



**The Graduate School and
International Education,
Strategic Plan 2012: Fourth
Annual Update (November 16,
2016)**



UNIVERSITY OF
ARKANSAS

GRADUATE SCHOOL
& INTERNATIONAL
EDUCATION

grad.uark.edu

Between November 2015 and
November 2016, we said hello
to...

Dean Rom (Full-time)



James Flammer



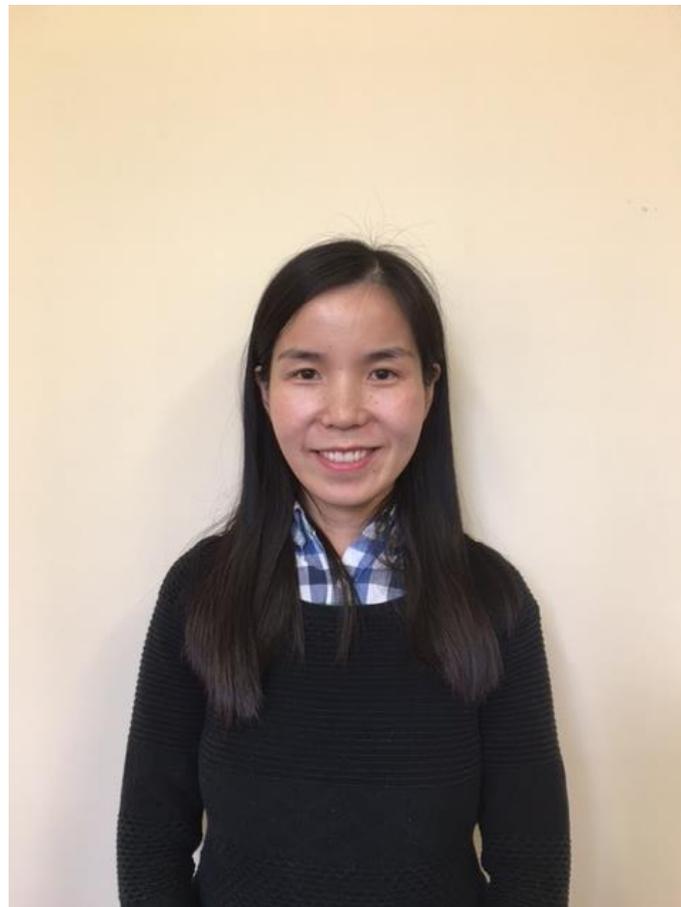
Suzie Greer



Jacob Hiatt



Meng Kong



Melissa Moon



Therese Moreno



Katie Sabo



Samina Yasmin



The Rome Center

Francesco Bedeschi,
Janice Calf, [DeDe
Long], Viviana Sabatine,
Fabio Grassi, [Melissa
Erwin], Davide Vitali,
Chris O'Halloran



And we said goodbye to...

- Kayla Anderson
- Michelle Bachelor
- Bart Betnar
- Nick Daehn
- Alfred Dowe
- Mengjiao Liao (GA)
- Mykel Wallace (11/28)



We also welcomed Chancellor Steinmetz to the University



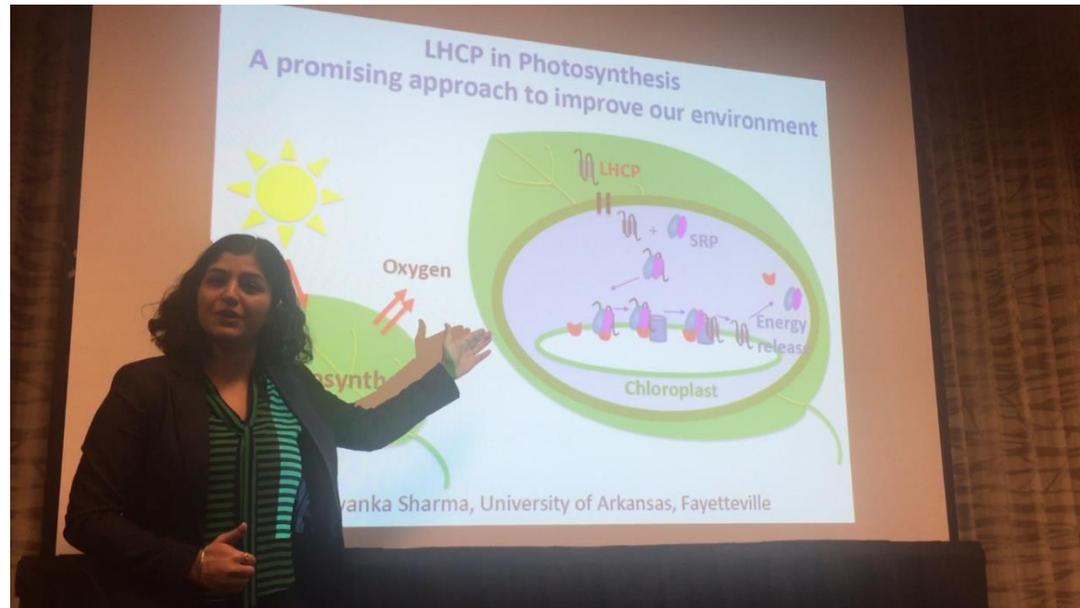
This is the last update for this strategic plan. Our new goals are:

1. Create a communication, marketing, and branding plan to advance the visibility of, increase the diversity in and promote the reputation of the Graduate School and International Education and the University of Arkansas.
2. Facilitate the development and management of innovative and educational graduate, international, and interdisciplinary graduate programs.
3. Improve and strengthen retention and graduation rates by advocating for graduate and international students.
4. Initiate and maintain strong connections with graduate, international, interdisciplinary, and study abroad students and scholars from the time of initial inquiry through post-graduation.
5. Serve as the central unit for tracking and providing risk assessment for international education mobility; provide proactive policy leadership and best practices to University administration about risk assessment.
6. Serve as the central unit for compliance on matters related to graduate and international students and scholars. Serve as a resource to other academic units on best practices related to graduate and international student and scholar issues.
7. Ensure effective, efficient, and appropriate use of technology resources; maintain an information technology/web/data infrastructure that supports GSIE goals.
8. Encourage professional development for GSIE staff.
9. Adopt an enrollment management plan that meets University and GSIE goals.
10. Facilitate the participation of students in international educational experiences to meet University goals.
11. Provide English language and culture training for international students and international teaching assistants.
12. Provide standardized testing services for constituencies at the UA and elsewhere.

GSIE Strategic Plan with Steinmetz Eight Priorities

GSIE Goals	Steinmetz Priorities								Total
	A	B	C	D	E	F	G	H	
1	x	x	x	x			x	x	6
2	x	x	x	x	x	x	x	x	8
3	x		x	x			x	x	5
4	x	x	x	x	x	x	x	x	8
5	x			x		x	x		4
6	x	x	x	x	x		x	x	7
7							x	x	2
8		x		x			x	x	4
9				x			x	x	3
10	x	x	x	x	x	x	x	x	8
11	x	x	x	x		x	x	x	7
12	x		x	x			x	x	5
Total	9	7	8	11	4	5	12	11	

VISION



The Graduate School and International Education assists the University of Arkansas in excelling at research, teaching, training, and service while fostering student and scholar success and enhancing the overall student academic experience.

MISSION

The Graduate School and International Education supports the strategic goals of the University of Arkansas to continue as a very high research university; recruits, retains and graduates high-caliber students; advocates for students and student success; facilitates intercultural and international experiences to increase global competencies; and assists in the development of international, interdisciplinary, and graduate programs.



Vision/Mission/Goals

- Leigh Marshall:
UA Employee of the Year
- DeDe Long:
Hoyt Purvis Award
- Kim London:
Collis Geren Award

Goal One

Advance the visibility and reputation of the University of Arkansas within the nation and around the world and promote the UA as a destination of choice for students and scholars.



Goal One (continued)

- Yassaman Mirdamadi received the Service Recognition Award for Professional Contributions to the NCTA again this year
- The National College Testing Association granted certification to our Testing Services Center – one of only 129 institutions certified in North America



Goal One (continued)



- GSIE sponsored the Conference Pin and hosted the first annual breakfast meeting of SECU Study Abroad directors at the 2016 annual NAFSA conference in Denver

Goal One (continued)



- Gloria Flores Passmore visited NGO's and Embassy Representatives in New York and DC
- The Sponsored Students Program hosted Dr. Elida Obaldia from the Universidad Technologica de Panama and hosted the Sponsor Visit Day for NGO's and embassy representatives on our campus

Goal One (continued)

- Amanda promoted GSIE through multiple newswire articles, press releases, on-campus print media and social media outlets
- Andrew and Amanda launched new websites for nearly all GSIE units



Goal One (continued)

- The International Culture Team of 462 students and scholars reached 14,402 community members with quality cultural presentations and demonstrations
- iFriend matched 152 Friendship Families, raising the visibility of our student population in the community



Goal One (continued)

- Dean Needy, Dean Rom and representatives from graduate recruitment, international recruitment, Sponsored Students, ISS, Study Abroad and International Exchange, Cell and Molecular Biology, and SILC, visited with potential students and GSIE friends across the US and the world



Goal One (continued)

- Five international trips were made for the purpose of undergraduate and graduate student recruitment. Belize, Trinidad and Tobago, the Bahamas, Argentina, and Uruguay were all visited
- Cameron Caja visited China, Korea and Japan to promote the University of Arkansas and our visiting student and NCN programs
- Audra Johnston was selected to serve on the NAFSA Trainer Corps



Sooie visits the Bahamas

Goal One (continued)

International Recruitment

- initiated an informal international home country ambassador program, with presentations given by current students and alumni to interested students in Bolivia, Indonesia, and Nigeria since January
- initiated use of targeted Facebook and Instagram online ads to reach prospective international students
- delivered recruitment webinar presentations to EducationUSA centers in Bolivia, Colombia, India, and Brazil



Goal One (continued)



- The University of Arkansas welcomed the sixth cohort of 18 PAPSS scholars to campus in August 2016. The total number of scholars enrolled at the U of A is 108, with 18 enrolled at SILC, for a total of 126
- The U of A enrolled 1,466 international students in the fall 2016 semester, 79 fewer than in fall 2015 (2015 was a record enrollment year)

Goal One (continued)



- There are 249 doctoral fellows and 8 SREB-State Doctoral Fellows. Nine doctoral fellows also hold NSF graduate fellowships
- Fall graduate enrollment was 4,275, a 1.3% increase over Fall 2015
- 1,367 master's, specialist, and doctoral degrees were awarded in 2015-16, a decrease of 16 students from the year before – however, the number of doctoral degrees awarded (178) was a record high

Goal One (continued)

On November 1, we marked the one-year anniversary of using Salesforce. We added Pardot to our tool box this past summer. The full system went live on July 29 and since that date:

- Almost 25,000 student names have been added to the system
- Inquiry forms on the GSIE website generate leads directly into *Salesforce*
- Email campaigns to new prospective students are running on a daily basis
- Over 22,000 automated, personalized emails have been sent
- “Happy Birthday” emails have been automated and are sent daily
- *UAConnect* admissions data is imported daily to track lifecycle trends
- New prospective students that have indicated an interest in the Walton College of Business and College of Engineering are exported and sent weekly to the respective colleges to aid in their recruitment efforts

Goal Two

- Testing Services tested approximately 12,000 students and prospective students
- Study Abroad & International Exchange increased prospective study abroad student attendance at HogsAbroad101 sessions by 25%



Goal Two (continued)

- The Office of Graduate Admissions processed over 8,500 applications
- The UAConnect Applicant Center was implemented for applicants, giving them the ability to upload documents directly to UAConnect and to monitor the status of their application
- Graduate departmental checklists were implemented to allow graduate departments to set up and manage their degree program requirements - applicants can upload these required documents



Goal Two (continued)

International Recruitment

- incorporated the use of recruitment and admission videos. One admission video is complete and will be added to the website. Other videos can be accessed through YouTube and social media as part of recruitment efforts
- held fall 2015 and spring 2016 graduation receptions for international students and their parents/families
- hosted three international student focus groups to gain a better understanding of why international students choose the U of A



Goal Two (continued)

The office of Graduate Retention and Graduation:

- Organized multiple events to help maintain connections with graduate students; some events included Teaching Assistant Orientation, First Year Graduate Student Orientation, Graduate Student Family Picnic and Graduate Education Week activities
- Organized the largest commencement ceremonies in university history



Goal Two (continued)

Amanda:

- Organized the University's first annual Three Minute Thesis competition
- Assisted with graduate student focus groups for the Graduate Student Congress
- Assisted with the national conference hosted by the GSC for the National Association of Graduate and Professional Students Leadership Summit



Goal Two (continued)

- ISS initiated a pre-arrival checklist in isslink.uark.edu to assist with the transition of admitted students to the NW Arkansas and University of Arkansas communities
- ISS developed a new facebook page to reach international student alumni - UARK International Alumni Society
- The ISS Compliance team developed electronic processes for former students on Optional Practical Training to report their employment information and complete the STEM extension application



Goal Three

Actively seek to promote and strengthen strategic relationships with partner institutions, academic units, university departments and the community.



Goal Three (continued)

GSIE assumed
administrative,
curricular and fiscal
responsibility for the UA
Rome Center



Goal Three (continued)



Study Abroad and International Exchange expanded partnerships with institutions in Australia, Denmark, Greece, Mexico, and Sweden

Goal Three (continued)

- The U of A hosted the 2nd annual SILC U of A Day in April
- Karl Anderson is chair-elect for NAFSA Region III



Goal Three (continued)

- Cameron Caja and Michael Freeman worked in collaboration with the Walton College of Business to plan for a successful 3+1 program with SuZhou University in SuZhou, China
 - Jeremiah Wax and Mykel Wallace met with faculty and administrators in the Graduate School of Business, College of Engineering and Operations Management program to clarify Curricular Practical Training process for international students
- Cynthia Smith with the ISS Outreach Programs successfully worked with Latin American Studies, World Languages, Literatures and Cultures, Spring International Language Center and the Center for Multicultural and Diversity Education to present Plaza de las Americas, a University of Arkansas showcase program for Hispanic Awareness Month

Goal Four

Serve as the central unit for tracking and providing risk assessment for international education mobility.

- Study Abroad and International Exchange secured a new study abroad insurance provider that increases student and faculty protection overseas
- ISS staff members monitored the travel of international students during the winter and summer breaks to locations with endemic TB, polio, and Zika, referring the affected students to the Pat Walker Health Center for information

Goal Four (continued)

- The compliance team in ISS fulfilled Homeland Security reporting requirements on F and J students and dependents regarding new requirements for phone numbers, email and authenticated street addresses in the SEVIS system
- Audra Johnston served as the key contact for the U.S. Department of Homeland Security in their audit of the employment of H-1b faculty and staff at the University of Arkansas



Goal Five

Facilitate the development and management of innovative and educational graduate, international, and interdisciplinary programs.



Goal Five (continued)

- We implemented CRM communication campaign(s) for international recruitment
- International recruitment initiated a live Skype Chat option for interested students



Goal Five

- ISS moved to a mostly paperless process for F and J requests through issLink
- Newly admitted international students received personalized orientation schedules based upon their date of arrival, major, and classification through the issLink system
- In collaboration with STAR Central and the Student Standards and Conduct Office, the ISS retention staff developed interactive workshops for orientation regarding academic integrity and sexual assault issues

Goal Five (continued)

- In the 2015-16 graduation year, GSIE awarded 28 interdisciplinary master's degrees (an increase of two students from 2014-15) and 21 interdisciplinary doctoral degrees (a decrease of 11 students from 2014-15)
- Interdisciplinary master's degrees represented 2.4% of the total number granted in 2015-16 with nearly 12% of the doctoral degrees from interdisciplinary programs

- Fall 2016 enrollment in interdisciplinary graduate programs is 262, a 3.6% increase over Fall 2015



Goal Five (continued)

Study Abroad and International Exchange....

- Administered 37 short term faculty led study abroad programs and the summer campus at the UA Rome Center
- Coordinated reciprocal student exchange programs with 19 foreign institutions



Goal Six (A)

Increase the quantity and diversity of qualified international and graduate applications;

- We recruited 11 students from Belize
- International Recruitment conducted two official training sessions for placement services (counselors) used abroad, and
- Grew our international ambassador program to include a summer ambassador program and increased the overall ambassador program to include four students

Goal Six (B)

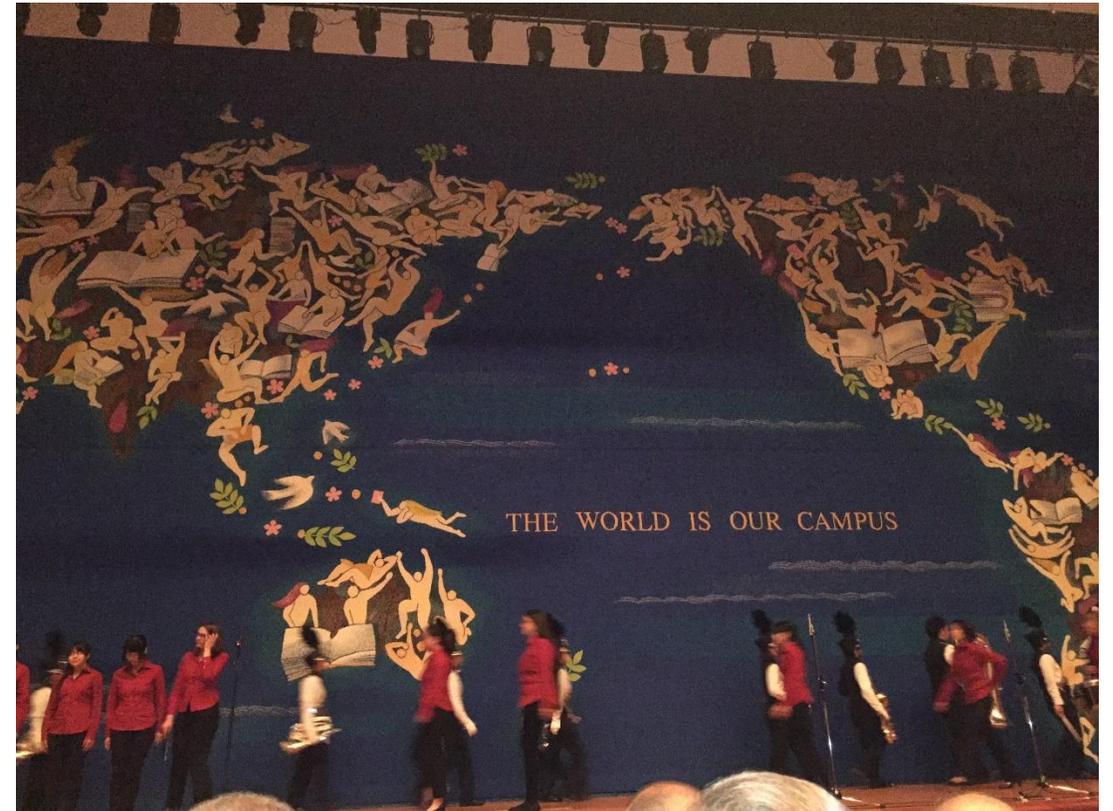
Increase the percentage of graduate students to 20% of the total student headcount enrollment by 2020;

- In Fall 2016, graduate students represented 15.72% of the University census, a decrease from the 15.77% the previous year
- Headcount enrollment of graduate students in Fall 2016 is 4,275, up 55 from Fall 2015



Goal Six (C)

Increase the percentage of international graduate students to 20% of the total graduate student headcount by 2020;



Goal Six (C, continued)



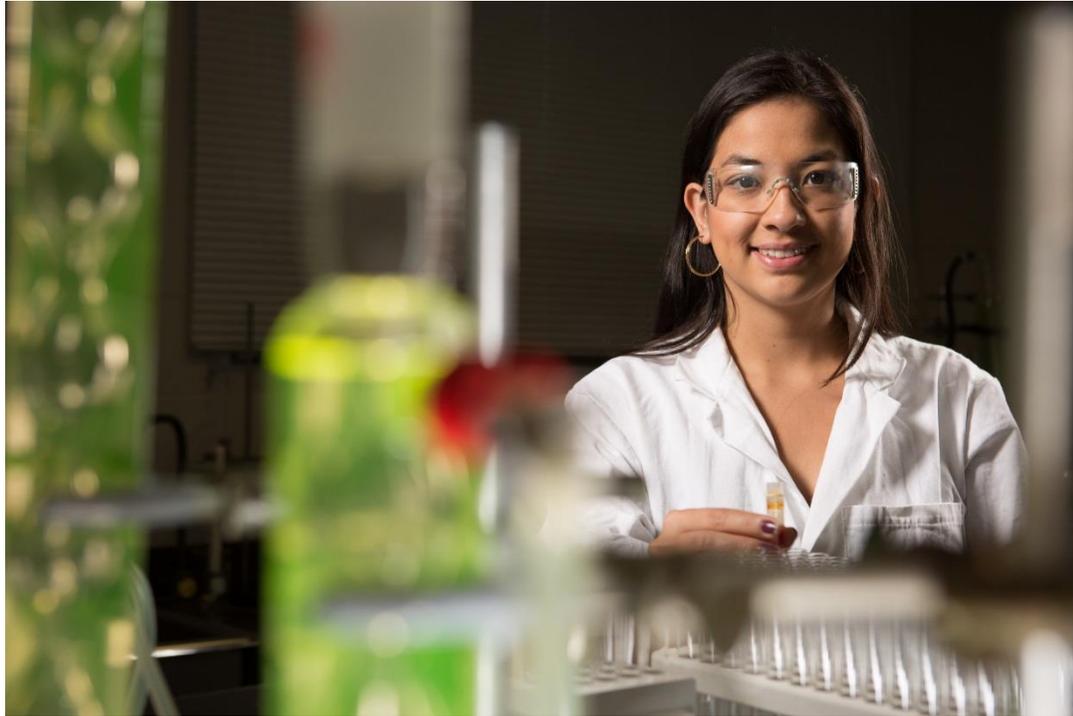
- In Fall 2016, there are 244 international master's students and 454 international doctoral students. This represents 9.6% of the master's enrollment and 33% of the doctoral students
- Counting all international graduate students (master's, doctoral, graduate certificate and nondegree), the percentage is 16.5%

Goal Six (D)

Increase the percentage of international students to 10% of the total headcount enrollment by 2020, with at least 200 international first-time, full-time freshmen;

- In Fall 2016, graduate and undergraduate international enrollment is 1,466 students or 5.4% of the total University headcount
- There are 119 international freshmen, down from 187 in Fall 2015

Goal Six (E)



Increase the number of sponsored students to 20% of the international headcount enrollment by 2020;

- The 226 enrolled sponsored students in Fall 2016 represents 15% of the international headcount

Goal Six (E, continued)

Increase the number of enrolled visiting students to 125 each semester;

- 27 visiting students were enrolled, Fall 2016
- There were six non-enrolled visiting student researchers



Goal Six (F)

Maintain an average of 120 countries represented in the international student population and strengthen the enrollment from countries with less than 10 students on campus;

- Fall 2016: 112 countries represented by students



Goal Six (G)



Increase the percentage of graduating seniors completing a significant international experience to 25% by 2020;

- 1,022 students completed a study abroad experience in fall 2015, spring, intersession and summer 2016 (compared to 900 the year before - a 13% increase)
- There were 48 countries visited
- Undergraduate study abroad participation rate for FY 15 grads was 14.3%, up from 13.3 % the year prior

Goal Six (H)

Increase the number of outbound UA students enrolling in reciprocal exchange programs to 15% of the total study abroad population per year by 2020.



92 students were enrolled in reciprocal exchange programs in 2015-16: 45 inbound and 47 outbound

And for the Future:

Lead efforts for each of Chancellor Steinmetz's eight priorities, especially: building a collaborative and innovative campus; reaffirming our land-grant and flagship responsibilities; strengthening graduate education; and enriching campus diversity and inclusion



Future (continued)

- Grow resources through development activities and the budgeting process
- Plan for strategic growth in graduate enrollment
- Continue implementation of Salesforce/Pardot



Happy Thanksgiving!

