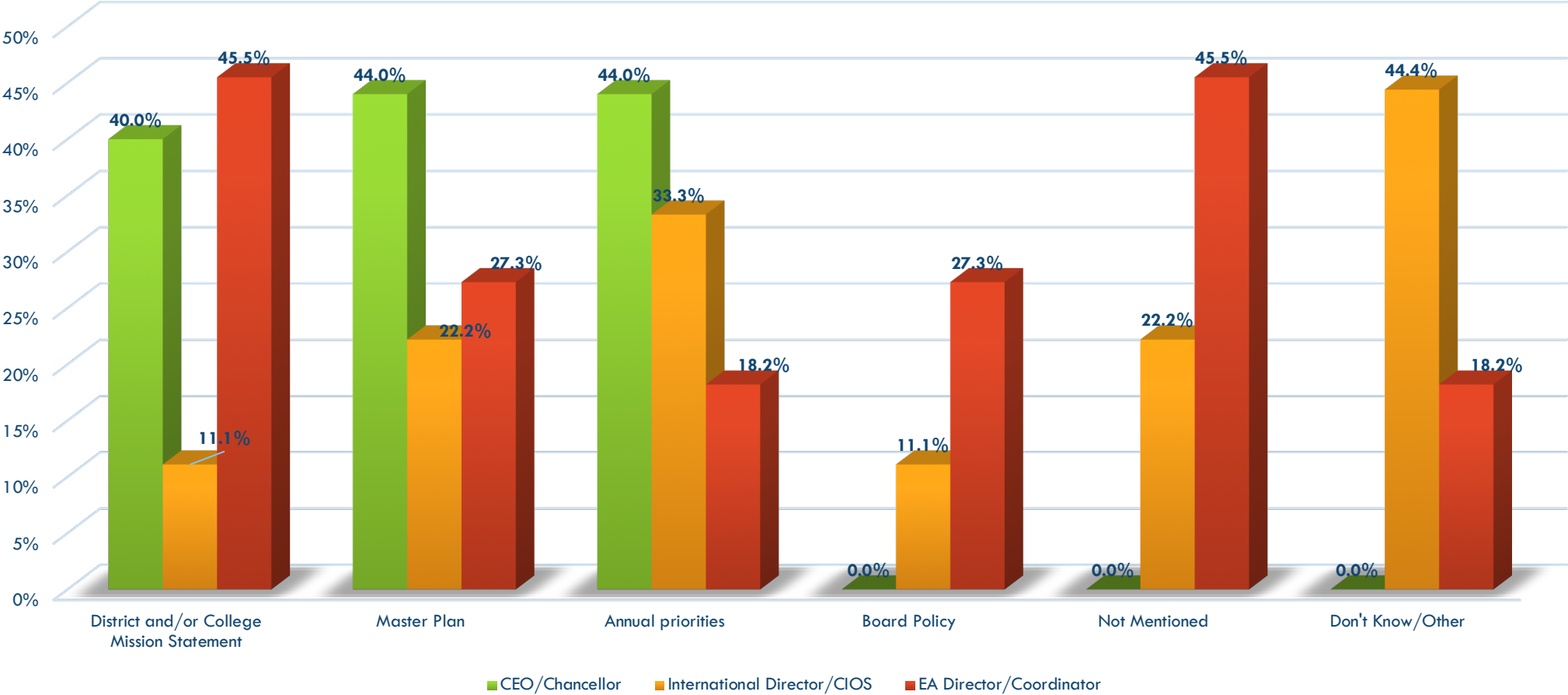
**Table 2.1**  
**International Education Programs: Comparing 2010 & 2014**





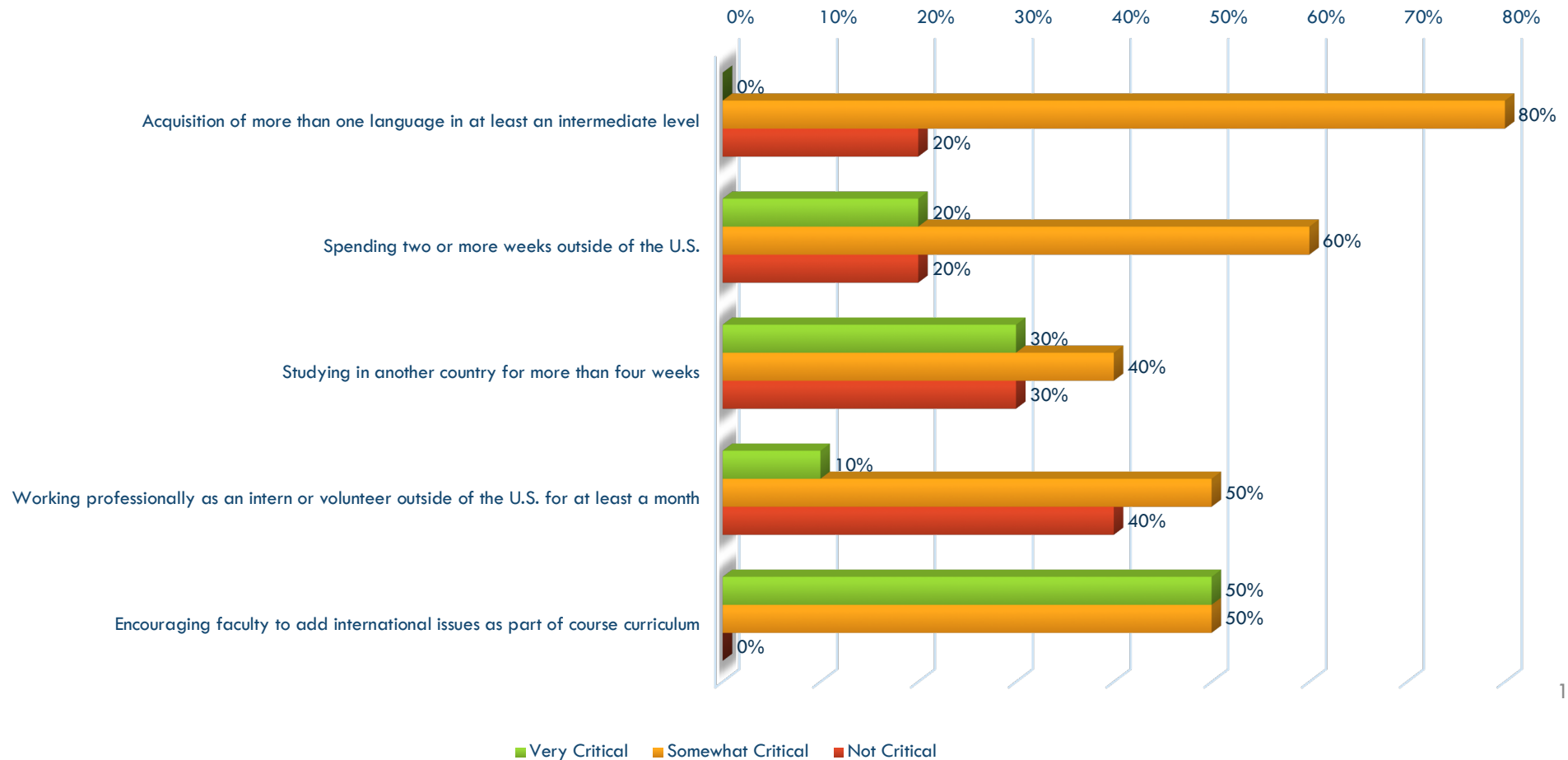
# INTERNATIONAL EDUCATION IN COLLEGE DOCUMENTS: 2014

**Table 1.1**  
**International Education Listed in and/or Priority in College Documents: 2014**



# CEO OPINIONS: 2014

**Table 1.4**  
**Specific International Competencies For students to Master in Order to Secure a Job in Today's Economy: 2014**





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# NEW FUNDING FORMULA AND IMPACT OF INTERNATIONAL STUDENTS

# STUDENT SUCCESS ALLOCATION COMPONENT OF THE NEW FUNDING FORMULA

- International student outcomes **are counted** in the following measures under the Student Success Allocation “All Students” Category:
  - Associate Degrees
  - Associate Degrees for Transfer
  - Credit Certificates
  - Nine or More CTE Units
  - Transfer to CSU or UC
  - Transfer Level Math and English
- International student outcomes **are not counted** in the following measure under the Student Success Allocation “All Students” Category:
  - Achieving Regional Living Wage



# ACADEMIC SUCCESS OF INTERNATIONAL STUDENTS

- Generally high academic achievers and have positive impact on successful course completion rates, transfer statistics, and average GPA.
- Most complete in 2 years due to taking mandated full-load (many colleges with 99% completion rate)
- Most have over 3.1 GPA and 15% have 4.0 GPA
- High achievement enhances college academic ranking
- High rate of participation in Honors Program and Student Government
- Enrich the classroom environment by adding diversity and by promoting cross-cultural understanding

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# RECRUITING AGENCIES



# INTERNATIONAL STUDENT RECRUITMENT – ROLE OF RECRUITING AGENCIES

- Lower income students have limited access to college information
- Agencies are cost-effective
- Being engaged in several markets is daunting from a resource perspective
- Traditional recruitment requires significant investment in staff time and travel, with uncertain guarantee of return; lead time for success is significant; results are unpredictable
- Paying a fee derived from the tuition a student pays upon enrollment shifts the uncertainty of investing in an up-front cost
- Agencies can focus on specific countries & majors to help with college plans
- Agencies whose staff speak the language and know the culture can reach out to students and help them decipher complex admissions & testing policies
- Agencies with a network of offices have a wide reach, and in cultures where a personal touch is needed, provide efficient and ethical contacts
- Top agents have been in business for 20+ years

# INTERNATIONAL STUDENT RECRUITMENT – AGREEMENTS WITH RECRUITING AGENCIES

- Check credentials, prior performance, references (in and outside US)
- Develop well written agreements and get approval from both parties prior to starting
- Clearly state expectations for both sides
- Clearly state payment conditions
- Example of agreement developed by Coast CCD used with all recruiting agencies
  - <http://www.boarddocs.com/ca/cccd/Board.nsf/goto?open&id=B4D67Q63E72B>
- Establish effective tracking mechanisms of international applications and subsequent enrollments derived from each recruiting agencies



# INTERNATIONAL STUDENT RECRUITMENT – EXAMPLES OF RECRUITING AGENCIES CURRENTLY ENGAGED BY COAST CCD

- UKEAS Worldwide Unlimited
- Talk Club Marketing Service
- Future Link Group Co., Ltd.
- Myanmar Search International (MSI) Education Consultancy Services, Co. Ltd.
- Overseas Education & Culture Center of Korea
- iBest Education Co., Ltd.
- Global College Board, LLC
- Enjoy Study USA
- American Institute for Foreign Study (AIFS Deutschland) GmbH
- ELS Educational Services
- WorldEdu Vietnam

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# INTERNATIONAL TRAVEL FOR MARKETING AND RECRUITMENT



# INTERNATIONAL STUDENT RECRUITMENT – INTERNATIONAL TRAVEL FOR RECRUITMENT

- Strategic, focused, sustained over time to establish and grow relationships with local high schools, US embassies, and markets
- International travel of CCCD staff over twelve months for recruitment purposes:
  - 243 days
  - Education USA Fair Series Southeast Asia, Agencies, and School Visits: Thailand, Philippines; Hong Kong, China; Indonesia
  - KIC University Assist Brazil Tour and Panama College Fair
  - Recruitment Tour - Taiwan, China and Japan via ELS Language Centers
  - Ryugaku Journal World Fall
  - Education USA - Spain, Brunei, Indonesia, Malaysia, Portugal, Turkey, Brazil, Ecuador, Colombia
  - Vietnam Education Fair
  - Sunrise Spring Recruitment Tour – China
  - Nic International College Events – Japan
  - KICUnivAssist Latin America Tour – 9 locations in Latin America
  - IC3 Conference and High School Fairs – India
  - ELS Asia Tour – China, Japan, South Korea

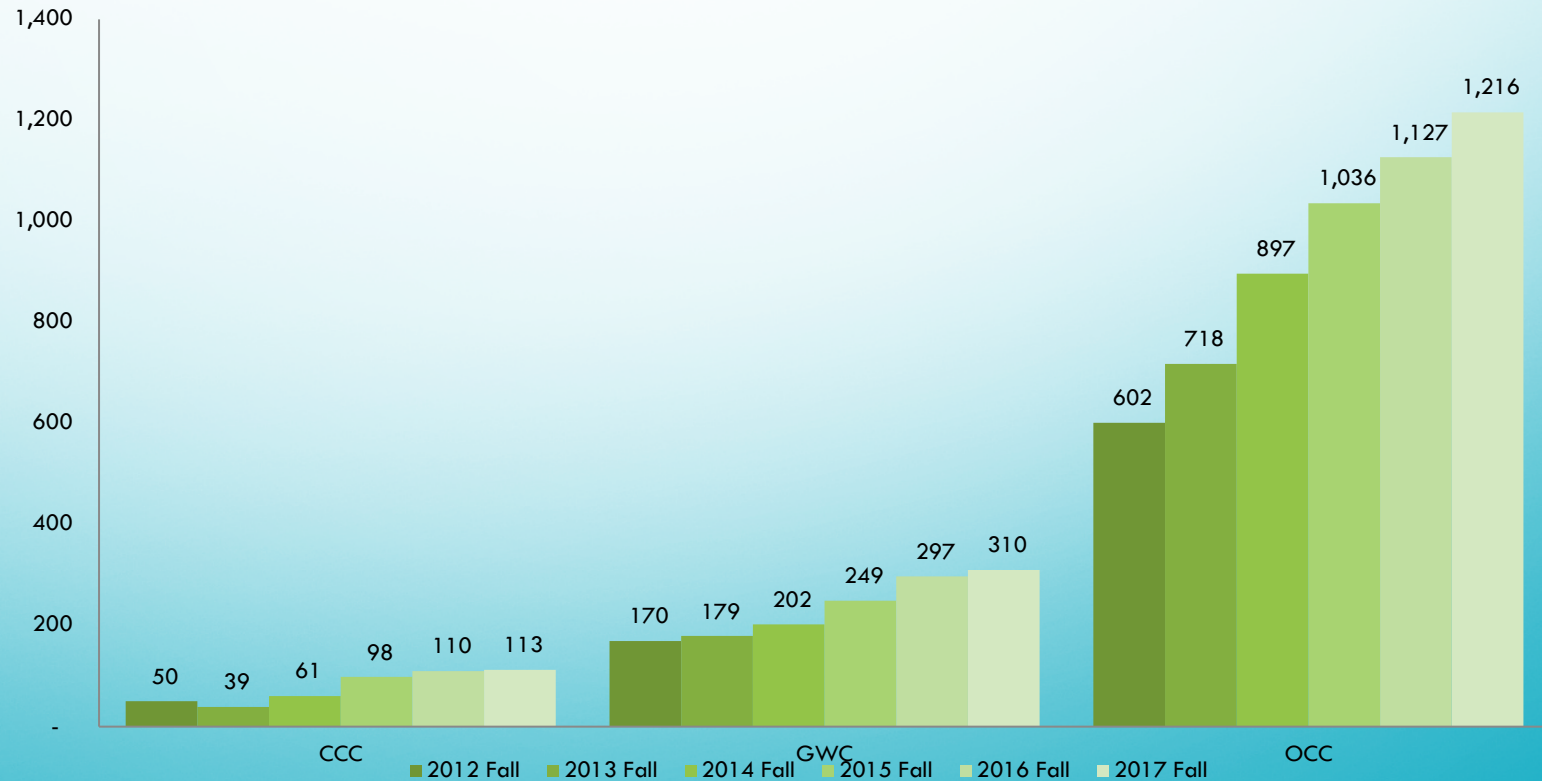


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# RESULTS AT COAST CCD

# INTERNATIONAL STUDENTS AT COAST CCD

Growth has continued for the sixth year in a row from 822 in fall 2012 to a high of 1,476 in fall 2017, an 80% increase. The growth has been led by OCC, where the number of international students increased from 602 in fall 2012 to 1,216 in fall 2017, a 102% increase. GWC also increased significantly from 170 international students in fall 2012 to 310 in fall 2017, an 82% increase.





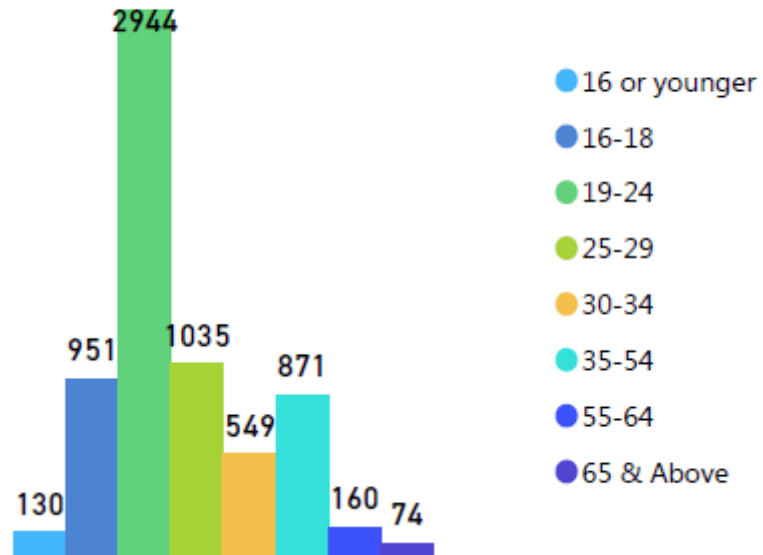
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# INTERNATIONAL EDUCATION

## COLLEGE OF ALAMEDA EXPERIENCE

# COA QUICK FACTS

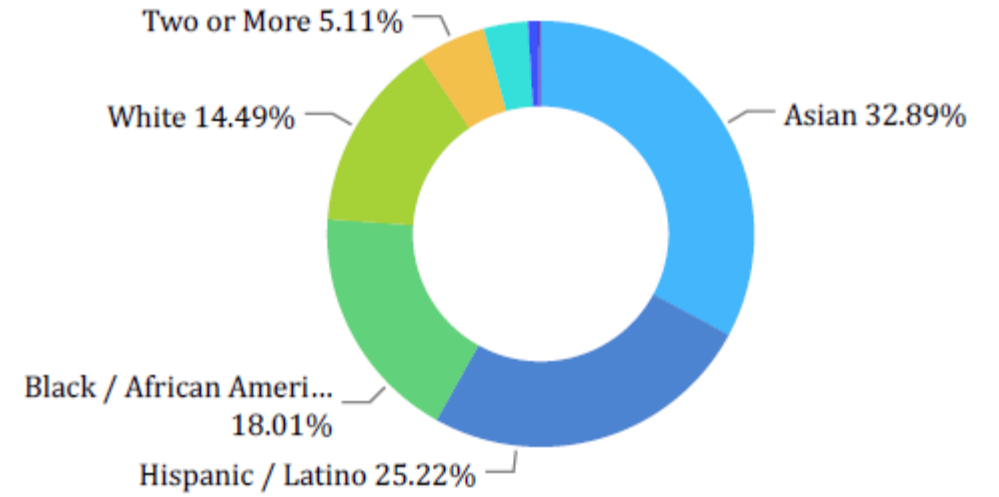
Age Range



2018 Fall

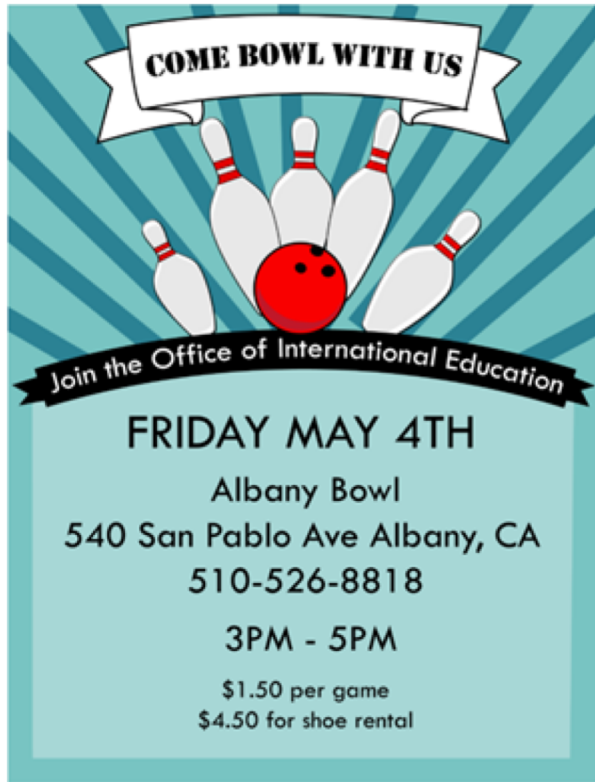
Residency	Total Headcount	%
Resident	5727	91.5%
Foreign	305	4.9%
Out of State	226	3.6%
Not Indicated	1	0.0%
<b>Grand Total</b>	<b>6259</b>	<b>100.0%</b>

Ethnicity





# INCREASED CAMPUS LIFE



International Students increase campus life and engagement through sponsored events, activities, club membership, and field trips.

Many of these activities are open to all students to participate leading which is linked to increased student persistence rates. Increased student success metrics may lead to increases to funding streams.

# ENROLLMENT MANAGEMENT



International students enhance enrollment stability and expanded access opportunities for all by:

- Increasing fill rates for sections allows
  - some under-enrolled section to remain
  - lessens displacement of students
  - may increase breadth of offerings
- More predictive schedule and fewer cancelation increases the likelihood of students competing educational goals



# INSPIRATION



Alessandra Chimienti: From Italy to Merritt College With a 4.0 GPA and Role as Valedictorian

CoA has students from over 50 countries attending

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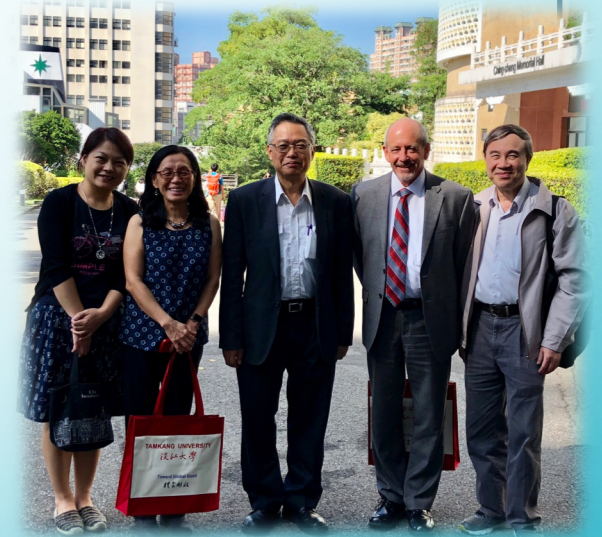
# ROLE OF THE CEO



# WHAT DOES A CEO NEED TO KNOW ABOUT INTERNATIONAL EDUCATION (IE)?

- CEOs need to understand:

- Trends
- Best Practices
- Community make-up
- Cost-Benefit Analysis
- What **NOT** to do
- Strategies for integrating international education into their serving community





# WHAT BARRIERS DO YOU AS A CEO NEED TO GET OUT OF THE WAY FOR STUDENTS AND STAFF?

- Misunderstandings about the costs and benefits of International Education
- Misinterpretations that international students take the seats away from the regional and local students
- Lack of space
- Lack of integration with and being seen as a benefit to other college programs and services
- The perception that the International Student Program is an “add-on” and not necessary





# WHAT CAN YOU DO AS A CEO TO INTEGRATE INTERNATIONAL EDUCATION (IE) AT YOUR COLLEGE?

- Provide focus and a common understanding that:
  - Global Awareness is more important now than ever
  - Dynamics & the ever-changing global economy are vital
  - Opportunities to bring people together, to create common ground, to minimize philosophical and political divides, to make a difference to overall college functions that matter and enhance civility
  - Building bridges to the workplace and experiential learning for our students is a benefit to all concerned
  - Expansion of networks enhances student and college success, and fuels the development of Pathways
  - International Education offers built-in staff development opportunities for existing staff

