

Minutes: KU International Affairs Committee

Monday, November 05, 2018 @ | 8:30 a.m. | Marvin 305

Attendees: Kapila Silva (Chair); Virginia Harper Ho (faculty); Seth Brooks (staff); Manuela Gonzales-Bueno (faculty); Charlie Bankart (ex. Officio); Billie Archer (staff); Arianna Belinda Chavaria (student), Humberto Salinas (voting student)

Excused:

Absent: Peter Ukpokodu (faculty)

Welcome New Members: Billie Archer (staff); Arianna Belinda-Chavaria (correction) (student)

Discussions:

1. Review/Approval of the Minutes of 10/22/2018 meeting
 - Victoria moved to approve, and Seth seconded.
2. Presentation on international enrollment & related issues by Charlie Bankart

(a) Numbers on Changes in Admission for Undergrads:

(Information is complimented by a slideshow)

- 2010 large number of applications, many sponsored by government agencies.
- 2011/12 KU initiative, changing for excellence.
 - o Brought in group to consult and help us leverage our resources. International recruitment rose as a critical area to invest in. At the time, KU had not formally invested in the area of international students.
 - o This led to creating International Recruitment Advisory Committee. This was the first formal investment. Fall 2012
- International Programs began hiring in December 2012 to have recruiter, communications officer, etc.
 - o Then, began recruitment travel, etc. None of the positions were funding, but they were funded by IP. Staffing funds were not provided by university though it was mandated.
 - o The new team began working and creating a strategic recruitment plan.
- Start to see a bit of a growth in fall 2013 since there was some follow up from new staff.
 - o Fall 2013, many Brazilian students funded and came for AEC program.
- Fall 2014 is the first year that the staff had a full cycle to recruit.
 - o Before they had finished their first cycle, the partnership with Shorelight began. First intake from Shorelight was 56 students.
- First year of Shorelight recruitment about 95%.
- 2015 showed the reducing of the funding down to \$36000, and then in 2016 it dropped down to zero. This was marked by the large recruitment of Shorelight in 2015.
 - o Charlie reinvested IP's funds into recruitment.
- In the spring of following semesters, the scholarships will be available to students to attend all IP related programs. Students were sometimes making decisions based on the scholarship opportunities in Shorelight.

- For that program, students have less flexibility on elements like living costs and classes.
- In 1999, the International Recruitment Advisory Committee was given \$54,000 a year for them to advertise and recruit.
 - No recruitment staff at the time. Most of the recruitment for the time was at larger fairs. One trip cost about \$20,000 and hit about 7-8 countries.
- Shorelights spike in enrolment and then decline. Reasons included:
 - Advent of concealed and carry, shooting in Olathe (made front pages in other countries, like India), changes in our national narrative in immigration, in 2017 students were reading about executive orders, e.g. “muslim bans”, drop in VISA issuance in US consulates.
 - These numbers really show that our Shorelight numbers are now intertwined with our efforts and is hard to separate.

(b) Examples of Current Efforts and Investment in Recruitment:

- Have hired on a fulltime KU representative in Mumbai, India.
- In Costa Rica, our two staff have enhanced their recruitment efforts in Latin America.
- We have focused recruitment in Middle East and Latin America since there was less representation there by Shorelight. Students from Paraguay and Costa Rica can study here at an in-state rate due to old partnerships. Our strength in India is typically in graduate students. We focused in trying to connect with the undergraduate students in India which is a more intensive, ongoing process.
 - Big questions from the students are the concern of being safe, being welcome, and if they will they be denied a Visa.

(c) Follow up Questions and Responses:

- Some students do come only for the English AEP and then leave. This program is CEA accredited and accepted internationally.
- Manuela: have we done recruitment in Australia, Europe, and/or Africa?
 - Charlie: we have done little, since there is still zero dollars from the University for recruitment. We are working on developing it and should have help from this scholarship being available.
 - Most of our strength lies in Western Europe due to institutional partnerships (France, Spain, UK, Germany, Belgium).
 - Brexit: we are seeing an interest in returning to America.
- Charlie: having these scholarships is unprecedented since we historically had 25 scholarships and they often were competitive for merit.
 - What I am working on now and feel this group could be supportive of is support for IP from the University. The benefit is the diversity of the campus and how that impacts all students.
 - KU needs to consider the student revenue provided by IP and recruitment as investments.
- Humberto: how easy is it for students who come in on scholarships to apply for other scholarships?

- Charlie, there were no 4-year renewable scholarships, but now there are with explicit requirements on number of credits (30) and GPA (3.0).
 - There is also a clear probation expectation that will be communicated.
 - There is an additional clause to get the scholarship back if a student loses it.
 - Virginia: This committee can be a support. Are there other things that IAC can be helpful in doing to help these efforts?
 - Charlie: there is no direction forward but up when you start from a base of zero.
 - Recommends that we reinvest 5% of the revenue from growth in IP to produce a sustainable funding base that can be planned on.
 - Critical need is sustained presence abroad.
 - Originally, the one committee couldn't go to the same places multiple times, because they had to go to new places which provided no sustained presence.
 - Humberto: how do we make this happen? How easy is it?
 - Charlie, it is not easy in the budget context. However, I have not once heard KU leadership say that we shouldn't invest in good opportunities.
 - Humberto: Do you think the University Senate could be helpful?
 - Charlie: I do think so.
 - Humberto: how do we do this?
 - Kapila: we will include this in our report and make a strong recommendation see in if we have data available from other universities to see if KU is behind and needs to increase a focus on.
 - Charlie: as of Friday, Shorelight has 15-16 partnerships.
 - Manuela: how has the history been of the University Senate applying our past recommendations.
 - Kapila: This would be something for us to look into.
 - Charlie: 4-5 years ago it was actively debated whether to dissolve this committee.
 - Senate decided not to. There was a period of time when the committee was stagnate and the value of the work was in question. It was then refocused.
3. Kapila Update on Specific Charge 1
 - Shorelight is working on getting us the data.
 4. Discussion on Questionnaire to go out for Specific Charge on KU Smoking policy
 - Add a question to the survey on region before distributing the smoking survey. Humberto to send to Kapila to review before sending.

The meeting was adjourned at 9:45.