

Summary/Notes from the spring 2017 Meeting of the International & Border Programs Advisory Council

February 3, 2017 - 2:00-3:30 pm, Nason House Meeting Room



Present:

Associate Provost for IBP (chair) – *Dr. Cornell H. Menking, Associate Provost for IBP*
Center for English Language Programs – *Dr. Kristian Chervenock, Director*
College of Agricultural, Consumer and Environmental Sciences – *Dr. Rolando Flores, Dean of the College*
College of Arts & Sciences – *Dr. Enrico Pontelli, Interim Dean of the College*
College of Business – *Dr. James Hoffman, Dean of the College*
College of Engineering – *Dr. Laskshm Reddi, Dean of the College*
Confucius Institute – *Ms. Elvira Masson, Director*
Graduate School – *Dr. Louí-Vicente Reyes, Dean of the Graduate School*
Honors College – *Dr. Miriam Chaiken, Dean of the College*
Library – *Maria Elena De La Rosa, Collections Coordinator*
Office of Education Abroad – *Ms. Angelina Palumbo, Director*
Office of International Student and Scholar Services – *Mr. Michael Schmelzle, Director*
Vice President for Research – *Dr. Luis Vazquez, interim Vice President*

Absent:

College of Education - *Dr. Donald Pope Davis, Dean of the College*
College of Health & Social Services – *Dr. Donna Wagner, Dean of the College*

Handouts:

- Agenda and recent reports
- International Festival Flyer
- Renewed charge signed by Provost Howard

Cornell H. Menking - Welcome and Introductions

1. Prior meeting: Measuring global competency (not much progress), funding for targeted international initiatives grant (continue to allocate funds for various int,
2. Updates:
 - a. Nason house acquisition and use, individual from institute in Mexico, Cesar Fuentes may come to take residence in Nason House and maintain CLABS mission.
 - b. Risk Security Assessment Council advices CM on issues related to risk
 - c. Black Programs and American Indian programs working closely together.
 - d. Successes:
 - i. International Studies Minor
 - ii. Transatlantic partnership grant – France
 - iii. Last summer's program with Universidad San Francisco de Quito's ethnic minority programs, funded by US Embassy in Quito.
 - iv. 1st cohorts of bridge program with Tecnológico Nacional de Mexico (TecNM)
 - v. ACES providing training for extension projects in Mexico, working with APLU and SAGARPA as lead institution of a network of American institutions
 - e. Trump's Immigration Executive Order – been consuming us.
3. Financial health of IBP:
 - a. Increasingly self-sufficient. Full IBP organization chart has 24 positions – 8 are I&G.
 - b. ISSS and OEA operating budgets nearly zero now.
 - c. About \$300k in salaries (OEA \$145k, GA's, SW's, Hamdy, Jorge, operating expenses, memberships, travel, etc.) – all paid for with revenues. Includes \$15k for Aggies Go Global, \$20k for Grad student travel, and \$83k to teach for-credit English courses (A&S college of record). Lots of small projects – speakers, events, etc.

- d. Passport office – great success, both in terms of revenue and PR for the community. About \$8,600 in there now - surplus, after expenses, including a portion of Brenda Brown’s salary.
- e. Separately, it takes \$600k to run CELP.
- 4. International Recruiting Initiatives:
 - a. The big plan 5 years ago was to centralize international undergraduate operations and admissions into IBP. This project is now complete. Full admissions and service are now in one shop. The structure is in place but the nuts and bolts are still being ironed out.
 - b. IBP is self-funding international recruiting – in addition to \$120K from Carruthers for marketing in Mexico. Jorge Ramos is working on Descubre recruiting in Mexico.
 - c. Upcoming trip to India - mostly Graduate level.
 - d. In China we have permission from the Provost to *explore* our first commission-based recruiting arrangement (RFP’s being considered).
 - e. Interested in untapped markets in Southeast Asia – Vietnam, S. Korea, Indonesia, Malaysia – priorities.
 - f. Question of departmental capacity: Encouraged by new survey from enrollment management that will seek to help us see what our strengths are, what programs want to grow, can’t grow, must grow, etc. In other words – this will help us be strategic internationally.

Open Discussion:

- 5. Flores – Was in Mexico last week. Thinks we should move forward faster, not pull back, people still coming here but we also need to have a partner there. Cattle growers will be affected negatively. We need to charge. Not a time to be conservative, including in China and India.
- 6. Reddi – Agrees. Need to be aggressive, Mexico being one, and India and China, particularly STEM areas, when rest of country is going up, we are going down. STEM is global. We need to address this and hope there are resources.
- 7. Menking– Agrees. Pointed out funding coming from IBP, not central administration.
- 8. Reddi - At least for Engineering, doesn’t mind travel funds or marketing - we are desperate.
- 9. Pontelli – we need to do something. Used to have great population of students from India, China and Mexico, but it has almost disappeared. We need deeper roots, more than just recruiting efforts.
- 10. Reddi – In Engineering there has not been an emphasis in recruiting.
- 11. Menking – We have a great set of Deans as far as internationalization policies.
- 12. Pontelli – Enrollment management discussions on campus have been dominated by other conversations. Most of the focus is domestic undergraduate, not on international. Who do the Regents listen to?
- 13. Menking – Natalie Kellner recently said BOR is looking at IBP and seeing some success and innovation and is interested in boosting summer activity. International is interested. Perhaps international can fund some classes for the colleges for the summer (and get return on investment to make it sustainable).
- 14. Reddi – She has approached him, we could make revenue. Paradigm shift, thinking among faculty is international students cost us money by needing to pay stipends for Grad students, etc. That’s a 1980s paradigm. China, India, Vietnam - have foundations now so they can come with the expenses paid. It is not true that we need to pay for them anymore. We need to tap into those types of markets.
- 15. Flores – Mexico is a matter of reality. We are in NM and if you look at Chihuahua, it is the same country, the same people, there is so much commonality, culturally, for students from Chihuahua to come here, it’s easy. In times of low budgets we must be strategic with where we put our money, we need to put it there. They have training centers that are impressive, cattle trade, horse trade. Lot of importance to work there, a natural environment. I recently visited NMMI - 150 Mexico students, China and India too.
- 16. Menking – Sonora too. This is a priority area, we have a trip in spring.
- 17. Chervenock – Recruiting, budget and political challenges -- next four years will change everything. Those dependent on recruiting international students, we will have to get creative. Online and hybrid courses and market those programs, export them. Get ahead of the curve to take our services with online products and in-country training.
- 18. Chaiken – Loui, Kristian and her having conversations on recruiting in China, they want to come but can’t quite make it, so they come to NMSU with transfer-in credits. Undergraduates with intensive language experience, with 2nd Undergraduate degree from an American university, then come into Master’s degree class, and get honors certificate with Master’s degree. Masters accelerated program.

19. Reyes – We do need to be aggressive, but strategy seems to be marketing. But that goes with a hook, what niche do we have that these countries? China, India, Mexico should be focused, so find hooks/niches. I love that Kristian wants to export our niche. In graduate education, enrollment is how we control our budget. We need to create enrollment streams. I would propose we look at what our product is at NMSU. We have to market.
20. Flores – Students that can go overseas will go to France, Brazil, so why would they come to NM? Emphasize why they should come here and not Colorado or Spain. What do we have here?
21. Loui – We worked with Engineering and we brought in 25 people and we enrolled 7 from TecNM in Mexico. We asked why they came to NMSU they said “because it’s like home”.
22. Flores – Exactly - geography, language food, that makes it.
23. Reddi – There are an equal number of motivations for other countries. People didn’t know they could send their kids here at our very inexpensive out-of-state rate and not the other more expensive schools. We should look at our tuition rate as a marketing tool.
24. Menking – College Board report we are 3rd most inexpensive university in the U.S.
25. Flores – Come to NM and learn two cultures.
26. Menking - Different things work for different countries.
27. Masson – College counselors in China are private firms. They don’t entertain us because of cost. They don’t want to market because they work on a cut – our tuition is too low to get a good cut.
28. Reddi – On the other side, we need to have marketing message to parents not the students. Good message for parents to send their children here is that we are not very expensive compared to expensive schools in India. Market to Parents.
29. Masson – We need to find a niche where it is still affordable for those students.
30. Reyes – I think Kristian has found a niche
31. Chervenock – Universities have been beating the bushes for 15-20 years, we are very late, we can’t compete just selling things off the shelf. We all need to challenge ourselves to do something no one else has done -- 3+3, 2+2, targeting internationally high school graduates through conditional admission - we can take anyone regardless of TOFEL score, and then a 1+3 or 2+2 with DACC, their tuition is minimal. So total cost at full out of state tuition rates cuts it back by \$30,000.
32. Reyes – It is sad to say, but our departments or college have done a poor job in tracking placement and career outcomes. We have 756 students from out-of-state that have applied to NMSU and only 90 have been admitted by the departments, and grad school has admitted 58 of the 90. Departments need to respond to applicants.
33. Chaiken – Maybe because of where we are on the calendar right now.
34. Loui - I understand the calendar but if we are going to have to move forward, we need to fix the mechanics, the technical things at university, and be aggressive at how students come in.
35. Chervenock - Students can come in on our I-20 and go to another university. So what is the sell? We haven’t done a good job of enrollment management. Texting apps are the magic to get them landed.
36. Reddi – We used to have Adobe Connect sessions and that became pretty popular, number of applications, university level.
37. Menking – Our challenge is IBP has very few people to organize and recruit. I had to hire someone for Mexico, I don’t have anyone to assign that task to. We are going to put some phones in and respond to text messages but we are a skeleton crew.
38. Reddi – Initial investment was huge. But once it was set-up it was quite interesting what kinds of questions they were asking.
39. Reyes - How do we do this as an institution and not dump everything on IBP?
40. Menking - How do we hire to keep this ball in the air?
41. Reddi – I could mobilize that for you if your coordination was possible.
42. Chervenock – What we need is people. It is the entire university’s responsibility, not just IBP’s.
43. Reyes – It is a start. You can tax people only enough. Start with volunteers, revenue sharing model must be built in to the system.
44. Reddi – Use our faculty members and we can buy them out for a course they are teaching. If Menking could provide a central space and coordinate this, and send a FB message or WhatsApp and connect once or twice a month - sometimes at 4:00 am, which is their prime time - but soon they see the profits coming. We can invest at that.

45. Vazquez – At ENLACE I used Canvas to give me a free course, signed up all my teachers and aids. Why couldn't we use a system like that? We could use the Canvas course.
46. Reyes – We have 3 courses right now. We used this in the Developing Scholars program and yes it is powerful. We have had it up.
47. Flores - Regarding recruitment, the message cannot be blank, it must be targeted, use students and ask them or use a contact person within the colleges.
48. Menking – cCn each college support a person to support our recruitment initiative?
49. Pontelli – One person per country from each college.
50. Menking – Good suggestion.
51. Pontelli - We could create a small team within each college.
52. Chervenock – Critical mass will get things done. This group needs to get together, we need to get organized. And money is important, we know that students that come in paying out-of-state tuition, that is 3 times in-state, extra money we know university doesn't project its money on. Revenue cost-sharing money and use out-of-state tuition money.
53. Menking – Another meeting would be good, but each college could send in names to start this moving. Enrico brought up a point earlier -- that enrollment management discussion are primarily focused on domestic students - so we are talking about a team for international.
54. Pontelli – We have international faculty.
55. Reddi – We had a Dean's retreat. There is a lot of interest.
56. Menking – Let's go ahead and identify those people.
57. Reddi - I already have 3 faculty members but I need to get a time release for one of them.
58. Pontelli – Keep them small and focused.
59. Reddi – I would like to do something like Adobe Connect.
60. Vazquez – For recruiting students please know how it benefits domestic students and our environment and how it benefits.
61. Menking – open door data how it benefits NM.