

# International Services and Programs (ISP)

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PRESENTATION TO THE COLLEGE PLANNING TEAM (CPT)

9/15/2014



# Summer 2014 Activities & Subsequent Results

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- ❖ Hosted BBQ for TecMilenio Students in Cougar Den
  - Further Follow-Ups:
    - 2-3 Exchange Students to COC, Spring 2015
    - Summer Cultural and Language Program, Summer 2015
    - Visit to 5 campuses in early October
- ❖ Hosted 3 campus tours to 95 Chinese students: presented COC as a viable pathway to an American Higher Education
  - A PSA in development with the recruiting agency in Xiaman and Guizhou



# Summer 14 Program Development

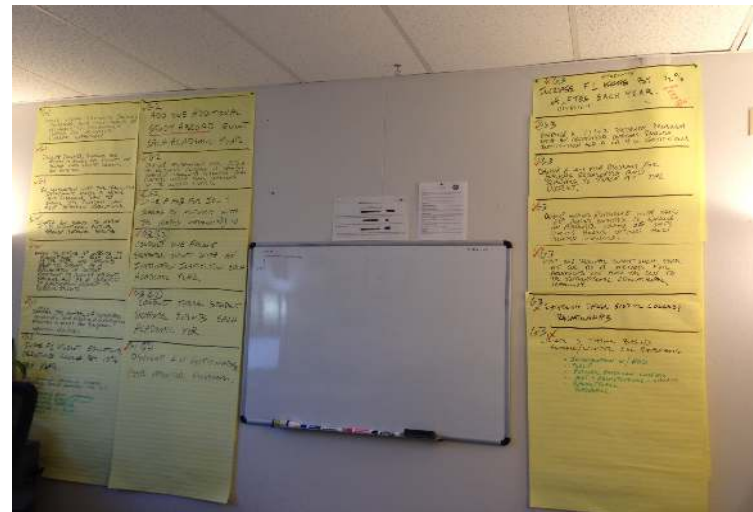
## COC ISP Strategic Plan 2014-2017

- ❖ To reach the target growth of 300 ISP students by 2017
- ❖ 3 Strategic Goals with 8 Tasks for each Goal
- ❖ Enrollment of 300 international students means:

\$612,000 x 2 semesters  
(per year)

**\$1,224,000**

And I have pictures to prove it!



# ISP Strategic Goals in Alignment with District's Goals: Our 3 P's

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## **Goal#1: ISP Infrastructure--Program**


*Develop the administrative resources and office infrastructure necessary to maximize student completion rates, prepare to support global program expansion, and ensure compliance with all federal and government regulations.*

## **Goal#2: ISP In-Reach: People**

*Integrate Comprehensive Internationalization concepts into campus program objectives, faculty priorities, and student led activities.*

## **Goal#3: Out-Reach—Promotion**

*Create a global reputation of program excellence as a mechanism for expansion of campus international student populations, District economic resources, faculty international experiences, student study abroad experiences, and stakeholder financial engagement.*



# Why Strategic Plan:

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- ❖ To help Jia-Yi stay focused to avoid chaos



- ❖ To help the Department stay vision-driven to avoid burnt out



- ❖ To build a process and infrastructure to meet expansion needs and to sustain success that is grounded in vision, passion, compassion, integrity, and entrepreneurship.



# Developing Partnerships across the Globe: MOU's and PSA's

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# Partnerships on Campus: ISP ASG Welcome Event, 9/4/2014

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# Partnerships in the Community and in Higher Ed

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COLLABORATION WITH SCVEDC: LOOK FOR  
AN OP ED, BY ISP AND EDC



COLLABORATION WITH UC'S/CSU'S





# How Are We Performing:

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## ❖ E-Brochure:

- Reached 32 countries; 45% through ISP website and 39% through email signatures
- Average 17.9 actions per visitor: Indication of engagement from perspective students

## ❖ ISP Website:

- 70% increase in ISP website visits since April, 2014
- Multi-lingual website and information sheets

## ❖ Student Enrollment Increased from 117 in S14 to 145 in F14:

- 24% increase without recruitment (streamlined in-take process and efficiency in the office)
- Not counting summer ISP enrollment's \$40K revenue, F14 alone has \$57K increase in revenue as compared to S14.

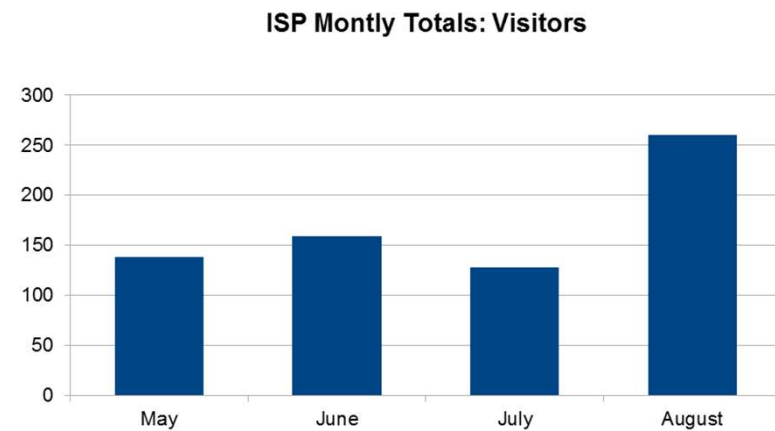
# How Are We Improving: Document, Track, and Analyze All Activities

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- ❖ Process Analysis: Streamline In-Takes and Inquiries:



- ❖ Number of People We Serve:



- ❖ F14 Largest attendance for ISP Orientation

# Of Course, There Is More:

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## ❖ Programs and Events for **Retention** and **Comprehensive Internationalization**:

- International Student Mentor Program
- Peer Program for International Students
- A Series of 3 Workshops on Acculturation and Cross-Cultural Communication
- Social Media Engagement: 3 postings on FB; weekly email updates to students

## ❖ How to **Inform Future Planning**:

- Institutional Research Department Survey
- ISP Student exit survey
- ISP New student survey
- ISP process analysis, staff training, and cross training (1 in July, 1 in August, and 2 in September)



# ISP Needs YOU—Really!

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## **We are growing many directions**

- ❖ Our Vision and Strategic Plan guide our planning and action
- ❖ Our Mission and Philosophy maintain our integrity
- ❖ Your support and trust strengthen the foundation for an improved infrastructure for the ISP
- ❖ Campus, community, and global partnerships help navigate our paths for a sustained growth.

## **We need your support**

- ❖ Join Committee on International Education
- ❖ Propose ideas for Educational Travel/Study Abroad
- ❖ Recruit students when you are abroad
- ❖ Send your students and staff members to the ISP events
- ❖ Connect Jia-Yi and the ISP to your contact