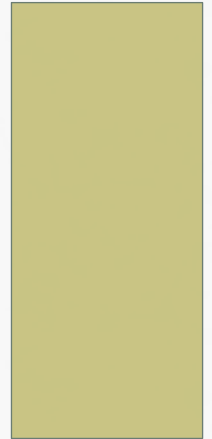


INTERNATIONAL STUDENT MARKETING, RECRUITMENT & ADMISSIONS

FACILITATORS: GEOFF WILMSHURST – CAMOSUN COLLEGE &
DAN SENEKER – UNIVERSITY OF SASKATCHEWAN





Marketing says "yes".
Of course legal says "no".





FACILITATOR'S OVERVIEW

CAMOSUN COLLEGE



FACILITATOR'S OVERVIEW

UNIVERSITY OF SASKATCHEWAN

TOPICS FOR DISCUSSION

- Centralized v. De- Centralized models
 - How do your institutions manage international?
 - What are the pros and cons of each model?
 - If you could plan the perfect international m/r/a structure how would it look?
- Using Agents or not
 - What are the pros and cons of using agents?
 - What are some best practices for managing an agent network
 - What other models should be considered in lieu of using agents?

TOPICS FOR DISCUSSION

- Integrating or separating domestic and international admissions.
 - What are the pros and cons of each approach?
- Using electronic acceptance letters for international student admissions.
 - Do you also send hard copies and do you charge students courier fees?
 - Would you consider only using the electronic method where that is accepted for visa purposes?

TOPICS FOR DISCUSSION

- How do we achieve greater international student diversity?
 - Can you share any approaches to developing new markets?