SVC | Skagit Valley College

Program Review Guide: Student Support Services
Unit Name: International Programs

Welcome to Program Review

During this process, you will:

1. Analyze annual effectiveness data for measured outcomes related to you Unit Goal(s);
2. Analyze effectiveness of highlighted strategies in place for your unit to achieve its stated goals and measured outcomes;
3. Analyze your Unit's staffing and resource needs;
4. Revise Unit structure and organization, including relationships with other Units in Student Support Services;
5. Formulate a list of needs to achieve your unit goal and measured outcomes (e.g. staffing, budget, resource allocation) for operational planning in the upcoming academic year.

Section 1: Unit Overview

Strategic Priority/Core Theme: Access and Completion
Overall Unit Goal(s): Increase number of students and then keep them
Measured Outcomes Increase number of new International students enrolling at SVC by 10% annually

We have made some progress, but it is decentralized and is reactive. For recruitment, we have optimized the recruiting budget to attract more students. For retention, we are also modifying internal policies to meet student needs. This includes areas such as payment plans, on-campus employment, and student clubs.

We will need to adjust based on data that we find. At the moment, we do not have a good way to collect data on retention, so first we need to collect quarterly retention of International students and then ask what they see as important to make more proactive plans. Important to note for International recruitment is that there are many moving parts; some SVC is responsible for and some SVC is not responsible for.

Section 2: Operationalization (Strategies)

Please list your current Unit Strategies to achieve your stated unit goals and measured objectives.

What is working well - The control of budget is with director, who can make choices on recruiting strategies and trends. For example, we recently switched from one online recruiter to another. This new online recruitment agency is more cost effective. We have also worked to improve the website and the viewbook.

What can be improved is having a dedicated person for recruitment activities. As the program grows, the director will have less time to engage with agents and recruiters. Further, having another person who can be available for recruitment activities (face of program), including presentations (virtual and in-person), student-facing events, recruitment tours, marketing materials, and social media (including Instagram, whatsapp, etc). Making this a centralized position in International Programs is inline with other regional best practices. Other CTCs, including Green River and Everett, have dedicated recruiters who report to the director of international programs.

To measure success in this area, we will look at number of inquiries that result in registered International students, and also compare quarterly increases in International students.

Section 3: Program Resources and Staffing

Related to staffing, International Programs has had challenges in that we only have a director and an enrollment services coordinator. To increase our International enrollment, we will need a dedicated person assigned to International recruitment. To increase our International student retention, we will need to designate a person to programming and retention strategies.

We have already made modifications to our recruitment and marketing efforts. At this point, we will be able to stay afloat but not grow substantially without more positions supporting. Similar to other areas that are not fully staffed, this work will be reactive and decentralized until it has more people to support and help it grow.

Section 4: Unit Organizational Structure

International Programs has part of an Associate Dean of Student Support Programs, one director, and an enrollment services coordinator. This is insufficient to reach our stated goals. International Programs is already embedded in Student Support Programs, working with DAS, the Basic Needs Navigator, Campus Housing, and Student Life.

Section 5: Operational Planning

We will continue working with Keystone, continue improving website/marketing materials, and continue working with agents who send us students. However, we will need to work on building relationships with regional agents. Further, it would be beneficial to have someone to support marketing and social media.

Based on this review, we recommend expanding the infrastructure by adding one full-time International recruiter, both of whom report to the Director of International Programs to keep the program centralized and dynamic.